

FEHB PROGRAM CARRIER CONFERENCE

E-COMMUNICATIONS

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Blue Cross and Blue Shield Association

www.fepblue.org History

Year	Hits	Visits
1996	211,000	
1997	1.7 million	
1998	4.3 million	
1999	25 million	
2000	67 million	1.3 million
2001	140 million	2.6 million
2002	143 million	2.6 million

During the 2002 Open Season, we averaged 650,000 hits per day and 10,000 visits per day.

Awards

- Mature Media – 2001 and 2002 Spring awards
- Health Information Resource Center – 2002 Spring award

From Print to e-Communications

- Costs
 - Increase in size of brochure
 - Increase in postage costs
 - Increase in paper costs
- Timeliness
- Strategy
 - Member awareness
 - Opportunities based on need
 - Value to our customers

Most Used Features

- Pharmacy Programs
- Provider Directory
- Contact Us
- Frequently Asked Questions
- Benefits

Most Downloaded Features

- Claim Forms(Medical, Dental, Prescription Drug and Overseas) – 127,000
- Brochures (English and Spanish) –350,000
- Pharmacy Approval Forms – 5,000
- World Card – 700
- OPL Questionnaire – 14,000

Future

- 2003 Newsletters
- HIPAA
- Web Accessibility

