



**Goal:**

Upgrade or replace an outdated mainframe-based document generator in order to create dynamic, personalized documents via a web browser from anywhere in the world.

**Challenge:**

Generating thousands of personalized letters per month from over 800 workstations in diverse locations.

**Cincom Document Solutions:**

Anthem is using Cincom Document Solutions, one of the first-ever intranet-based personalized generation systems.

**Key Results:**

- Eliminated the expense and headache of maintaining software on over 800 workstations in different locations.
- Saved time and money by eliminating the need for claims processors to type unique information into each letter. Correspondence can now be personalized automatically – without typing a single word.
- Greatly improved appearance and consistency of letters.
- Easy-to-use, intuitive Microsoft Windows interface.
- Enabled over 1,200 web users to generate customized letters.

Profile in Success: **Anthem Blue Cross and Blue Shield**

# Anthem Blue Cross and Blue Shield Produces Customer Correspondence – Over the Web!



Situation: Cincom Document Solutions provides Anthem Blue Cross and Blue Shield with the ability to create dynamic, personalized documents via a “thin client” web browser. Julie Dillon, manager of Project Development for Anthem, says, “Unlike other document solutions we looked at, Cincom Document Solutions gives our representatives the ability to generate high volumes of personalized letters and forms from a web browser. This eliminates the issues of maintaining software over multiple workstations used by our customer services representatives.

"Communication via documents – paper or electronic – is a vital point of contact between your business and your customers. In today's competitive market, it's critical that a business communicate quickly, accurately, cost-effectively and personally with its valued customers."

No one knows this better than Anthem Blue Cross and Blue Shield, the largest healthcare management company in Virginia. Serving nearly two million members, Anthem is using Cincom Document Solutions – one of the first-ever intranet-based personalized correspondence generation systems – to manage much of its communications. Anthem generates thousands of letters monthly to providers and customers, and they found that Cincom Document Solutions has the power and flexibility to meet these demands.

Dillon continues, "Features such as inserting variable information from a database to save time, embedding logos and other graphics in the letter so we don't need special stationery, spelling and grammar checking and many other capabilities make Cincom Document Solutions the right choice for us. And with the intuitive Microsoft Windows user interface, it's so easy to use."

Cincom Document Solutions is easy to implement as well. According to Paul Newstead, research manager for Cincom Document Solutions, installation was accomplished in half a day at Anthem. The system's database can be attached to a company's own database, which then allows users to access client information based on policy number, name or virtually any other parameter. Equipped with custom-designed point-and-click screens, Cincom Document Solutions takes you through the simple process of creating a letter without having to write a single word. Finally, you can quickly share your letters with others – on any computer platform. According to Newstead, "In this environment, you can set up the relationships any way you want. The power is built into the rules-based system."

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**World Headquarters • Cincinnati, OH USA • US 1-800-2CINCOM**  
**Fax 1-513-612-2000 • International 1-513-612-2769**  
E-mail [info@cincom.com](mailto:info@cincom.com) • <http://www.cincom.com>

