



# Horizon Blue Cross Blue Shield brings legacy claims data online.

With nearly 2.3 million insured customers, Horizon Blue Cross Blue Shield of New Jersey is the state's largest health insurance provider. There are some 90 New Jersey hospitals participating in Horizon's health insurance plans. For over 20 years, Horizon

has made it easier for these hospitals to file insurance claims, validate coverage and check benefits by providing access to its legacy IBM S/390-based CICS applications and data. To make this possible, Horizon built and maintained a network of leased Systems Network Architecture (SNA) lines. The hospitals paid for the lines, the 3270 terminals, the modems and printers.

However, with hospitals cutting costs wherever they can, these expenditures, which range from \$10,000 to \$50,000 per year, have come into question.

*“Our IT mission is to reduce administrative costs — not just our own but our hospitals’ also — and to provide quality service. With Host On-Demand we’re fulfilling our goal.”*

*— Ken Plotnick, Project Manager, Software Development Group, Horizon Blue Cross Blue Shield of New Jersey*

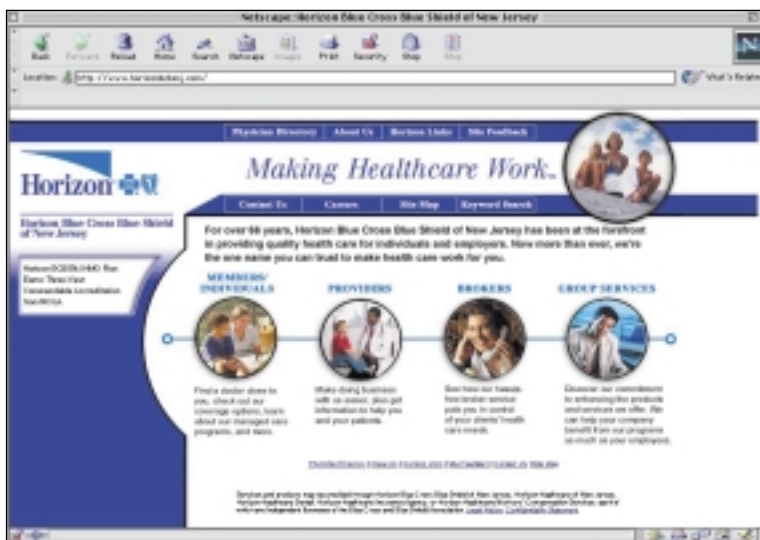
**Application** Internet-based access to legacy insurance applications

**Business Benefits** Elimination of yearly \$10,000-\$50,000 network costs for hospitals; 500% increase in number of access points

**Software** IBM WebSphere®  
Host On-Demand  
IBM Communications Server for Windows NT®  
IBM CICS®

**Servers** IBM S/390® Parallel Enterprise Server™

**Services** IBM Global Services



Horizon provides hospitals with access to its mainframe claims data using WebSphere Host On-Demand.



What's worse, the SNA network could provide only one or two connections per hospital. That meant that insurance administrators had to deal with frustrating bottlenecks while processing insurance claims.

Wanting to continue providing this service to its member hospitals, Horizon devised a way to eliminate costs while opening up access to more users. It was essential to keep the familiar IBM CICS applications and data and not require users to go through training. By providing Web access to its S/390 server data, Horizon could meet all of these criteria.

The key to Web-enabling the legacy claims data was WebSphere Host On-Demand. "The choice of IBM WebSphere Host On-Demand was pretty clear because of its outstanding functionality," according to Ken Plotnick, project manager of the software development group for Horizon. "Providing access to S/390-based data just by putting software on a server is a powerful technology."

After just two months in development, the Host On-Demand solution was ready for beta testing. Hospitals no longer pay a fee and can now support five to ten users each. "Costs and administrative expenses are big issues with hospitals," says Plotnick. "Host On-Demand saves them a significant amount of money and increases their access by 500 percent, so they're viewing us as a more competitive choice among insurance providers."

### **Familiar applications, new convenience**

A user logs on to Horizon's Web site to access the Host On-Demand end-to-end e-business solution. Once Host On-Demand authenticates the user's password, it passes the request on to an IBM Communications Server, which completes the connection with the mainframe and opens up a session with the user.

Host On-Demand and Communications Server each run on two Microsoft® Windows NT servers for redundancy and load balancing. Host On-Demand provides support for SSL encryption and digital certificates for security and privacy. IBM Global Services handled the hardware configuration and networking, and Horizon installed the software.

### **Leveraging customization**

Horizon is looking to use Host On-Demand's Screen Customizer to put a new look on its old "green screen" applications, an improvement that is likely to appeal to new users.

Also, Horizon plans to expand its solution usage. With telecommuting on the rise, the Host On-Demand solution may be the link between Horizon and employees who want remote access to legacy applications. "All an employee needs is a browser, and for a few dollars a month for Internet access, that home becomes an office," says Plotnick.

Plotnick is delighted that Horizon's IBM WebSphere Host Integration solution will keep his hospital customers happy. "Our IT mission is to reduce administrative costs — not just our own but our hospitals' also — and to provide quality service. With Host On-Demand, we're fulfilling our goal."

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