



## **FOR IMMEDIATE RELEASE**

# **NASCO and Blue Cross and Blue Shield of Massachusetts Go Live With BlueCard<sup>®</sup> ITS Host Processing**

**Atlanta, GA (Nov. 4, 2009)** – NASCO today announced Blue Cross and Blue Shield of Massachusetts (BCBSMA) has successfully migrated its BlueCard<sup>®</sup> ITS Host business onto the NASCO Processing System (NPS). BCBSMA began transmitting ITS Host claims on the NPS on Oct. 2. “We couldn’t be more pleased with the Host business migration to NASCO. The project and implementation were flawless,” stated Mike Avotins, Senior Vice President, Service Operations, BCBSMA.

NASCO has been providing health care claims and membership solutions for several Blue Cross and Blue Shield plans for over 20 years, and its single shared-system allows Blues plans to eliminate redundancy and leverage the costs of development and maintenance. BCBSMA made the decision in early 2008 to move its Host business to NASCO for several reasons, one of which was the ability to increase its corporate/operational ITS project bandwidth and leverage the shared processing model that NASCO provides. “By leveraging the shared platform capabilities on NASCO, we’re delivering more value – increased functionality at less cost – to our members,” said Avotins.

With the ability to automatically adjudicate high percentages of all claims processed, NASCO allows its customers to achieve greater overall efficiency and maximize their operational performance. In addition, BCBSMA expects that processing Host claims on the NASCO platform will provide several benefits, including:

- Reduced cost per claim
- Leveraging of Plan best practices and capabilities
- Enhanced training and business support
- Increased bandwidth to support ITS

During the first couple of weeks of adjudicating Host claims, BCBSMA processed nearly 250,000 claims. The Plan anticipates processing 6.5 million Host claims annually, which doubles the Plan’s current business on NASCO and represents 23 percent of BCBSMA’s total claims volume.

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### **About BCBSMA**

Blue Cross Blue Shield of Massachusetts ([www.bluecrossma.com](http://www.bluecrossma.com)) was founded 72 years ago by a group of community-minded business leaders. Today, headquartered in Boston, BCBSMA provides coverage to approximately 3 million members. BCBSMA believes in rewarding doctors and hospitals for delivering safe and effective care, and in empowering patients to take more responsibility, become educated health care consumers and become stronger partners with their doctors. Blue Cross Blue Shield of Massachusetts is an independent licensee of the Blue Cross Blue Shield Association.

### **About NASCO**

NASCO got its start in Atlanta over 20 years ago when it partnered with several Blue Cross® and Blue Shield® Plans and the Blue Cross and Blue Shield Association to introduce an integrated membership and claims processing system for national accounts. Today, NASCO's capabilities extend to include support for individual, local and government business while its multitude of performance-based services help its Plan customers improve their operational efficiencies and reduce costs. Having processed over 1 billion claims, the NASCO Processing System is unsurpassed in the market for reliability, flexibility, scalability and operational performance. For more information, visit [www.nasco.com](http://www.nasco.com).

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