



## **NASCO Selects Edifecs' Health Insurance Exchange Solution to Streamline and Support Exchange Business for Blue Cross and Blue Shield Plans**

*End-to-end Integration Solution Will Help Health Plans Track Interactions Between Public Exchanges, Financial Institutions and the Government*

**BELLEVUE, Wash.—January 11, 2016**—Edifecs, a global health information technology solutions company, today announced a new partnership with National Account Service Company LLC (NASCO) to support Blue Cross and Blue Shield (BCBS) plans' growing membership in the health insurance exchange (HIX) marketplace. BCBS plans will benefit from a health insurance exchange solution that provides enrollment, membership and billing capabilities through the combination of NASCO's technology and Edifecs' direct integration with the federal exchange marketplace.

Edifecs' [HIX Integration Solution](#) expedites exchange readiness and ongoing [compliance with government mandates](#) by mitigating the expense of point-to-point integration with the federal marketplace and each state exchange. The solution monitors and facilitates interactions with exchanges, financial institutions and the federal government. By serving as a front-end gateway, the technology filters data and only sends accurate and approved enrollments to core membership systems and the government.

NASCO's comprehensive membership and billing technology, MembersEdge® simplifies the management of large group, small group, individual accounts and government-funded programs resulting in optimized business processes and lower costs. MembersEdge provides BCBS plans the benefit real-time enrollment, billing and reconciliation capabilities that support business processes across all market segments.

For health plans to grow and protect their market share in a consumer-centric world, they are driven to identify areas of sustainable market-entry and acceleration with both public and private exchanges. This partnership will ensure minimal business risk when interacting with the federal exchange marketplace and expedite exchange readiness and ongoing compliance with government mandates. As a result, BCBS plan members will experience timely and accurate service to inquiries and claims for as long as their enrollment status is visible in the enrollment lifecycle.

"With Edifecs as a partner, we can ensure our ability to offer Blue Cross and Blue Shield plans a strong and streamlined entrance into the exchange marketplace," said John Ladaga, president and CEO of NASCO. "We look forward to seeing how the power of our combined solutions enhance member engagement and reduce errors or inaccuracies in member data transactions."

Edifecs and NASCO are currently in the process of working with a BCBS plan to implement the solution to manage incoming and existing business for next year's Open Enrollment.

"NASCO and Edifecs have been key participants in the healthcare payer industry for decades, and we know how important streamlined navigation is for the constantly changing public exchange environment," said Sunny Singh, CEO of Edifecs. "It is our primary goal that health plans have a simplified pathway for conducting business in the exchange marketplace."

To learn more about Edifecs' HIX Integration Solution, visit: <https://www.edifecs.com/products-solutions/revenue-growth/hix-integration/>

**About NASCO**

Owned by and exclusively serving the needs of Blue Cross and Blue Shield Plans across the nation, NASCO provides an integrated suite of products to support the processing and servicing of national and local accounts, Medicare Advantage, FEP, and public and private exchange business, and the company has a reputation for bridging the payer gap with quality support and personal service.

NASCO's service to BCBS Plans began with its claims processing system, which continues to provide consistent benefit reimbursement to members no matter where they live, work or travel. NASCO's customers count on its products for reliability, flexibility, scalability and exceptional operational performance. NASCO's partnership with multiple Blue Plans provides a community that fosters the collaboration to identify shared solutions for common needs while balancing speed-to-market goals with Plan-specific needs. While NASCO's foundation is its claims processing system, the company has worked diligently to develop new products, improve capabilities and increase sharable services to ensure that its customers remain competitive and aligned with changing market demands.

#### **About Edifecs**

Edifecs develops innovative, cost-cutting information technology solutions to transform the global healthcare marketplace. Since 1996, Edifecs technology has helped healthcare providers, insurers, pharmacy benefit management companies and other trading partners trim waste, reduce costs and increase revenues. More than 350 healthcare customers today use Edifecs solutions to simplify and unify financial and clinical transactions. In addition, Edifecs develops supply chain management solutions to support worldwide customers in non-healthcare industry segments. Edifecs is based in Bellevue, WA, with operations internationally. Learn more about us at [www.edifecs.com](http://www.edifecs.com).

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