

THE 5 PHASES OF COMMUNICATIONS TRANSFORMATION

Giving BlueCross BlueShield of Tennessee
all new communications clarity, control and
cost-savings.

BOOTH 1127

2016 BLUE NATIONAL SUMMIT

Orlando World Center Marriott • May 16-19



PHASE 1
IDENTIFY
SAVINGS

PHASE 2
OPTIMIZE
EFFICIENCY

PHASE 3
ENHANCE
TRANSPARENCY

PHASE 4
MAXIMIZE
MESSAGING

PHASE 5
INTEGRATE
E-DELIVERY



CommONE™

Lifecycle Communications Transformation.

Mike,

Transforming the lifecycle of BlueCross BlueShield of Tennessee's marketing and member communications means being able to create, produce and cross-media deliver them smarter, faster and more affordably than ever before.

How can lifecycle transformation be achieved? With an innovative process that seamlessly integrates the right strategies with the right technology, services and workflows to reshape and grow your business.

WHO CAN DELIVER SUCH A PROCESS?

CIERANT

WIN PRIZES

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Winners will be drawn at
1:30 p.m. Tuesday & 12:30 p.m.
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LET THE TRANSFORMATION BEGIN

To schedule an at-show appointment to demo Cierant's transformative communications solutions, visit www.Cierant.com/BNS-2016 or call 203-731-3555.



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