

## Theon Care Engager

### Producer Communication #717

*Issued July 6, 2015*

#### Message

Capital BlueCross is rolling out a new analytics and reporting solution to replace Blue Insights and traditional SARP reporting. Geneia's Theon platform and its Care Engager module will deliver enhanced analytics and reporting capabilities to all large groups with 100+ employees – both insured and self-insured – giving them more insight into their health plan data than ever before. Theon will be provided free of charge to our group customers. Access will be available 24/7 through the Employer Portal at [capbluecross.com](http://capbluecross.com).

#### Details

Delivering Theon's capabilities to our group customers will enhance the value Capital is providing through improved data, drive tangible results for their business and the health status of their workforce, and serve as another example of how Capital BlueCross is working to provide more than just health insurance.

The introduction of Theon marks the first experience with a Geneia-powered solution for most Capital BlueCross group customers. It reinforces our commitment to providing them with more choice, greater convenience, more meaningful insight into the health status of their members and key health care cost drivers, and enhanced quality through the products and services we offer.

A dedicated team of employees from Capital BlueCross and Geneia have been collaborating to ensure a smooth transition to Theon—refining the tool to meet group customers' needs and coordinating communication and education efforts.

As part of a pilot program, the Theon team worked to understand user experience with the tool, identify opportunities for improvement, and refine the training and support functions of the tool. Feedback received to date has been both positive and productive.

We are now preparing to conduct the rollout of Theon beginning this week. In support of that roll out, an email (*Attachment A*) with links to a Theon Care Engager digital welcome kit (*Attachment B*) and registration for training webinars will be released.

In order to facilitate access to Theon, groups and producers will need to attend a training webinar and complete a Theon Care Engager User Access Request Form. The form is available on the digital welcome kit. In consideration of producer's availability, we will allow one producer agency representative to attend the webinar on behalf of all users within the agency.

As different customers have different needs, the release of Theon and the webinars will be staggered. There will be webinar sessions that are ASO Group specific, Fully Insured Group specific, and Producer specific. It is imperative that users register for a webinar date as specified within their group's welcome email as the content will vary based on the group types listed above.

Webinars are scheduled as follows:

#### ASO Groups

July 21, 2015 10:00 a.m.

August 4, 2015 10:00 a.m.

# Producer Bulletin



## Fully Insured Groups

July 23, 2015 10:00 a.m.

August 6, 2015 10:00 a.m.

## Producers

July 21, 2015 1:30 p.m.

August 4, 2015 1:30 p.m.

Producer agencies with Blue Insights access for their current customers will be sent a Theon Care Engager welcome email. If your agency does not receive this producer email, please contact your Preferred Agent.

Capital BlueCross is prepared to provide training and technical assistance for our customers to help them learn to use and maximize this powerful tool. To minimize the impact of the transition to Theon, we will continue to produce the current SARPs at the normally scheduled release date until Theon is fully rolled out. The target date to sunset the Blue Insights platform is September 30, 2015.

Producers can begin speaking with your customers about this innovative platform. A brief article about Theon was included in the April edition of Connect with Capital producer newsletter. A similar article appeared in the Spring 2015 edition of Benefit Focus. Both editions can be found on the Producer Tools/Publications page of CapblueCross.com. In addition, Theon Care Engager Frequently Asked Questions for producer use (*Attachment C*) and Theon Care Engager Brochure (*Attachment D*) to share with your customers are provided

## Attachments

- **Attachment A** – Theon Care Engager Welcome Email Template
- **Attachment B** – Theon Welcome Kit Screenshot
- **Attachment C** – Theon Care Engager FAQ
- **Attachment D** – Theon Care Engager Brochure (C-)487

## Questions

Contact your Preferred Agency with any questions. Thank you.