

## Case Study

# Premera Blue Cross Launches Secure Messaging at Speed—Without Disruption

Keeping service uninterrupted with a low-code, high-impact solution tailored to healthcare

## About Premera Blue Cross

Premera Blue Cross is a not-for-profit health insurer serving over 2.8 million people across Washington and Alaska. As a licensed Blue Cross Blue Shield Association member, Premera provides medical, dental, vision, and wellness solutions—anchored in a strong commitment to member privacy, trust, and care.

## The Challenge

Premera faced an urgent situation: their incumbent secure messaging solution didn't integrate with Genesys Cloud, which became a roadblock to streamlining member interactions across channels. While their existing setup worked, it couldn't support the next phase of their digital customer experience.

## Key Needs:

-  Enable secure communications without disruption
-  Ensure continuity for CSRs with no retraining
-  Launch a compliant solution on an extremely tight timeline

## The Solution

Premera selected DataMotion to rapidly implement a secure, integrated messaging solution that matched—and ultimately surpassed—their legacy setup.

 **Secure Message Center (SMC):**  
Low-code widget embedded into the member portal

 **Genesys + Dynamics 365 Integration:**  
Streamlined routing and response workflows

 **Smart Secure Forms:**  
Structured, guided data collection to optimize routing and reduce CSR workload

 **Compliance:**  
Okta SSO + full HIPAA/HITRUST adherence



**The ability to go live in record time, without any impact to our customers, was critical—and DataMotion made it happen.**

— Cody Stolz, Senior IT Program Manager, Communication, Collaboration, & AI

## Case Study

### Implementation at Speed

DataMotion partnered closely with Premera's technical and customer service teams to:

- ✓ Quickly deliver an end-to-end solution.
- ✓ Mirror existing workflows to eliminate training needs.
- ✓ Embed secure forms into SMC to streamline member inquiries and improve routing.
- ✓ Expand post-launch integrations to improve long-term CX.
- ✓ Leverage low-code flexibility to scale across new lines of business quickly.
- ✓ Simplify deployment with a widget that was easy to embed, configure, and manage.



**We couldn't have done this without DataMotion's support. Their responsiveness made all the difference.**

— Cody Stolz, Senior IT Program Manager,  
Communication, Collaboration, & AI



**"We came to DataMotion for one thing—but once they understood our workflow, they were able to recommend solutions that added immediate value, like structured forms that made agent routing more efficient."**

— Cindy Pulido, Product Owner,  
Contact Center

### The Results

#### First 48 Hours Post Launch

-  **600+ secure messages/day** flowing through the platform.
-  **1,000+ member logins** to the new portal experience.
-  **Zero technical issues** reported.
-  **High client satisfaction.**

#### First Month

-  **6,000 secure messages** exchanged (inbound & outbound)
-  **Zero downtime** at go-live
-  **Full compliance** with security mandates
-  **Future-ready foundation** for continued CX innovation

## Case Study

### Member Experience Highlights

Since launch, Premera has seen a spike in member feedback praising faster response times and improved accessibility. Members now receive replies the same day—often within hours—compared to delays under the legacy system.

#### Member comments from service excellence surveys:

- ✓ “I was happy that my message to Premera was addressed very quickly.”
- ✓ “Rapid response and was sent the correct information.”
- ✓ “Excellent responsiveness and customer service.”

This improvement in responsiveness and transparency has helped boost overall satisfaction and strengthen member trust.

### Why It Matters

Secure, efficient communication is mission-critical in regulated industries. Whether managing healthcare member interactions, insurance claims, or sensitive customer data, organizations can't compromise on compliance, speed, or reliability. Premera's approach—modernizing without disruption, integrating seamlessly with existing workflows, and maintaining full compliance—demonstrates a blueprint that works across regulated industries. The result: improved member/customer experience and operational efficiency for an organization serving 2.8 million people.

### Quick Summary

| Objective                   | Delivered                                      |
|-----------------------------|------------------------------------------------|
| Replace legacy messaging    | Secure Message Center embedded in portal.      |
| Maintain CSR workflows      | Matched key functionality to avoid retraining. |
| Improve member request flow | Integrated Smart Secure Forms.                 |
| Go live fast                | Full deployment in 90 days from contract.      |
| Ensure compliance           | Okta SSO + HIPAA/HITRUST adherence.            |

### Let's Talk

Curious how you can modernize without disruption?

[Request a Demo](#)

[→ Explore Our Platform](#)



”

**It used to feel like emails came in batches with eGain. Now, secure messages flow straight into our contact center workflows and get answered—often within hours.**

— Carma Nmegbu, Operations Team Leader III- Correspondence