



# **BARMER.** Modern service – cost-saving and award-winning

## **THE CLIENT:** Barmer Ersatzkasse

With around 7.2 million insured, Barmer is Germany's largest health insurer, and has been in the market for over 120 years. Policy holders' needs are met by more than 17,000 employees, working in 1,000 branch offices. In 2005, Barmer processed claims totalling 14.8 billion Euros to cover the medical costs of its policy holders.

In addition to providing medical coverage, Barmer offers a comprehensive range of services, which significantly exceed the legal minimum requirements: Prophylactic and bonus programs, preventative medicine, additional insurance plans at special rates, and other services are available to policy holders.

## **THE CHALLENGE:** Round-the-clock customer care – while at the same time reducing costs

Barmer made its mark not only on the fiercely competitive health insurer market but also on battling the rising costs of the health system itself. Barmer's services must be customer-oriented and easy to use, while at the same time keeping costs low.

Barmer recognized the Internet's potential and sought a content management system that optimally integrated its internal processes and third-party systems into the company's Web presence. The goal was to provide customers with personalized services such as pre-filled web forms or reminders about preventative medicine that are sent via email.

At the same time, Barmer employees needed an easy-to-use system that would automate certain processes such as document lifecycles. Content needed to be usable in different areas and capable of being re-formatted, without having to be re-edited on every occasion. In short: Barmer required a sustainable, future-proof solution.



## **THE PROJECT**

- Healthcare for over 7.2 million policy holders

## **THE BENEFITS**

- Simple editorial processes – some of which can be automated
- Centralized data storage enables consistent re-use of content from multiple Barmer portals
- System architecture from CoreMedia enables web pages with prize-winning accessibility

## **THE NUMBERS**

- 17,000 employees working in 1,000 branch offices
- Claims totalling 14.8 billion Euros in 2005

## THE SOLUTION: Personalized services, automated editing processes and investment security

Barmer Ersatzkasse chose CoreMedia CMS. CoreMedia CMS offers the desired separation from content and layout and is the product of many years of experience with large, high-traffic portals that include personalized services. Thanks to open interfaces, it offers limitless integration for Barmer's third-party systems.

Editorial work is kept simple and logical with workflows that can be organized exactly as desired, combined with a mature version control system. For this system, sustainability isn't just a slogan: in a relaunch that took place occurred about a year after the initial implementation with CoreMedia CMS, many things changed in the site's appearance and concept, but CoreMedia CMS remained the foundation.

Content can be brought over into the new site layout without having to be re-edited – nor does it require a complex import process. Added to this, another key feature is available for the site, thanks to the architecture of CoreMedia CMS: The site fulfils 95% of the guidelines of the Barrierefrei Informieren und Kommunizieren (BIK) ("Accessible information and communication") initiative. This is a remarkable achievement and sets new standards for a public company – and for a healthcare provider in particular. Nor is this the only award. With CoreMedia CMS, the project's implementation partner T-Systems Multimedia Solutions has convincingly showed that CMS and creative innovation are not a contradiction in terms: In 2006, the Barmer portal received the distinguished if communication design award.

barmer.de

### ABOUT COREMEDIA

CoreMedia is a premier Web Content Management company that enables organizations to engage their customers with more dynamic content and achieve a greater return on their Web activities. The CoreMedia CMS solution offers an open, social, adaptive Web Content Management approach to create dynamic, contextualized Web sites. It delivers content consistently across multiple touchpoints, providing a flexible platform for conversations across integrated social networks.

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