Online Learning Center

Case Study
Situation Analysis - 2014 AEP

Affordable Care Act (ACA) created a need for additional training for brokers/providers

- Medicare Advantage Certification required for all brokers
- Mandatory Product Training was administered as classroom training.
- Compliance Training for Contingent Workforce administered as classroom training.
- ACA training for multiple audiences was being developed

More effective delivery of training needed

- Internal LMS not a viable option

Criteria defined for an eLearning solution

- Ability to “pre-determine” training track for agents/markets
- Ability to create multiple curriculums with targeted audiences
  - 2,500 Brokers
  - 20,000 Providers
  - 3,000 Group Admins
  - 1,000 employees
Goals/Strategy

Provide a central, intuitive certification platform for Brokers
  ➢ Simplify registration
  ➢ Enable agents to record a completion for any national provider
  ➢ Real-time access to agent certification status & contact information

Utilize platform to deploy ACA educational materials
  ➢ Expand audiences/curriculums as needed

Leverage BCBSA Relationship
  ➢ Pinpoint National Master Business Agreement
  ➢ Better Pricing and Availability

Reach external audiences without relying on internal LMS
  ➢ One-stop shop for learning
  ➢ More secure
  ➢ Cloud based
Why Pinpoint?

Take advantage of Pinpoint Global Position in the Medicare Market
- Preferred vendor status with BCBSA

Pinpoint’s Medicare Certification Course is better
- Meets all CMS requirements
- Less expensive than competitors’ offerings
- Faster to complete than other certification courses

The highly customized platform also allows us to develop, deploy, manage, and track many other education & training courses.
- Robust Reporting
- Custom branding
- Easy access through self-registration/Single Sign-On
- Event management
Pinpoint Overview & Medicare Experience

- Founded in 1999
- Privately Held & Profitable
- Provides Web-Based Compliance & Learning Management Systems
- Health & Life Insurance Client Focus
- Partnered with AHIP from 2009 to (July) 2012 to provide Medicare Advantage & Part D Certification
- Medicare Certification System (MCS) has certified > 250,000 agents
- Built CMS compliant training courses to be intuitive & broker centric
Pinpoint/BCBSA NMBA

- Benefits of the NMBA
- Discounted National Medicare Certification for Non-Sales Blue employees
- Lower cost National Medicare Certification for Brokers
- Dynamic training adhering to CMS guidelines
- Simplified purchase agreement for MCS licenses
- Guaranteed certification deployment 2 weeks from contract execution
- Comprehensive and flexible reporting and user administration tools
The Online Learning Center is a standalone, cost-effective online platform designed to inform, train and certify Blue Cross of Idaho’s four major constituent groups: Brokers, Providers, Group Admins and Employees.
Customized/Branded
Key Features

**24/7 ACCESS**
eLearning modules can be accessed anytime, from anywhere. Can be used to access latest info and serve as a reference tool.

**CLOUD BASED**
Online access means learning when users need it most, and on their terms. No classroom scheduling or travel is required.

**FLEXIBLE LEARNING**
Learners have exclusive access to certification, education, and training related to ACA and Blue Cross of Idaho products.
Multiple Tracks/Audiences

Brokers
- Medicare brokers are required to complete annual CMS certification, and a separate course on Blue Cross of Idaho products
- All other brokers receive training on Blue Cross of Idaho products and ACA related educational materials
- Webinars for new broker training/orientation

Providers
- Mandatory compliance training deployed/tracked for 20,000+ providers
- Live and recorded Compliance Webinars

Employees
- Compliance training for Contingent workforce deployed and tracked

Group Administrators
- As new products and tools are introduced, the Online Learning Center can host self-paced tutorials, training resources, and Webinar registration
Alignment with our Brand Position

The Online Learning Center allows independent learning, and continuous access for users at their own pace.

- Slow learners have no fear of holding up others
- Rapid learners don’t feel “held back”
- All learners can access information in real-time, at their convenience

**Brokers:** Certification/Training/Resource Center

**Providers:** Compliance training/Webcast for staff - individually or as a group

**Group Administrators:** On Demand training on new tools/products, enroll in information Webinars at their leisure

**Employees:** Compliance training for temps/contractors, product training for sales teams and customer service
Alignment with our Strategic Goals

Improving user experience and quality

Blue Cross of Idaho

- Recognized by BCBSA as “Thought Leaders” in this area
- Our competitors do not have a learning center as robust as ours
- We are focused on educating members, providers, brokers

Brokers/Providers/Group Admins

- Acquire knowledge and skills so they can deliver a good customer experience
- Get value from their learning experience
- Access learning without difficulty
- Feel good about their learning experience
**Online Learning Center History**

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<thead>
<tr>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
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</thead>
<tbody>
<tr>
<td><strong>Medicare Advantage Certification</strong></td>
<td><strong>ACA Curriculum Added</strong></td>
<td><strong>Platform Redesign</strong></td>
<td><strong>Community Outreach</strong></td>
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<tr>
<td>Blue Cross of Idaho selects Pinpoint as vendor for Medicare Certification System (MCS) Deployed Training/Certification platform for Medicare Certification/Product Training to over 2000 brokers</td>
<td>Trained over 2,000 brokers and 1,000 employees</td>
<td>Customized Branding/Expanded user audience</td>
<td>Deployed State of Idaho “Wellness” Curriculum to State employees (15,000 users)</td>
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<td><strong>Platform Redesign</strong></td>
<td><strong>Added Functionality/Curriculums</strong></td>
<td><strong>Expanded Audiences/Courses</strong></td>
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<tr>
<td>Customized Branding/Expanded user audience</td>
<td>• Event Management Tool</td>
<td>Contingent Worker Compliance Training IPP Module Deployment Admin Support/Develop/Deploy</td>
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<tr>
<td>• Group Admins (3000 users)</td>
<td>• Course Authoring Tool</td>
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<td>• Provider Services (20,000 users)</td>
<td>• Curriculum Management</td>
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<td>• Single Sign On</td>
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Results

• Four consecutive years of successful Certification/Training
  - Over 500 Brokers/year completing MA Certification and Product training online
• 40 Robust, interactive courses
• 6 Learning Tracks
• 30,000 Learners
• 25,000 Logins
• 17,000 Course Completions
• Substantial Cost Savings
  - Annual savings of over $25,000 through BCBSA discounts and by authoring our own courseware.
  - Brokers receive substantial discounts on MA Certification
  - Annual costs per user trend downward as users and courses increase