

TransPerfect

# Blue Cross Blue Shield Saves \$1.2 Million Leveraging Translation Automation to Meet CMS Deadlines for Open Enrollment

## THE CHALLENGE

Open enrollment period is an especially busy time for health plans. In preparation for the October 15 deadline, all relevant coverage materials must be accurately translated and remediated within the timelines provided by The Centers for Medicare and Medicaid (CMS).

With delayed and changing guidance from CMS, Blue Cross Blue Shield was struggling to efficiently process, translate and remediate large volumes of documentation ahead of the deadline.

## THE SOLUTION

Blue Cross Blue Shield connected with TransPerfect's Healthcare Practice Group to establish a streamlined workflow designed to manage large volumes of translation in tight turnaround times.

Leveraging TransPerfect's TransPort portal and automated translation solutions, the team could submit materials to TransPerfect's dedicated Managed Care production team to manage the translation and remediation of all materials for open enrollment.

*As Medicare season is always busy, TransPerfect has helped the translation process for us tremendously. The team is not only knowledgeable about the Medicare space, but always meets our timelines and has an exceptionally high sense of urgency in responding to any questions we have. In addition to this their TransPort submission tool allows us to easily track the progress of where we are with any given translation request, which has allowed us to be audit ready with CMS.*

—Blue Cross Blue Shield  
Medicare Marketing Team

## THE RESULTS

Blue Cross Blue Shield translated 6+ million words and filed with CMS ahead of the October 15 deadline. Leveraging translation memory (TM) tools and glossaries, the team saw over \$1.2 million dollars in translation memory savings within the first year.