

The Role of

TECHNOLOGY

in STRATEGIC Operational &
CULTURAL Change

by Michael Stollar



An Independent Licensee of the Blue Cross and Blue Shield Association

Working for a Healthier Hawaii



HMSA seeks major rate hike

The proposal would affect about 103,000 workers at 11,000 small businesses

U.S. health care worse than people thought, study shows

Legislators need to address Big Island doctor shortage

Medicaid pay fails to satisfy doctors

Uninsured rising in isles

CRISIS

in Healthcare



CRISIS

in Healthcare



CRISIS

in Healthcare



Transformation of Healthcare



IHMIS

Intergrated Health
Management Solutions



JHMS

Information Sharing - HIE



JHMS

Patient Centered Medical Home



HMSA

HMSA's Online Care



JHMMS

Member Empowerment



HMSA 2.0

MEDIA										
	Twitter	Wordpress	YouTube	Wikipedia	Sharepoint	Live Meeting	livestream	Flip Video	IDEAS	VBulletin
Internal		X		X	X	X	X	X	X	X
External	X	X	X	X			X		X	X

X Active **X** Planned

Social Media

@ HMSA

Wikis, Forums & Blogs...oh my!



WIKIPEDIA
The Free Encyclopedia



vBulletin



Social Media

@ HMSA



HMSA Intranet

IDEAS



Social Media

@ HMSA

External Tools

You **Tube**

FLIP
video

brainshark

livestream

Microsoft Office
Live Meeting

Social Media

@ **HMSA**



twitter

Active HMSA accounts
Akamai Living (Alice Nagano)
HealthPass (Joannie Pan)
HMSA365 (Bill Tobin)
HMSANow (Traci Iwasaki)
IslandScene (Lisa Baxa) Let's
Talk Reform (Chuck Marshal)

Social Media

@HMSA



New Media

SUPPORT



Challenges

TECHNOLOGY

in STRATEGIC Operational &
CULTURAL Change

