

● BLUECROSS BLUESHEILD OF NORTH CAROLINA ●

DIGITAL ANALYTICS INTERNSHIP

Presentation

● UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL ●

TABLE OF CONTENT

01 ABOUT

02 INTERSHIP DESCRP.

03 IMPORTANCE

04 OVERVIEW

05 LESSONS & CHALLENGES

06 TOOLS & GALLERY





ABOUT ME

- Pharmacy Graduate from India.
- MPS in BMHI student at UNC-Chapel Hill.
- Graduate Student Representative on the SACC.
- Digital Analytics Intern at BCBSNC.





Carolina Health Informatics Program (CHIP) offers a Master of Professional Science in Biomedical and Health Informatics Program (MPS in BMHI Program)



Blue Cross NC offers a summer internship position as Data Analytics Intern within the Digital Strategy area

ABOUT THE ORGANISATION

BCBSNC

SINCE 1993

Blue Cross NC is an independent licensee of the Blue Cross and Blue Shield Association.

GOALS:

- *To improve the health and well-being of our customers and communities.*
- *To be a consumer-focused health solutions company that leads the transformation of the health care system.*



INTERNSHIP DESCRIPTION

DIGITAL STRATEGY TEAM



- The Digital Strategy team at Blue Cross NC creates implementation specs for tracking, supports tracking implementations on Blue Cross NC portals and member-facing analytics, and analysis and consultations around any recommended efficiencies and solutions.

WHY IS THIS IMPORTANT?



Digital analytics allows you to stand back, get the big picture, and see what is working and what isn't in your overall strategy so you can adjust.

OVERVIEW OF INTERNSHIP EXPERIENCE

I can honestly say that my time spent interning with BCBSNC resulted in one of the best summers of my life. Not only did I gain practical skills but I also had the opportunity to meet many fantastic people.



My network has drastically increased and I learned a lot from my team members about how to be effective as well as have fun while working.



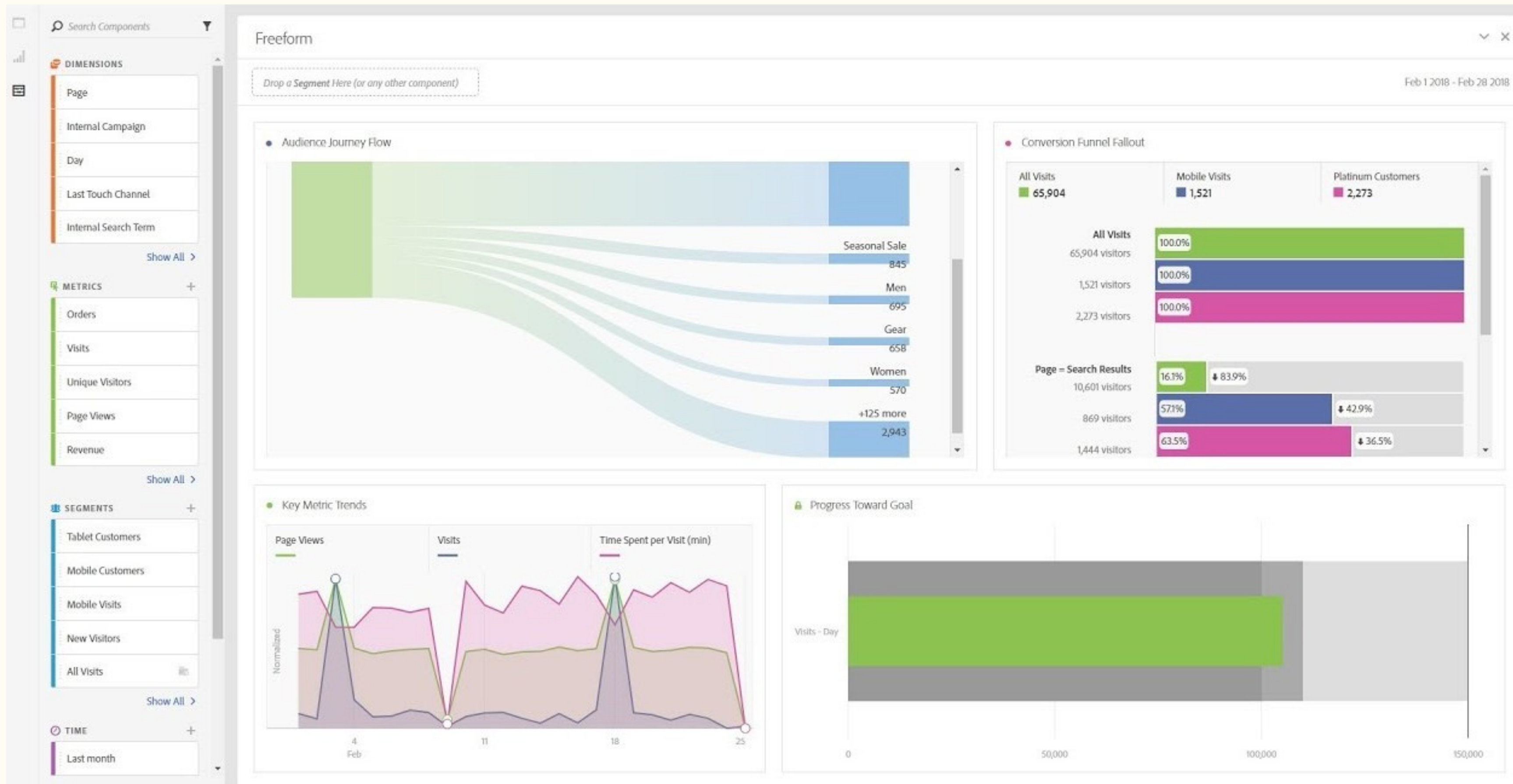


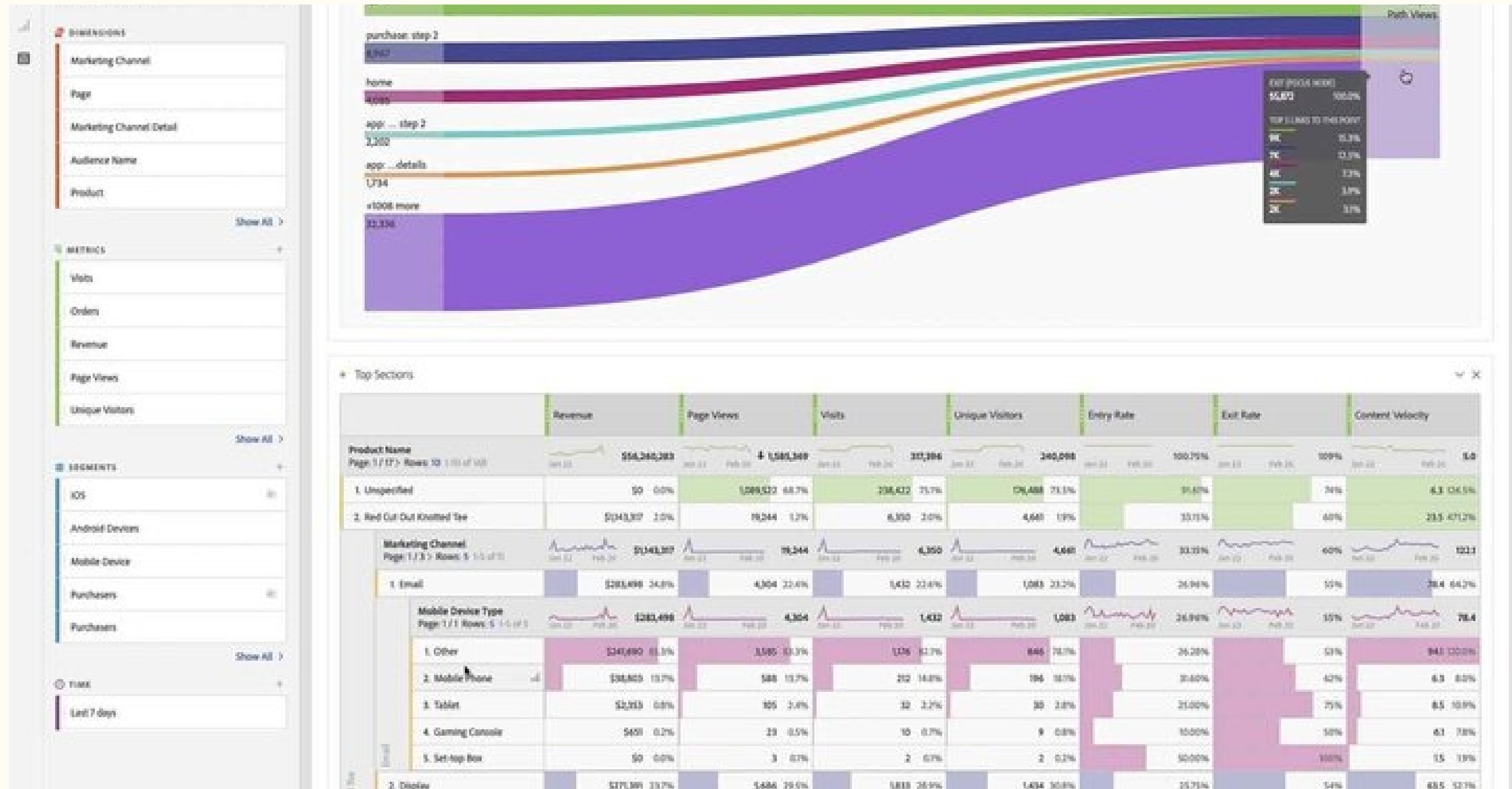
LESSONS LEARNED

I learned to take risks and try something new. I really only knew the basics about the requirements for this position. But that actually helped me learn better and faster.

CHALLENGES FACED

Frankly, there weren't many challenges. The work environment was healthy, and the team was friendly.





Website Analytics

Auto date range

📅 This Month

Services

All

Posts

All

Sessions

5,139

↑ 180%

vs previous 30 days

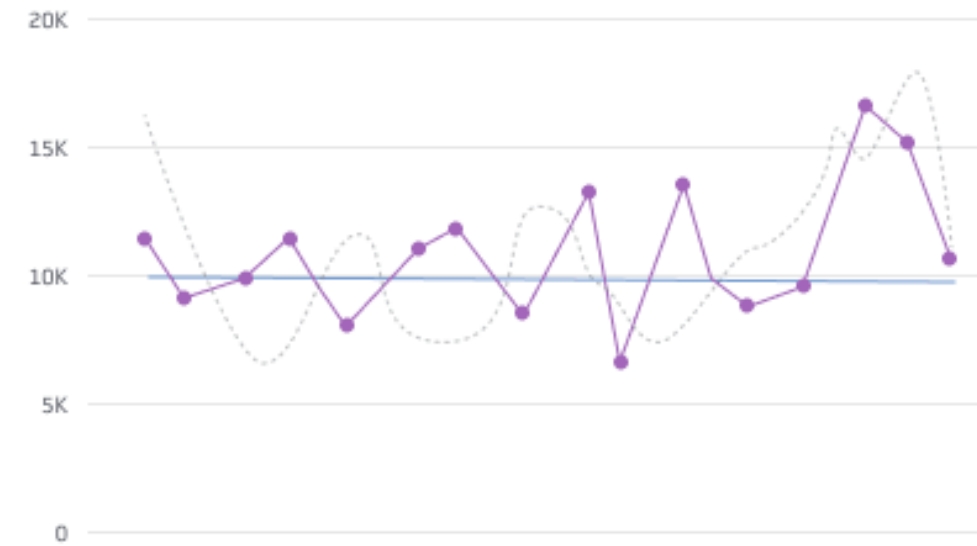
Page Views

22,495

↑ 23%

vs previous 30 days

Page Views



Users

4,520

↑ 91%

vs previous 30 days

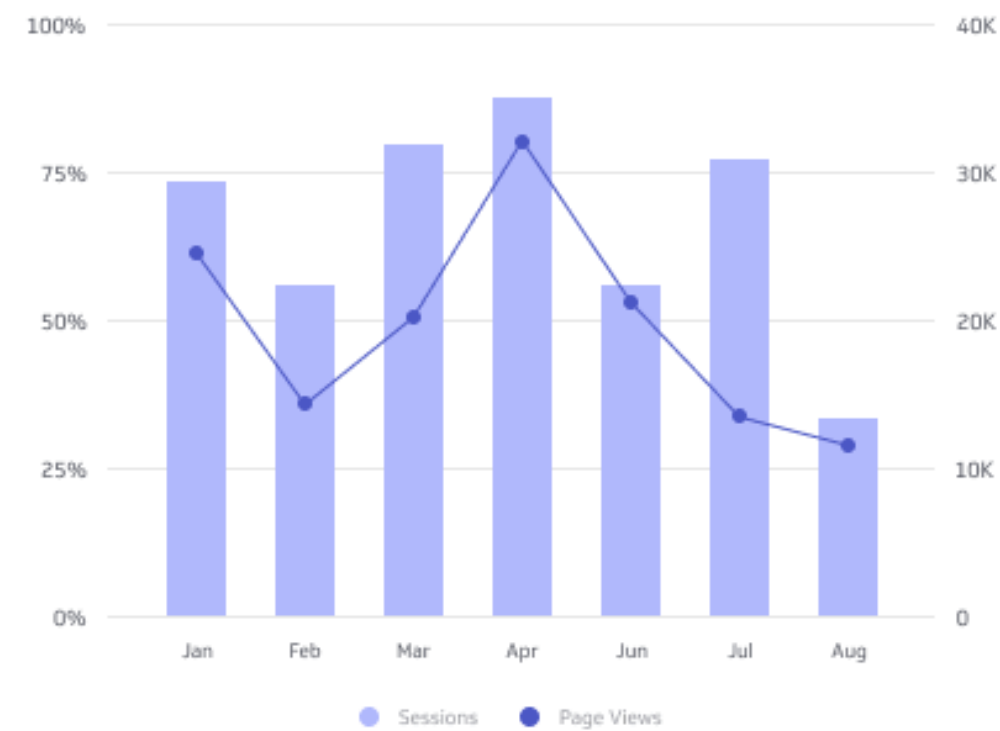
Website Visits

20,582

↑ 562

vs previous 30 days

Web Traffic Concentration



Users

4,520

↑ 91%

vs previous 30 days

Website Visits

20,582

↑ 562

vs previous 30 days

TOOLS USED



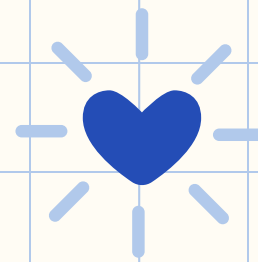
REFERENCES



BCBSNC Website

Adobe Analytics

Google



THANK YOU