

# Tell a Compelling Story that Captures Your Customers' Attention

Using analytics to improve quality, reduce costs, and inform business decisions is critical to remain competitive in today's evolving healthcare environment. WHYZEN Analytics shifts customer reporting into a new paradigm, so you can uncover hidden insights within your data.

WHYZEN Analytics enables you to quickly access comprehensive, on-demand data, driven by a powerful associative data model on an in-memory platform. Allowing for rich integration of all your data sources, it is the next generation in account reporting technology.

## Analytics for Everyone

Self-service visualization for you and your team, with mobile capability for:

- Simple, clear, and executive key performance indicators or KPIs
- Guided analytics deployed in minutes versus months
- Internal and external team member access
  - Executives – KPIs, dashboards, published reports
  - Analysts – Guided analytic paths, prebuilt data views
  - Power Analysts – Custom dimensions, metrics, and filters, drill-to-detail, scheduled reports



## Rapid, Flexible, On-Demand, and Robust Analytic Capabilities

- Lightning fast response times
- Plan-specific fields access that includes all product lines
- Client-defined security profiles
- Continuous scanning of millions of rows of data
- Reconciliation of financial and utilization data



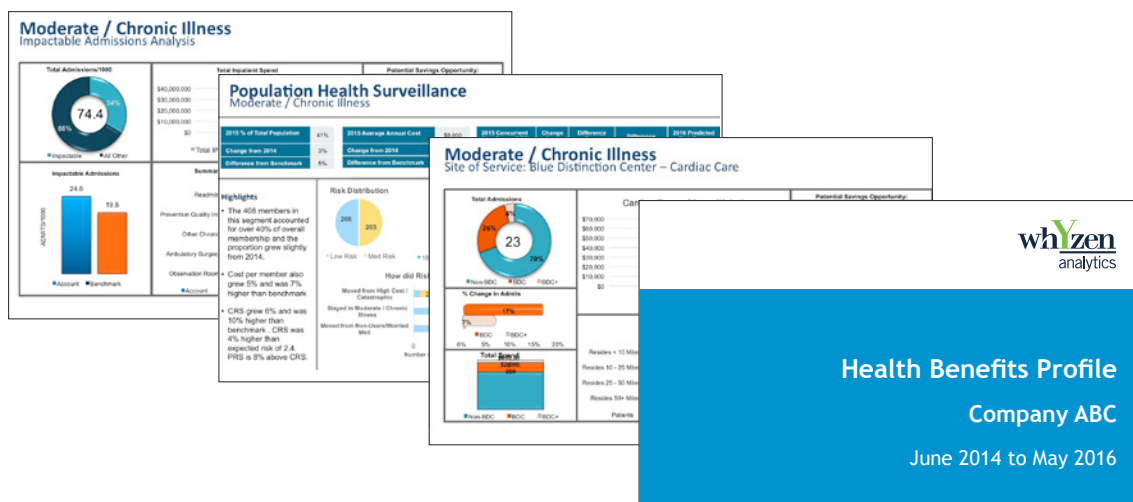
## Associative Data Model Drives Action

Robust and comprehensive, the associative data model provides you with the whole story needed to spur action-oriented next steps.

- Rich application programming interface or API connectors that foster innovation and collaboration
- Simple integration of third-party solutions, e.g., artificial intelligence extensions
- Web page customization, e.g., Google Maps and Salesforce

## How WHYZEN Analytics Delivers Value

- “At-a-glance” flexible time views of summary cost and utilization key metrics
- Continuum of care (segment population)
- Site of care (steering care to less-intensive sites, if appropriate)
- Network and discounts analytics
- ACO metrics (ER, readmissions, etc.)
- Quality-of-care (HEDIS) metrics
- Drugs (generic substitution, mail order usage, specialty drugs, etc.)



## Make an Impact with an Industry Leader

### About Blue Health Intelligence

Blue Health Intelligence (BHI) is the nation’s leading health intelligence resource, delivering data-driven insights resulting in healthier lives and more affordable access to safe, effective care.

The power of BHI’s insights lies within our team of analytics experts and advanced technology, coupled with access to the greatest number of healthcare claims—165 million lives—gathered over 10 years in a safe, HIPAA-compliant, secure database. The resulting conformed, reliable data set has the broadest, deepest pool of integrated medical and pharmacy claims, reflecting medical utilization in every ZIP code.

BHI’s mission is to support and enhance your competitive position through our direct solutions and the collaboration that our solutions generate. As an analytic center of excellence, we create leading-edge tools, such as WHYZEN Analytics, to place robust analytic capabilities at your fingertips to remain competitive. The benefit for you is having a user-friendly, flexible, and powerful on-demand analytics reporting solution that provides comprehensive healthcare data, customized to your requests and displayed in an easy-to-read format.

Visit [www.bluehealthintelligence.com](http://www.bluehealthintelligence.com) for more information or contact Kelvin Evans at 312-540-5169 or [kelvin.evans@bluehealthintelligence.com](mailto:kelvin.evans@bluehealthintelligence.com).