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Blue Health Intelligence to Present at the National Predictive Modeling Summit

Chicago, IL (September 16, 2016)—Blue Health Intelligence announced today that Roxanna Cross, Senior Director of Product Management and Russ Michael, Director of Informatics and Product Management and Analytics will present Innovations in Predictive Modeling. The presentation will occur on Friday, September 16th at 1:15 p.m. at the Grand Hyatt Hotel in Washington, DC.

During their presentation, Roxanna and Russ will answer questions about the following critical topics:

- How to keep pace with the rapidly changing healthcare landscape
- Why it is important to have a disciplined approach to predictive analytics development
- How predictive analytics enables accurate identification of a population's risk to inform healthcare management strategies that improve quality outcomes through targeted communications and engage consumers and healthcare providers

About Blue Health Intelligence

Blue Health Intelligence (BHI) is the nation's premier health intelligence resource, delivering data-driven insights about healthcare trends and best practices, resulting in healthier lives and more affordable access to safe and effective care. The power to 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.

Blue Health Intelligence (BHI) is a trade name of Health Intelligence Company, LLC. an Independent Licensee of the Blue Cross Blue Shield Association. For more information, visit http://www.bluehealthintelligence.com/.

About the National Predictive Modeling Summit

The National Predictive Modeling Summit provides the leading forum on predictive analytics applied to key healthcare functions, populations, and settings, and will fully address the impact of these developments to best position attending professionals and their organizations for the future. The Ninth National Predictive Modeling Summit provides nationally renowned plenary speakers, covering a wide range of expertise applicable to the field of predictive modeling. For more information, visit http://www.predictivemodelingsummit.com/.

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