

Powerful Performance Benchmarking

Plans need an analytic solution that delivers clarity and insight to impact performance. Trend Insights provides an easy-to-access, unobstructed view of critical information across multiple financial and clinical dimensions. It is a highly flexible and customizable fit to your Plan's specific requirements that enables you to compare your performance against the marketplace benchmarks to uncover opportunities for transformational improvement.

Access Superior Insights

Know today where your cost savings exist. With Trend Insights, gain immediate access to accurate clinical intelligence for a complete performance picture, so you can identify areas for improvement. Get data of incomparable quality, integrity, and depth, leveraging the largest U.S. healthcare claims repository, including specific market segments as well as regional and national views.

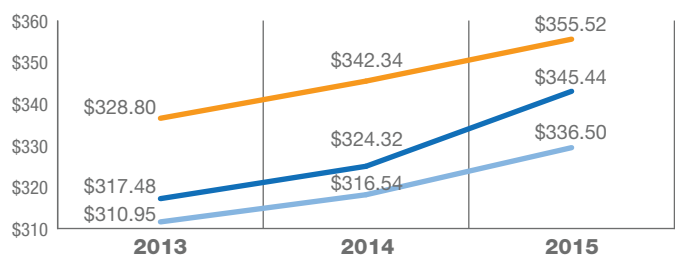
Focus on changes to your costs and utilization and compare your Plan's trends with regional and national benchmarks, so you can see not only how your Plan is trending but why. Powered by a robust data set that includes Home and Host across multiple timeframes, no other solution can deliver this level of analysis, offering opportunities to:

- Take comparative analysis beyond percentage changes to per member per month (PMPM) trends, adding a dimension of deeper insights into your Plan's performance
- Dive into critical financial and clinical trends by leveraging your Plan's complete claim and episodic data
- Navigate with incredible ease, enabling more business users to access the data and immediately extract meaningful information

“Trend Insights helps us quickly navigate through BHI data to help discover the key insights that our analysts can explore. It is an invaluable tool for us to get our arms around the vast amount of data available in BHI. It is the best, easiest way for us to identify information that is relevant to our customers, partners and executive leadership.”

– Cameron Ludwig, VP, Analytics & Enterprise Services, Blue Cross and Blue Shield of Nebraska

Combined Allowed PMPM Trend Comparison



**Numbers are illustrative only.*

Identify and Pursue Actionable Insights

Trend Insights gives you full visibility into PMPM cost and utilization trends within the context of episode, demographic, risk, unit cost, disease, diagnosis, high-cost claimant, and benefit design. Complex healthcare and pharmacy data will no longer deter your efforts to tame ever-rising costs. With new insight, you can make cost-control recommendations that put you and your customers ahead of trends.

Quickly see patterns and trends with Trend Insights' intuitive visualizations. Explore the data with confidence, without drowning in spreadsheets and data tables. Uncover insights into the important factors driving your trends.

- See what's behind rising costs
- Confirm whether your Plan costs are comparable with peers
- Discover utilization patterns
- Determine whether your members' clinical patterns are representative of national episodic trends

Learn more about **Trend Insights**

Contact joe.bisson@bluehealthintelligence.com

Transform Your Data into Business Intelligence

With just a few clicks, you can create targeted reports to share with your team, empowering you to take swift action to address cost and utilization trends, while focusing on your members and bottom line. Trend details bring utilization and cost into sharp focus. Access meaningful information about factors driving utilization, procedure costs, demographics, risk, and age distribution and treatment in order to:

- Identify savings opportunities
- Manage costs
- Improve performance

A Web-Based Portfolio with Powerful Insights into Plan Performance

Access wide-ranging data comparison capabilities, far beyond anything available at the individual health plan level alone, including:

- Plan – national book of business
- Line of business – group, individual, or combined (group and individual)
- Product – PPO, HMO, EPO, POS, TRD
- Geographic – one or more regions, national Blue footprint

Target your focus on critical areas:

- Report categories – inpatient, outpatient, professional / other, Rx, and clinical episodes
- Key metrics – PMPM and cost and utilization variances

“Trend Insights allows us to work smarter and create initiatives that deliver excellence to our customers.”

– Clifford Jekel, Senior Consultant, Capital BlueCross

Identify and Target Opportunities for Cost Savings



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 Trend Insights, to help your Plan improve performance. The benefit for you is having a user-friendly, flexible, and powerful analytics solution at your fingertips that identifies how you compare locally, regionally, and nationally.

Visit www.bluehealthintelligence.com for more information or contact Joe Bisson at 312-540-5127 or joe.bisson@bluehealthintelligence.com.