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Blue Cross and Blue Shield of Louisiana Selects Blue Health Intelligence to Provide Risk Adjustment Analytics

CHICAGO AUGUST 17, 2016 - Blue Health Intelligence (BHI) announced today that Blue Cross and Blue Shield of Louisiana selected its risk adjustment solution, Xchange Advisor, for Commercial Risk Adjustment.

“We are committed to innovating and applying cutting-edge healthcare technology to our claims data in ways that improve our customers’ access to quality, affordable healthcare,” said Brian Keller, Blue Cross and Blue Shield of Louisiana senior vice president of sales and marketing. “We look forward to using Xchange Advisor to further this work.”

The Xchange Advisor solution provides transparency with advanced analytics and predictive models to identify diagnosis coding and quality gaps. Xchange Advisor precisely targets opportunities that yield maximum financial and health management impact with workflow management tools that help Plans track and monitor results and efficiently operationalize their risk adjustment programs.

“We are excited to work with Blue Cross and Blue Shield of Louisiana, supporting their risk adjustment program as it is important to the private insurance market,” said Senior Director of Product Management Roxanna Cross. “And we are committed to helping them achieve an accurate and efficient risk adjustment program that leads to improvements in quality and financial outcomes.”

About Blue Cross and Blue Shield of Louisiana

Founded in New Orleans in 1934, Blue Cross and Blue Shield of Louisiana is a tax-paying nonprofit health insurer. We are a private company, mutually owned by our policyholders, with an independent Louisiana Board of Directors and no shareholders. We are an independent licensee of the Blue Cross and Blue Shield Association.

Blue Cross and Blue Shield of Louisiana is committed to improving the health and lives of all Louisianians. With our subsidiaries, HMO Louisiana and Southern National Life, we provide group and individual health insurance plans, life and disability insurance, group voluntary products and administrative services to one out of four Louisiana residents. We’re the only Louisiana insurer that offers plans in every parish. We also provide every customer with comprehensive wellness education, programs and services to help them live healthier lives. Headquartered in Baton Rouge, we have eight regional offices to serve our customers around the state.

Blue Cross and Blue Shield of Louisiana is dedicated to transforming the healthcare industry in Louisiana into one that delivers high-quality health outcomes for our customers with top-notch service at more affordable costs. Our reputation for exceptional service and prompt payments, as well as the hard work



of our 200+ in-house doctors, nurses, pharmacists, social workers and dietitians, keeps both customer and provider satisfaction high. Surveys by the Louisiana State Medical Society and the Louisiana Hospital Association consistently rank Blue Cross the best company providers do business with.

Blue Cross is deeply committed to the communities we serve. We invest both time and money in the health and wellbeing of Louisiana children by supporting more than 200 charitable organizations. We invite and encourage all Louisianians to visit our website at <http://www.bcbsla.com> or talk to us on social media through our online hub at <http://www.bcbsla.com/social/>.

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/>.

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