



FOR IMMEDIATE RELEASE

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Blue Health Intelligence to present at the 2016 Information Management Symposium

Chicago, IL (September 26, 2016)—Blue Health Intelligence (BHI) announced today that the organization will host two breakout sessions at the sixteenth annual Information Management Symposium, hosted by Blue Cross Blue Shield of Michigan (BCBSM). The IM Symposium will take place from Sept. 25 to 28 at the Detroit Marriott at the Renaissance Center.

Roxanna Cross, Senior Director of Product Management, BHI, will present “Commercial and Medicare Advantage Risk Adjustment: Leveraging Predictive Data Models to Close Diagnosis and Quality Gaps,” from 12:55 to 1:20 p.m. Monday, Sept. 26, in the Ambassador Ballroom.

Roxanna will discuss Xchange Advisor, a proprietary software as a service (SaaS) model developed by BHI to help Plans more accurately capture risk. This tool empowers healthcare industry professionals to better answer critical questions by:

- Using predictive analytics to inform healthcare management strategies by identifying and closing gaps in coding, quality, and care with accuracy and transparency
- Maximizing interventions, gap closure, and diagnosis capture with powerful analytics
- Identifying population risk and demonstrating program impact with intervention tracking, impact/return reporting, and financial modeling

Mary Henderson, Senior Vice President of Account Innovations, BHI, and Gary Gavin, VP, Key and Large/Auto Group Business, BCBSM, will present “BHI Customer Reporting” from 2:15 to 3 p.m. Tuesday, Sept. 27, in the LaSalle breakout room.

Mary and Gary will introduce WHYZEN Analytics, a one-source account reporting tool designed to provide health plan users a simpler, more efficient way to discover, package, and share insights with clients. Their session will highlight critical topics such as:

- Reporting flexibility through a powerful associative data model, satisfying the needs of all levels of users
- Leveraging robust, interactive, mobile-friendly data visualizations that allow users to seamlessly compose reports and take action
- Enabling users to quickly access comprehensive, on-demand data and analytics

For more information about opportunities to connect with BHI at the IM Symposium, contact Joe Bisson, VP, Business Development, BHI at joe.bisson@bluehealthintelligence.com and for WHYZEN Analytics, contact Kelvin Evans, VP, Business Development, BHI at kelvin.evans@bluehealthintelligence.com.



About Blue Health Intelligence

Blue Health Intelligence (BHI) is the nation's premier resource for data-driven insights about healthcare trends and best practices, promoting healthier lives and more affordable access to safe and effective care. BHI leverages a team of analytics experts with advanced technology, coupled with access to the greatest number of healthcare claims 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 www.bluehealthintelligence.com.

About Blue Cross Blue Shield of Michigan

Blue Cross Blue Shield of Michigan, a nonprofit mutual insurance company, is an independent licensee of the Blue Cross and Blue Shield Association. BCBSM provides and administers health benefits to more than 4.5 million members residing in Michigan in addition to employees of Michigan-headquartered companies who reside outside the state. For more company information, visit bcbsm.com and MiBluesPerspectives.com.

About the IM Symposium

The annual Information Management "IM" Symposium, launched in 2000, is presented and hosted by various Blue Cross and Blue Shield Plan Information Professionals. This conference aims to provide Plan business and technical representatives the opportunity to network and exchange best practices and innovations in the field of information management, information architecture, data warehousing, business intelligence, informatics, and analytics with the end result of delivering actionable business value to the Plans through the power of information assets. For more information, visit www.imsymposium2016.com.

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