



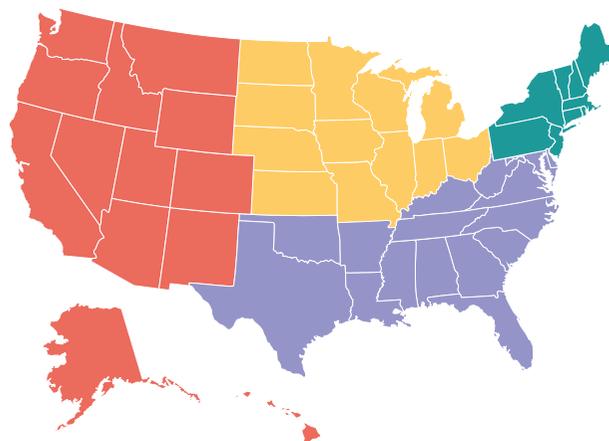
Blue Health Intelligence® (BHI®) provides analytics and solutions to improve the cost and quality of care. BHI leverages the broadest, deepest pool of health information to build business intelligence solutions for Blue Cross and Blue Shield (BCBS) Plans. Beyond our differentiated solutions, BHI delivers consultative analytics for national accounts and value-added Blue Cross Blue Shield Association (BCBSA) National Programs, offering outstanding support for member Plans.

- Consulting services
- Product solutions
- Business intelligence

## Collaboration and Transparency

BHI is truly a strategic partner in excellence. Unlike software or consulting vendors:

- We drive collaboration across Health Plans to capture best practices to strengthen the market.
- We provide complete transparency within our solutions and services to ensure the alignment of goals.



Data coverage in every ZIP code

Plan participation has grown from the original 18 investor Plans to 31 member Plans.



## Value-Added Business Intelligence Solutions

BHI solutions can help tackle some of the most pressing business issues Plans face today—from developing value-based networks to identifying cost and quality improvement opportunities to improving risk score accuracy. These solutions can be licensed from BHI.



**Risk Adjustment Analytics** – Xchange Advisor is a risk adjustment analytics and workflow management solution for ACA Commercial, Medicare Advantage, ACOs, and your entire book of business.

- Identify diagnosis and quality gaps with accuracy and transparency
- Maximize interventions, gap closure, and diagnosis capture with powerful analytics
- Set budgets and demonstrate impact with intervention tracking, impact / return reporting and financial modeling tools



**Account Reporting Analytics** – WHYZEN Analytics is the next generation in account reporting technology, putting the power of advanced visualizations and analytics into your hands to improve quality, reduce costs, and inform business decisions.

- One source for analytics for Plans across accounts, providers, members, and other stakeholders
- Flexible integration of multiple data sources and advanced data methodologies
- A highly secure, scalable solution for multiple Plans and very large populations
- Integrated and prescriptive consulting services and reporting



**Trend Analysis** – Trend Insights enables you to navigate with incredible ease to know where your cost savings opportunities exist. Gain immediate access to clinical intelligence for a complete performance picture to identify areas for improvement.

- Take comparative analysis beyond percentage changes to per member per month trends
- Dive into financial and clinical trends, leveraging your Plan's complete claim and episodic data



**High-Performance Networks** – Hospital Insights is a provider performance and network management solution that can support Plans as they develop value-based networks and quality initiatives.

- Identify typical costs and total costs for each episode, including inpatient, outpatient, professional, and other
- Access rates and cost components for complications and readmissions by episode
- Measure and compare facilities across the U.S.



**Analytic Consulting** – BHI's analytic consulting services team provides data and analytic expertise to solve complex business questions. The analytic services team is comprised of professionals with deep understanding of healthcare and healthcare analytics.

- Turn data into meaningful and actionable information
- Meet the business needs of large national accounts with cross-plan analytics
- Leverage the collective power of BCBS data to develop unique and powerful business intelligence solutions for individual BCBS Plans

## Drive Greater Value through BHI National Program Support

BCBS Plans operate in a highly competitive environment under constant change, with disruptive players regularly entering the market. To thrive in this new era, Plans must develop coordinated, national strategies to overcome system fragmentation and address the many business challenges facing them.

- BHI partners with BCBSA National Programs to support data-driven initiatives with data, solutions, and analytics.
- Our analytics drive the Blue Distinction® Specialty Care Program and price transparency for members through the Blue Cross Blue Shield Axis<sup>SM</sup> program.
- BHI's analytics power Blue Distinction® Total Care— collaborating with BCBSA on an ambitious analysis of PCMH / ACO availability and performance.



## 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. We are an analytic center of excellence and create leading-edge tools to give you greater insights.

Visit [www.bluehealthintelligence.com](http://www.bluehealthintelligence.com) for more information or contact Joe Bisson at 312-540-5127 or [joe.bisson@bluehealthintelligence.com](mailto:joe.bisson@bluehealthintelligence.com)