



BHI Analytic Consulting Services

Blue Cross Blue Shield (BCBS) Health Plans operate in a highly competitive environment under constant change, with disruptive players regularly entering the market. To thrive in this new era, BCBS Plans must develop coordinated, national strategies to address the many business challenges.

Our goal is to support and enhance your competitive position with consultative analytics by providing unique and powerful business intelligence solutions.

The BHI analytic consulting services team is comprised of professionals with deep understanding of healthcare and healthcare analytics. We turn data into meaningful and actionable information.

Our consulting clients include BCBS companies and their customers, including national accounts and other employer organizations, and the Blue Cross Blue Shield Association (BCBSA).

Plan Consulting

Create Custom Value-Based Networks

BHI's Hospital Insights is a provider performance and network management solution that supports Plans as they develop value-based networks and quality initiatives. The solution leverages the BHI database to build episode-of-care analysis, allowing for analysis of average costs, potentially avoidable complications, and readmissions across regions and compared to national benchmarks. Using this solution, the BHI analytic consulting team can help you identify the highest-quality and most cost-effective providers in any given market.

Optimizing Utilization and Site-of-Service Analytics to Achieve Savings

Leveraging our large national data set, we are able to benchmark the prevalence of procedures and conditions to identify unusual variations and patterns of healthcare utilization services. Our Site-of-Care analytics allows

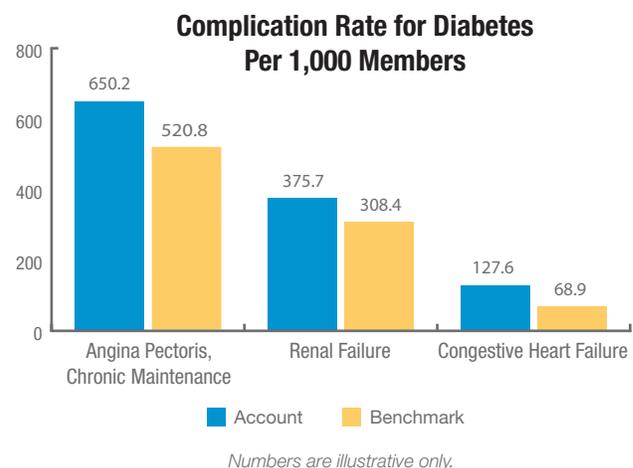
Plans to leverage the latest medical advances and care patterns to provide members the opportunity to seek treatments at the most cost-effective place of service.

Opportunity Analysis	<ul style="list-style-type: none"> Demographically adjusted comparisons Episodic view with insights into cost and use patterns by procedure / service
Utilization Assessment	<ul style="list-style-type: none"> Within a condition episode, how does my account's utilization compare to norms?
Site of Service	<ul style="list-style-type: none"> Within a condition / procedure episode, how does my account's site of service differ from norms?

Deep-Dive Analytics for National Accounts

Meeting the analytic needs of large national accounts often demands cross-plan analytics that only BHI can provide. BHI leverages our entire data set to provide custom benchmarks.

For example, BHI conducted an analysis of chronic conditions for a large national account. We were able to not only identify that the account's diabetes prevalence was higher than the benchmarks, but that they also had higher rates of complications, which suggested a complex case management approach may be effective for this account.



Learn more about **BHI Analytic Consulting Services**

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In addition, BHI recently performed a custom network analysis for another national account.

We found that Hospitals A and C had higher rates of complications and were higher-cost facilities. The Plan is able to leverage this analysis to support their client's strategy, steering their employees to high-quality, lower-cost providers.

Provider	Complication Rate	Readmission Rate	DRG Case Mix Weight*
Hospital A	9.4%	1.3%	1.002
Hospital B	8.6%	1.2%	0.831
Hospital C	11.2%	1.7%	1.005
Hospital D	8.1%	1.6%	0.694
Hospital E	9.1%	1.2%	1.148
Hospital F	9.1%	1.9%	1.069

*Available in conjunction with analytic consulting.

Numbers are illustrative only.

Value of BHI National Program Support

BHI provides the following services to BHI Participating Plans at no cost.

Support Consumer Transparency and Program Expansion for Plans (BCBS AxisSM)

In an era of increasing consumer price transparency, the Blue Cross Blue Shield AxisSM (BCBS AxisSM) program supports market competitiveness for the Blue Plans. Through BCBS AxisSM, Plans can offer price information to members for approximately 170 treatments and more than 450 procedures.

Blue Distinction[®]: Objective Analytics and Support of Expanded Program

National accounts seek provider networks that offer the best value of quality and cost for their members. BHI has partnered with BCBSA to incorporate risk-adjusted cost metrics as part of the designation process. The Blue Distinction[®] program encompasses over 400 facilities and includes many conditions / procedures, such as bariatric surgery, hip and knee replacement, and transplants, among others.

Blue Distinction[®] Total Care: National Analysis of PCMH / ACO Performance

National accounts want innovative programs, such as patient-centered medical homes (PCMH) and accountable care organizations (ACOs). BHI is collaborating with BCBSA National Programs on an ambitious analysis of PCMH / ACO availability and performance. This represents one of the largest and most rigorous studies of these organizations in the country.

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.

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