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The Navigator for Enterprise Solutions

HEALTHCARE SPECIAL

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## 50 Most Promising Healthcare Solution Providers 2016

The omnipresence of mobile devices and their applications have ushered a paradigm shift in healthcare settings. The infusion of novel technologies and new participants in the market are introducing better ways to assimilate knowledge from disparate fields for delivering unparalleled care experience.

Technologies like big data, cloud computing and Internet of Things are facilitating better communication and collaboration across the entire care continuum and are enhancing care delivery. Along the same lines, healthcare industry is gearing towards a more value-based business approach, building analytics competency to accelerate care quality and drive operational and clinical developments. From smart algorithms, wearables to smart sensors and innovative practices, the new technology entrants are making big strides in the world of overwhelming data to improve management of chronic diseases as well as to contribute efficiency and productivity in diverse operations. Few other big components at the forefront of this transformation are electronic health records, drug dose calculators and digital

medical records, paving way for enhanced care delivery with better, holistic and real-time view of a patient's health.

As more healthcare organizations invest in these technologies and system capabilities, they're seeing proven results. Consequently, the market, today is replete with multitude of technology solution providers to assist companies improve performance and productivity. To help organizations select the best vendors that offer the most promising solutions, CIOReview presents the "50 Most Promising Healthcare Solution Providers"

A distinguished panel of prominent CEOs, CIOs, VCs, and analysts, along with the CIOReview's editorial board has assessed hundreds of security solution providers and shortlisted the ones that are at the forefront of providing cutting-edge technology solutions. The listing provides a look into how the solutions in this domain are put into use, so that you can gain a comprehensive understanding of how they will optimize business processes.

We present to you 50 Most Promising Healthcare Solution Providers 2016.



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### Company:

Blue Health Intelligence

### Description:

Blue Health Intelligence 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. Blue Health Intelligence (BHI) is a trade name of Health Intelligence Company, LLC., an Independent Licensee of the Blue Cross Blue Shield Association

### Key Person:

Swati Abbott,  
CEO

### Website:

[bluehealthintelligence.com](http://bluehealthintelligence.com)

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# Blue Health Intelligence Demystifying Healthcare Data

“**H**ealthcare data is used to improve health outcomes by identifying trends and care gaps and implementing effective strategies that produce measurable results” says Swati Abbott, CEO of Blue Health Intelligence (BHI).

“We understand the challenges health plans face and provide them with actionable, data-driven insights that inform best practices to effectively address the needs of employers and their members,” says Abbott. “With an aim to create a national data warehouse in association with the Blue Cross Blue Shield health plans, our journey is empowered by 29 participatory plans.”

Abbott says that the national data warehouse, robust analytic solutions, and consulting services led by industry

innovative analytic solutions are designed to provide customizable account reporting and create predictive models, and one example is our hospital performance measurement solution. It’s based on



“To address health plans’ evolving needs and provide them with a robust account reporting solution, BHI developed WHYZEN Analytics,” says Abbott. WHYZEN processes information about nationwide healthcare providers and it analyzes key parameters like cost and quality of care. It presents information about the healthcare expenditure and better economical alternatives. WHYZEN offers next generation technology, providing health plans with access to an account reporting solution that is fast, visually driven, and device friendly, as well as offering an explorative data model with row-level security and product extensibility.

Abbott states that BHI’s strategy has always been built around the needs of health plans and their customers, providing them with greater value. “We provide them with reliable healthcare data and effective strategies to improve the health of their members and manage costs and risk.”

“For example, we worked closely with a BCBS health plan and their large employer customer with a nationwide presence to improve health outcomes. We leveraged our national data warehouse to inform their healthcare service offerings and uncovered the key drivers of cost. Our approach involved a deep dive analysis of hospitals and quality rankings. We found that by utilizing higher performing facilities resulted in higher quality care and savings of more than \$200 million for the employer. In-depth knowledge of data analytics and visualizations enables us to craft success stories for health plans and their customers by solving their business challenges,” says Abbott. **CR**

## “ Our work with health plans has significantly improved health outcomes

experts are BHI’s key differentiators. “We understand the significance of information security and follow SOC2 reporting as well as HIPAA and NIST cybersecurity guidelines.”

“BHI has a comprehensive understanding of plans’ business needs and the data to deliver solutions that produce meaningful results,” says Abbott. “All BHI solutions have experienced product development teams, who incorporate the business need into our wide-ranging capabilities. BHI’s

healthcare expenditure and provider information, so if a member queries for a cardiac care provider in terms of the quality and cost, we can resolve it immediately.”

BHI’s Analytic Consulting team combines the power of the BHI data with their strong business acumen and analytic expertise. To support health plans’ national and cost management and revenue maximization strategies, they perform deep dive analytics and focus on the most impactable conditions.