

# Empowering Healthcare Organizations

to improve quality, reduce costs, optimize performance, and drive innovation using trusted data and analytics

## The Power of 190+ Million Lives

Delve into robust data for actionable and powerful insights with the industry's largest interconnected healthcare database covering **190+ million unique members**. BHI leverages the most comprehensive, longitudinal and conformed healthcare database to support data-driven initiatives for health plans, providers, employers and others.

## Leverage Data for Optimal Results

BHI's healthcare data warehouse has 10+ years of membership information and **19+ billion individual medical and pharmacy claims**. Our solutions and services leverage standardized data models, formats and definitions that ensure **BHI is your single source of healthcare truth**. BHI provides an unmatched informatics resource to help our partners achieve the universal healthcare goal of lowering costs and improving quality.

## BHI's Data Differentiators



Includes 19+ Billion Unique Healthcare Claims and Growing



Covers Every 3-Digit ZIP Code



Adheres to 4 Levels of Certification



Ensures Uniformity and Consistency



Updates Monthly



Enables Flexible Analytics



Offers the Highest Level of Continuity

## Generating Broader Insights

BHI's national vantage point helps customers study and solve key clinical and business issues with greater scale and accuracy. We bring **unique national, regional, and industry-specific** data and analytics to:

- Create **differentiated and meaningful benchmarks**
- Examine utilization rates and estimate **medical costs for a population**
- **Identify healthcare patterns** across multiple disease categories
- Study outcomes associated with different treatment paths to **generate real world evidence**
- **Inform new care protocols** and reimbursement approaches
- **Help describe provider variation** to understand which practices best serve specific populations
- Deliver insights on utilization and **risk profiles of members and providers** to maximize fee-for-service and value-based arrangements

# BHI's Transparent, Data-Driven Services and Solutions Drive Meaningful ROI

## BIG DATA analytYcs

We provide healthcare stakeholders with strategies, market analyses, comparative effectiveness reviews, cost and quality assessments, benchmarking, value-based care readiness assessments, and much more.

## CARE advYzer

Our healthcare management tool uniquely identifies, analyzes, and stratifies members by using both health and socio-economic data to find the most impactful interventions.

## consultYng AND DATA SCIENCE

In partnership with our customers, we decode and solve complex business challenges by leveraging cutting-edge methodologies and data analytics to improve healthcare outcomes and lower costs.

## Episode Of Care GROUPEr

Our proprietary grouper bundles thousands of procedures and complex treatments into a single flexible and customizable unit of analysis to answer complex research and business questions.

## POPULATION advYzer

Our end-to-end risk adjustment solution manages risk, financial performance, and appropriate member interventions for both ACA and Medicare Advantage populations.

## PROVIDER insYghts

Our provider performance and network management solution utilizes analytics to lower costs, implement value-based care strategies, and support quality-driven networks.

## TREND insYghts

Our trend reporting solution identifies opportunities to bend the cost curve — leveraging the power of national, regional, and local benchmarks to influence future cost trends and medical policy decisions.

## whYzen ANALYTICS

Our advanced and flexible employer reporting tool with embedded artificial intelligence provides complete healthcare and account analytics, opportunity detection, and smart solutions.

## About Blue Health Intelligence®

Leveraging the power of claims data from more than 180 million Americans, Blue Health Intelligence (BHI) delivers insights that empower healthcare organizations to improve patient care, reduce costs, and optimize performance. With the largest, most up-to-date, and uniform data set in healthcare, BHI provides an accurate representation of the health profile of commercially insured Americans. Blue Health Intelligence is an independent licensee of the Blue Cross Blue Shield Association and carries the trade name of Health Intelligence Company, LLC. For more information, visit [www.bluehealthintelligence.com](http://www.bluehealthintelligence.com).