



# CUSTOM BENCHMARKING

Opportunities identified to opportunities realized



Healthcare reform and challenging economic times are driving health plans, employers, brokers, and providers to find better ways to monitor and improve their financial and clinical performance. Blue Health Intelligence's® (BHI®) comparative insights enable healthcare stakeholders to lower costs, understand quality drivers, improve efficiency, and create innovative solutions.

**BHI'S DIFFERENTIATED VALUE EQUATION:  
The Best Data + Industry Expertise = The most IMPACTFUL Insights**

## The Power of "BIG DATA"

Customers who need benchmarking studies produced from extremely narrow data sets require access to really big data for the results to provide statistically significant insights. Only BHI's unique access to the most comprehensive healthcare database in the U.S.\* provides the necessary depth and breadth of demographic, clinical, and financial information required to make reliable niche comparisons across a wide range of custom dimensions.

We dig into data in ways no one else can. Our experienced analytic consultants reach beyond standard industry classifications and regional breakouts to quickly and accurately produce account-specific benchmarks capable of encompassing specific industry definitions and/or the broadest or narrowest of data sets. We take comparative analysis to new heights, quickly identifying data patterns and trends to improve plan performance and uncover valuable cost-saving opportunities.

BHI's analytic consultants and data scientists are multi-degreed professionals with years of combined healthcare experience spanning analytics, clinical practice, health plan operations, epidemiology, statistics, employer consulting, benefits support, predictive modeling, and financial and business analysis.



### POPULATION FACTORS<sup>†</sup>

- Demographics
- Geography
- In/Out of Network Designations
- Custom-Tiered Classifications
- Benefit Designs
- Industry Codes



### CLINICAL & QUALITY MEASURES<sup>†</sup>

- Clinical Episodes
- Health Risks
- Health Status
- Blue Distinction® Designations
- Quality Measures
- Provider Performance



### FINANCIAL & UTILIZATION METRICS<sup>†</sup>

- High-Cost Claimant Status
- Unit Costs
- Encounters
- Average Lengths of Stay
- Cost of Care
- Scripts

<sup>†</sup> Limited subset of our benchmarking measures shown

## \* THE POWER OF BHI DATA

**200M+** UNIQUE MEMBERS AND GROWING  
REFRESHED MONTHLY

**20B** CLAIMS AND CLIMBING  
COVERAGE FOR EVERY 3-DIGIT ZIP CODE IN THE U.S.

**10+** YEARS OF HISTORIC DATA  
CONFORMED UNIFORMLY

# OUR PROVEN CUSTOM BENCHMARKING CAPABILITIES



At BHI, there are no black boxes; our clients understand exactly how we use our data and methodologies to uncover insights and make recommendations. Our studies help:



## WIN AND RETAIN NATIONAL ACCOUNTS

A large health plan contracted with BHI to provide specific benchmarks regarding behavioral health coverage in large manufacturers' employee plans nationwide. One of the insights revealed in BHI's custom study was that carved-in mental health benefits programs delivered superior ROI. The plan used this finding in its strategic response to a Request for Information from a national employer and successfully won its business.

**RESULTS** = New business resulted in an **additional \$1.5M in annual revenue.**



## TAILOR BENEFIT DESIGNS

A national clothing retailer was presented with benchmark data that showed its benefits program outperforming other retailers. The retailer doubted the veracity of this data once it found out its performance had been compared to that of "general retailers" across the country. At its request, BHI was able to deliver niche comparison data using only those stores that sold clothing and catered to the same demographic (young, urban, and hip). The new results revealed that the chain was actually underperforming.

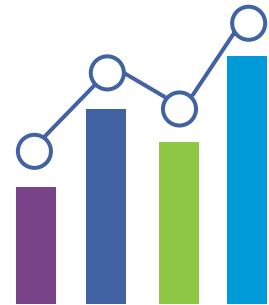
**RESULTS** = Using BHI's benchmark data, the retailer was able to identify program improvements that **increased employee healthcare coverage satisfaction by more than 5%.**



## REVEAL COST-SAVING OPPORTUNITIES

A plan seeking to recover financial losses incurred with a public exchange product asked BHI to identify key cost differences across a set of rural benchmarks. BHI's custom benchmark study found performance data indicating the plan needed to re-contract with select providers, deploy a set of targeted claims edits, and develop new medical policies to provide better, and more cost-effective care to this specific member population.

**RESULTS** = A year after implementing these changes, the plan realized **total cost savings of \$80M.**



"We work with BHI because it gives us insights into best-in-class performance that we would not normally see on our own. Having local, regional, and national comparisons are a must."

SENIOR VICE PRESIDENT/CHIEF MARKETING OFFICER, MID-SIZED REGIONAL HEALTH PLAN

## ARE YOU FULLY HARNESSING THE POWER OF NATIONAL BENCHMARKING DATA?

Contact BHI to see how your performance measures up.  
Visit [bluehealthintelligence.com](http://bluehealthintelligence.com) or email [info@bluehealthintelligence.com](mailto:info@bluehealthintelligence.com).