# PROVIDER NETWORK OPTIMIZATION
Better intelligence to build better networks

More and more health plans and employers are turning to high-performing narrow networks to improve healthcare quality. In fact, according to a recent National Business Group on Health® survey, more than 62% of all employers have contracted, or plan to contract, with Centers of Excellence (COEs) for their employees' healthcare benefits. Blue Health Intelligence's® (BHI®) provider network optimization analytics ensure that health plan leaders can identify the lowest-cost, highest-quality provider networks for their members, employees, and beneficiaries.

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

As the analytic architects of the Blue Distinction® Total Care and Blue Distinction® Specialty Care methodologies, BHI produces comparative and account-level metrics for all facilities, health systems, and accountable care organizations that work with BlueCross BlueShield Plans.

Our consultants objectively evaluate costs and quality across facilities and determine if member-provider relationships will be improved or harmed if providers are added or excluded from a network. BHI's analysis also reveals where network configuration and design changes could be made to improve performance.

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.

### Using Data-driven Network Insights for Business Decisions
Our unique access to the most comprehensive healthcare database in the U.S. allows plan administrators to run a multitude of different "if-then" analyses to help them make informed, data-driven decisions about their provider networks.

#### NETWORK CONFIGURATION
Determine which COE or narrow-network configuration best meet the health needs of specific employee populations

#### ACCESS IMPROVEMENTS
Adjust networks to ensure adequate member coverage and reasonable access (travel distance and time)

#### PROVIDER COVERAGE
Select providers who best fit quality and cost profiles for value-based purchasing and/or care management programs

## *THE POWER OF BHI DATA

**217M+** UNIQUE MEMBERS AND GROWING
REFRESHED MONTHLY

**22B+** CLAIMS AND CLIMBING
COVERING EVERY 3-DIGIT ZIP CODE IN THE U.S.

**12+** YEARS OF LONGITUDINAL DATA
CONFORMED UNIFORMLY

# OUR PROVEN NETWORK-OPTIMIZATION ANALYTIC CAPABILITIES

BHI's analytic consultants have deep experience building models with flexible attribution logic that helps plans assess provider performance and optimize contracts.

### Creating a Specialty Provider Network Strategy for a National Employer

A national employer wanted to identify the lowest-cost, highest-quality provider network to serve its employees with hip/knee specialty care needs, but it lacked the data to support the development of a custom network. BHI's consultants used their access to national data to identify opportunities for cost savings and better utilization management across the network.

The employer had suggested eliminating the lowest-performing 5% of providers as a practical strategy to cutting costs, but BHI's analysis determined it was more cost-effective to keep the network intact.

**RESULT:** BHI found that employees who needed expensive, occasional, and elective procedures were best steered to the top 10% of providers, while the more common elective procedures were best performed by the top 50% of network providers.

### Supporting Homegrown Analytics

A large Blues Plan asked BHI to assess the costs and outcomes of bundled payment programs for a national employer, which used several provider networks throughout the U.S. Not only did plan leaders need to identify top performers, they also needed to generate both detailed and high-level reports to satisfy the employer's information needs (e.g., one team needed costs broken down by facility and procedure while another wanted to view overall costs of hip, spine, and knee surgeries.)

BHI data helped key accounts:

- Recognize referral and admitting preferences
- Build bundled payment strategies
- Identify underperforming facilities
- Understand out-of-area network usage

**RESULT:** BHI's advanced analytics and reporting enabled plan managers to improve provider networks and expand bundled payments to other clinical conditions.

## DO YOU HAVE ACCESS TO THE PROVIDER DATA YOU NEED TO MAXIMIZE YOUR NETWORKS?

Contact BHI to see here you could be saving.
Visit bluehealthintelligence.com or email info@bluehealthintelligence.com.