



Blue Health Intelligence® Corporate Overview

Analytic intelligence tailored to the Blue System.

At Blue Health Intelligence® (BHI®), helping Blue Plans improve healthcare access, equity, and affordability is central to everything we do. Privately owned by the Blue Cross Blue Shield Association (BCBSA) and 18 of the nation's top Blue Plans, we are solely focused on unlocking the power of our collective data assets to provide real and measurable impact to Plans nationwide. We help them drive value, pioneer the delivery of value-based care, improve outcomes, and eliminate inequities.

With over a decade of experience addressing the System's most pressing challenges, we understand its needs like no other data analytics company. Our innovation and flexibility enable us to respond quickly to evolving priorities.

Depth of High-Quality Data

Vast amounts of high-quality, longitudinal data are essential to powering the analytics and benchmarking needed to derive Plan, cohort, and member-specific insights. BHI's National Data Repository includes medical and pharmacy claims data from 32 Plans, represents every ZIP code, and covers more than 95% of U.S. providers and hospitals. We are continually integrating supplemental data sources to enrich our analytics.

Advanced Analytics

We leverage the latest technologies and our clinical knowledge to develop complex analytic solutions that deliver actionable improvements. Whether matching the right intervention with the right member, successfully predicting high-cost claimants, optimizing care networks, or understanding how healthcare disparities affect the bottom line, our analytic intelligence empowers Plans to make better decisions.

Subject Matter Expertise

Our analytic consulting, data scientists and product management teams have rich and diverse experience helping Plans find ways to improve care quality and outcomes across multiple care settings. Our team offers a broad range of skills and backgrounds spanning health plans, providers, pharmacies, consultancies, academic institutions, government, health and wellness entities, and software-as-a-service organizations, which enables us to effectively counsel Blue Plans.

Responsiveness

Addressing the most urgent needs of our Plan partners and demonstrating value for the Blue System is our top priority. We've accelerated our product development; invested heavily in talent, technology, and data infrastructure; and launched major initiatives to optimize networks, improve cost transparency, and assess Plan performance. Our continual innovation and forward-thinking leadership allow Blue Plans to stay ahead of trends and tackle industry challenges.



BHI National Data Repository*



*Totals as of Q3 2023

How We Can Help

Driving value through innovation.



Value-based Contracting

We generate valuable insights that help Plans design high-quality networks, boost efficiency and appropriateness, and strengthen market competitiveness. Our Provider Analytics and Transparency Analytics solutions enable Plans to reduce variation, strengthen negotiating power, and achieve value-based goals by leveraging fully transparent methodologies and enriched machine-readable file (MRF) data.



Plan Performance and Employer Reporting

Our new Plan Performance Analytics platform enables national, regional, local, and cohort-level comparisons and benchmarking down to the de-identified member and CPT-code levels. Our cloud-based data architecture provides fast, flexible, and granular data outputs. Whyzen® Analytics, our employer reporting solution, reveals deeper insights into employer group cost and utilization trends, and how to refine employer group plan designs. The rapid delivery of high-impact reports enables Plan leaders to make near real-time improvements.



Health Equity

Understanding SDOH-related barriers to care can enrich clinical care managers' decision-making, enhance value-based plan design, and open the door to non-traditional wraparound benefits. Our SDOH data and analytics help Plans close inequity gaps.



Analytic Consulting

We offer personalized advisory services from a team of highly experienced consultants and data scientists who offer deep domain expertise. Their counsel expedites performance and outcome improvements.

Benefits of Partnering with BHI



Enhanced value-based care analytics for optimal network performance



Improved health equity and outcomes for underserved populations



Plan support for BCBSA National initiatives

Contact BHI for more information about our solutions and how they can help drive value for your Plan.



Visit bluehealthintelligence.com or email info@bluehealthintelligence.com.

