

BHI EXPERTS WEIGH IN

Turning Analytics Into Action

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Identifying and addressing healthcare cost, utilization, quality, and risk concerns before they escalate requires big data and superior analytics. In this Q&A, Kevin O'Mara and Michele Heeter discuss recent enhancements that Blue Health Intelligence® (BHI®) made to Whyzen™ Analytics, its employer analytics and reporting solution, to help users find and act on issues faster.

Q. What's new and different about this latest release of Whyzen™ Analytics?

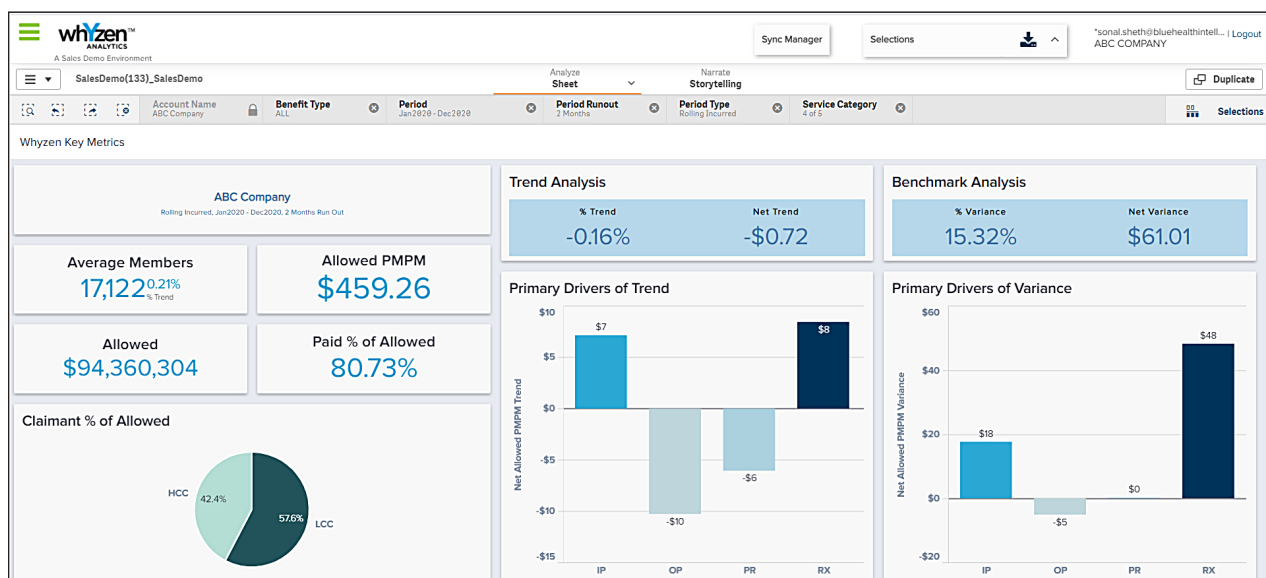
We wanted to make it faster and easier for users to identify and act on account- and member-level insights that would improve clinical and financial performance.

We did this by enhancing the user interface design, which makes it more intuitive and simpler to use for both novice and experienced users. We also infused guided analytics into the platform, which invites users to quickly drill from the most salient KPIs down to the underlying causes and drivers. This helps them understand not only what is going on, but why. As a result, they can make strategic decisions and refinements faster.

Q. What improvements were made to the platform's landing page?

The landing page is now completely interactive and easier to navigate so that users can access the data and analysis they need in more dynamic ways. This page provides a holistic account view by allowed vs. paid PMPM, trends, membership, and benchmark comparisons. Users can then hover over any chart to dig deeper into what is causing higher costs and utilization, or changes to trends and variances.

Additionally, users can now view medical and pharmacy data together or apart, sort their analysis by a variety of dimensions, and even change colors and fonts to customize their reporting.



The enhanced landing page provides a holistic account view, allows for quick access to KPIs, and enables users to drill further into detailed insights.

Q. What satellite sheets are available and what refinements were made?

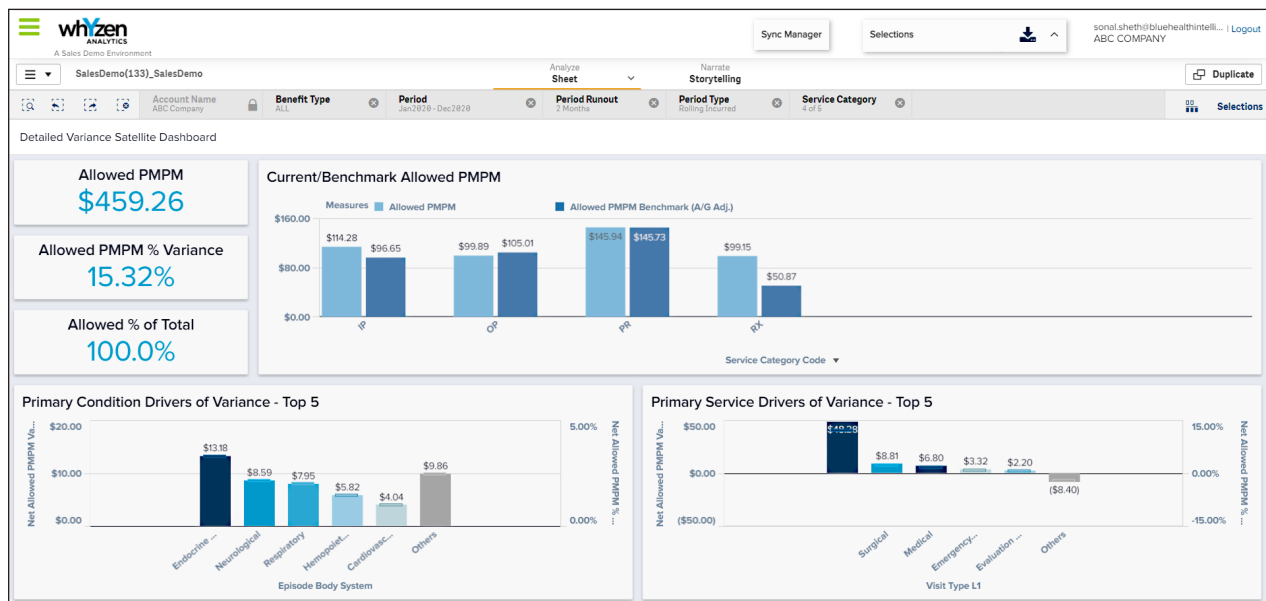
From the landing page, users can be taken to six different satellite sheets that illustrate account data in various ways so they can take a closer look at factors that may be influencing account performance. They can view:

- Members by demographics (e.g., average age, age/gender index, concurrent risk, continuous enrollment)
- Members by risk score
- Claimants
- Trend/variance
- Detailed trend
- Detailed variance

In this latest release, we added the ability for users to pivot from allowed PMPM vs. paid PMPM on the same sheet. We also separated trend and variance to their own sheets to provide more detail on each.

Having this level of detail improves user understanding of gaps and concerns. For example, they may see that specialty drugs are driving their cost trend up. The satellite sheets help them zero in on which drugs are most expensive, how long the trend may last, or what the data reveals about cost forecasts.

In response, plan and benefits leaders may consider working with their pharmacy team to identify biosimilars, pursuing a more affordable specialty drug program, or recommending utilization management strategies like prior authorization and step therapy.



Satellite sheets provide detailed views of account performance in various ways.

Q. How are clients benefiting from these improvements?

We are seeing users leverage Whyzen Analytics in a variety of ways. They are developing graphically rich reports for their customers to elevate key concerns or actions that should be taken to prevent problems from spiraling. Because the platform generates healthcare intelligence throughout the entire account lifecycle, they can flag issues that occur throughout the member journey.

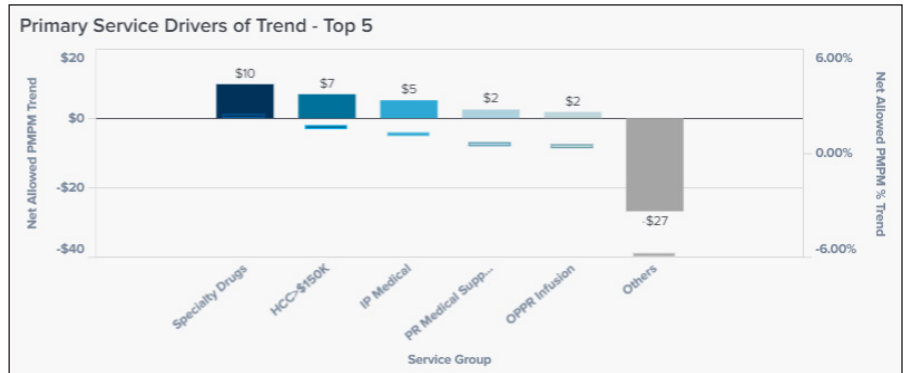
For example, as members are newly enrolled, it is essential to examine if any are considered high risk as that can impact cost and utilization trends. Users can log into the platform and look at their new member population holistically or determine specifically how many individuals are at higher risk and why. Plan leaders are using this analysis to design care management programs that help these members avoid more complex and expensive care.

If accounts are managed smoothly and then users notice a spike in trends or variations, it provides an early warning signal that something may need further attention, especially when they see increases against benchmarks.

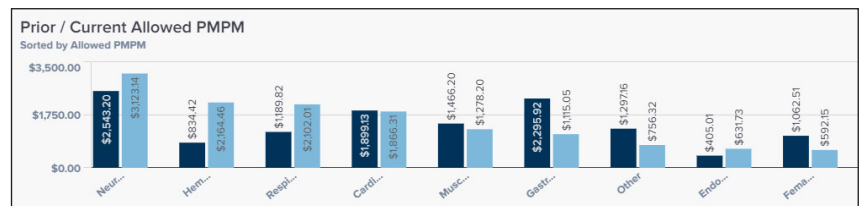
Suppose PMPM costs are rising. Users can use the tool to explore if more specialty medications are being prescribed, if the quality of care isn't up to par, or if certain members live outside a provider's service area and have no access to transportation to get the treatment needed. Identifying these issues is the first step to resolving them.

Obviously, all of our clients want to avoid paying high-cost claims. They are leveraging these analytics to pinpoint members whose claims are getting more expensive year-over-year and also to determine why.

Do they have multiple comorbidities? Do they have common conditions? Are they being treated more often in EDs instead of by their primary care provider? Users can drill into these claims by examining several clinical categories.



Dashboards illustrate cost and utilization trends to pinpoint where problems are spiraling.



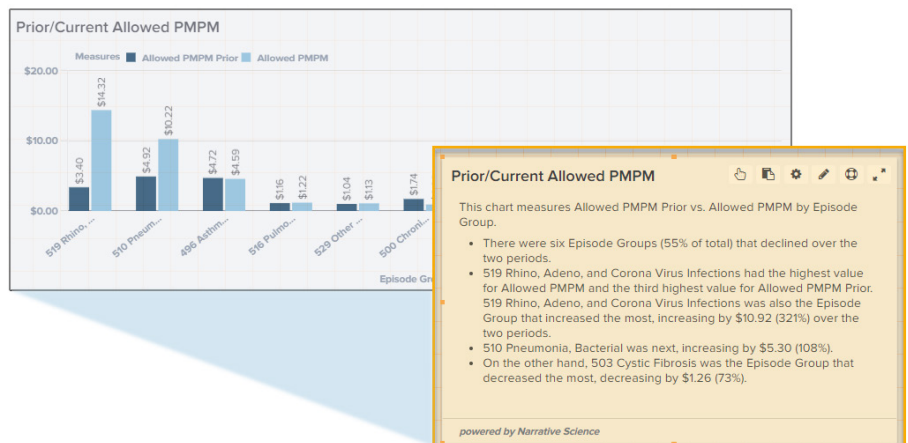
See which members incur the highest costs – and why.

Q. What's next in the evolution of Whyzen Analytics?

We will be launching a few more exciting features early next year!

We are adding a feature called "Ask Whyzen" that allows users to query the data directly using natural language processing. They can type in a question, such as "what are the top five conditions of my highest-cost members?" The tool responds instantly by generating relevant answers, visual analytics, and narrative insights that deepen understanding. Business logic and machine learning will make this tool even smarter over time. It's a quick way for users to build a report that reflects pertinent findings.

Another neat capability we're adding will allow users to automatically generate text or bullet points that put the data into context for report readers. Through "Whyzen Wryter," users can link to any chart and build a supporting narrative within seconds. Users can customize what information should be included and the level of detail.



Whyzen™ Wryter generates a story from your data to reveal key findings.

If your organization needs intelligent analysis and sound recommendations that drive immediate improvement, contact Kelvin Evans today at kelvin.evans@bluehealthintelligence.com.

Leveraging the power of claims data from more than 200 million Americans, Blue Health Intelligence® (BHI®) delivers insights that empower healthcare organizations to improve patient care, reduce costs, and optimize performance. With the most up-to-date, and uniform data set in healthcare, BHI provides an accurate representation of the health profile of commercially insured Americans. BHI is the trade name of Health Intelligence Company LLC, an independent licensee of the Blue Cross Blue Shield Association. For more information, visit www.bluehealthintelligence.com.