

## **Blue Health Intelligence Questions and Answers**

**Q: What is Blue Health Intelligence (BHI)?**

**A:** BHI, developed by participating Blue Cross and Blue Shield Plans, is a unique resource that will help to improve healthcare quality through opportunities to share critical health information initially with employers, and in the future, with consumers and providers. As the premier health intelligence resource in the nation, BHI also will strengthen the movement to greater healthcare transparency by ultimately providing unmatched detail about healthcare trends and best practices.

**Q: Why was BHI developed?**

**A:** The healthcare market is moving toward an evidence-based, decision-making model. Employers, consumers, and providers are demanding credible and actionable data. BHI addresses these needs.

BHI will play a central role in the transformation of today's present healthcare system into a focused, knowledge-based healthcare system.

Through the participating Plans, BHI will support the efforts of employers to better manage the healthcare benefits they offer their employees. In the future, BHI will provide consumers with the information they need to make informed healthcare decisions and will heighten collaboration with providers as they deliver high-quality, evidence-based care to their patients.

**Q: Will the data contained within BHI be safe and secure?**

**A:** Yes. The secure, HIPAA-compliant database is comprised of claims information (with no personal identifiers) from 79 million lives – significantly larger than existing healthcare databases. Access to the aggregate data will be available only to the participating Plans.

**Q: Why is BHI good for employers?**

**A:** In the near term, BHI will help employers better manage the quality of the benefits they offer to employees and deliver the best value in care possible. Employers will have access to information that is current and complete, relevant, reported by geography, industry and comparable to companies with similar healthcare experiences. BHI also will support analyses in areas such as trend identification, benchmarking and predictive modeling.

**Q: How will BHI benefit consumers?**

**A:** BHI ultimately will offer consumers access to comparative information that supports their healthcare decision-making to ensure they receive the most appropriate care available. BHI will assist consumers to arrive at decisions so that they receive the right care, at the right time, and in the right place.

**Q: Why will BHI be good for researchers?**

**A:** BHI's data also will provide future opportunities for health services research. The depth and scope of the ever-growing database will provide a rich repository of data to mine.

**Q: How will providers benefit from BHI?**

**A:** Through data derived from BHI, physicians eventually will gain access to information about the efficacy of certain treatments and new medical technologies as well as emerging trends in healthcare practice and delivery. BHI will support the efforts of providers to deliver high-quality, evidence-based care to their patients.

**Q: Are there other competing databases on the market?**

**A:** United Health Group, Aetna and Mercer (Care Focused Purchasing) all have launched or are planning to launch healthcare databases. However, BHI is significantly larger than any of the existing or planned databases.

**Q: What makes BHI different from competitor's offerings?**

**A:** BHI is the largest source of healthcare data and analysis, public or private. The precision of the measures, normative benchmarks, and geographic representation of BHI's underlying data will far exceed the capabilities of other data warehouses.

**Q: When will BHI become available?**

**A:** BHI is currently being pilot-tested and will be operational in 2007.

**Q: How many Blue Cross and Blue Shield Plans are participating in BHI?**

**A:** Currently 20 Plans are participating.

**Q: Why have some Plans opted not to participate at this time?**

**A:** Blue Cross and Blue Shield Plans operate independently and make decisions that reflect their current local environment and are in the best interest of their members at any given time. The BHI data warehouse will be built on an extensible platform to allow for new Plans to join at a later date.