



**BlueCross BlueShield  
Association**

An Association of Independent  
Blue Cross and Blue Shield Plans

# News Release

Blue Cross and Blue Shield  
Association  
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EMBARGOED FOR 9:30 AM EDT:  
August 4, 2006

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## **Blue Cross And Blue Shield Plans Unveil Blue Health Intelligence; Resource Will Enhance Knowledge Sharing**

*“Blue Health Intelligence” will create unique opportunities to share knowledge with employers, consumers, and providers and to improve healthcare quality*

**CHICAGO** – Blue Cross and Blue Shield Plans announced today the creation of Blue Health Intelligence (BHI), 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. BHI is the premier health intelligence resource in the nation and will strengthen the movement to greater healthcare transparency by ultimately providing unmatched detail about healthcare trends and best practices.

The secure, HIPAA-compliant database is comprised of claims information (with no personal identifiers) from 79 million lives – significantly larger than existing healthcare databases. Twenty Blue Cross and Blue Shield Plans currently are participating in BHI (see list below). Access to the aggregate data will be available only to the participating Plans.

“BHI will play a central role in transforming the present healthcare system into a focused, knowledge-based healthcare system,” said BCBSA President and CEO Scott P. Serota.

(more)

“In the near term, BHI will support the efforts of employers to better manage the healthcare benefits they offer their employees. Eventually, 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.”

"Blue Health Intelligence will ultimately provide an unparalleled depth and breadth of information about a range of health trends and measures. This information will help Blue Cross and Blue Shields Plans work with their customers to develop and offer more valuable employee benefits," said Gail K. Boudreaux, Health Care Service Corporation's executive vice president for external operations, and BHI board co-chair. "The amount and level of information offered by BHI will enhance patient care and greatly inform healthcare decision making. We are proud to have contributed to the development of what will be a great asset to healthcare in this country."

Consumers are playing an increasing role in managing their healthcare, but they still need better knowledge-based tools to help them make the right decisions. “An empowered healthcare consumer needs access to credible information to make more informed choices,” said Robert J. Greczyn, Jr., president and chief executive officer, Blue Cross and Blue Shield of North Carolina, and co-chair of the BHI board. “When fully operational, BHI will offer consumers useful information as they consider their healthcare options. BHI will set the industry standard.”

The development of BHI over the last several years responds to the demands of employers, consumers, and providers who are calling for credible and actionable data to drive informed, evidence-based decision making. BHI is currently being pilot-tested and will be operational by 2007.

As BHI evolves, the resource will provide a number of benefits to employers, consumers, providers and other stakeholders, such as:

- Sharper insight into healthcare trends and best clinical practices;
- Information about the efficacy of certain treatments and new medical technologies as well as emerging trends in healthcare practice and delivery;

(more)

- Benchmarking data to assist in conducting comparative analyses across a number of healthcare components; and
- Opportunities for health services research.

To listen to the media conference call announcing Blue Health Intelligence, call 954.797.0718, participant code – 867443.

The Blue Cross and Blue Shield Association is made up of 38 independent, locally owned and operated Blue Cross and Blue Shield companies that collectively provide healthcare coverage for more than 94 million – nearly one-in-three – Americans. For more information on the Blue Cross and Blue Shield Association and its member companies, please visit [www.BCBS.com](http://www.BCBS.com). For more information on Blue Cross and Blue Shield Association's policy positions and the healthcare debate, visit [www.BCBSHealthIssues.com](http://www.BCBSHealthIssues.com).

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**bhi**<sup>®</sup>  
Blue Health Intelligence

## BHI Participating Plans\*

Arkansas Blue Cross and Blue Shield

Blue Cross & Blue Shield of Rhode Island

Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Florida

Blue Cross and Blue Shield of Massachusetts

Blue Cross and Blue Shield of Minnesota

Blue Cross and Blue Shield of North Carolina

Blue Cross and Blue Shield of South Carolina

Blue Cross Blue Shield of Michigan

Blue Cross Blue Shield of Nebraska

Blue Cross of Idaho

BlueCross BlueShield of Tennessee

BlueCross BlueShield of Western New York / BlueShield of Northeastern New York  
(HealthNow New York, Inc.)

Capital Blue Cross

CareFirst BlueCross BlueShield (DC, DE, MD)

Excellus BlueCross BlueShield

Highmark Blue Cross and Blue Shield

Independence Blue Cross

The Blue Cross and Blue Shield Plans in IL, OK, NM, TX (Health Care Service  
Corporation)

The Blue Cross or Blue Cross and Blue Shield Plans in CA, CO, CT, GA, IN, KY, ME,  
MO, NH, NV, NY, OH, VA, WI (WellPoint, Inc.)

\*As of 8/04/2006