



ACCOUNT INTELLIGENCE ENGINE

Health benefit insights for actionable recommendations



With U.S. healthcare spending estimated to grow more than 20% in the next four years,[†] employers need a complete understanding of their employees' healthcare experience to make impactful changes. Whyzen Analytics, a state-of-the-art employer analytics and reporting solution developed by Blue Health Intelligence® (BHI®), provides health plans, brokers, and consultants with near real-time cost, utilization, population health, and quality metrics.

WHYZEN'S DIFFERENTIATED VALUE EQUATION:

The Best Data* + Powerful Analytics + Limitless Exploration = MEANINGFUL Decisions

DELIVERING A HOLISTIC VIEW OF HEALTHCARE UTILIZATION

Whyzen makes it easy to:

Take Meaningful and Swift Action

With Whyzen, users can:

- Identify cost-reduction strategies
- Direct care to higher-performing providers
- Optimize plan designs

See the Big Picture

View all cost and utilization details by:

- Health insurance product type (e.g., HMO, PPO)
- Benefits (e.g., medical, vision, dental, and behavioral health)

Test Theories and Respond

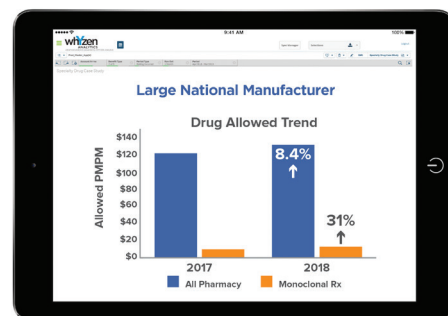
Our natural language processing and guided storytelling functionality let users:

- Discover, describe, and share insights quickly
- Run multiple "what-if" scenarios to see how certain variables can influence outcomes
- Drill into data to find root causes of overutilization and other issues

Compare and Improve Performance

Using BHI's National Data Repository, executives can:

- Accurately predict events, such as avoidable emergency room visits
- Conduct meaningful exposure analyses, like the cost impacts of new drugs



Whyzen offers graphically rich interactive dashboards and secure, on-demand analytics via dedicated and mobile platforms.

[†] Fitch Solutions Macro Research, May 2019.

* THE POWER OF BHI DATA

200M+ UNIQUE MEMBERS AND GROWING
REFRESHED MONTHLY

20B CLAIMS AND CLIMBING
COVERAGE FOR EVERY 3-DIGIT ZIP CODE IN THE U.S.

10+ YEARS OF HISTORIC DATA
CONFORMED UNIFORMLY

WHYZEN'S PROVEN EMPLOYER ANALYTICS AND REPORTING CAPABILITIES



Backed by decades of experience in delivering complex analytic solutions, Whyzen's development and delivery team is unmatched. Our business leaders, data scientists, technologists, clinicians, and analytic experts have earned a national reputation for successfully collaborating with hundreds of customers to provide employer intelligence.

With Whyzen, health plans and employers can spend more time on what matters most – understanding cost, use, and outcomes trends – to implement data-driven health benefits improvements.



FOSTER CONSULTATIVE RELATIONSHIPS

Whyzen frees up report development and processing time so that executives can:

- Develop and implement recommendations
- Provide greater transparency
- Monitor progress
- Strengthen customer relationships



PREVENT PROGRESSION TO HIGHER COSTS

To address key cost drivers, such as specialty pharmaceuticals and genetic testing, Whyzen enables administrators to:

- Predict high-cost members
- Recommend realistic actions – like targeted case management (CM) – to mitigate progression to even higher costs
- Ease data sharing with external stakeholders on things like the value of disease management programs



SOLVE ISSUES BEFORE THEY ESCALATE

With automated reporting that generates insights quickly, leaders can:

- Address underlying problems before they escalate
- Recommend benefit design changes or the use of more effective services
- Spot outliers and track variations from national, regional, and organizational benchmarks



“Whyzen has made our organization nimbler and we’re better equipped to anticipate customer needs. Our reporting and consulting teams went from using a rowboat to a speedboat.”

DIRECTOR, CUSTOMER REPORTING,
REGIONAL HEALTH PLAN

ARE YOU PROACTIVELY FINDING HEALTH BENEFITS IMPROVEMENT OPPORTUNITIES?

Contact BHI to optimize your performance.
Visit bluehealthintelligence.com or email info@bluehealthintelligence.com.