The Power of Data to Transform Healthcare

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Conflict of Interest

Maureen Sullivan, Senior Vice President of Strategic Services & Chief Strategy Officer of the Blue Cross Blue Shield Association, has no real or apparent conflicts of interest to report.
Agenda

The Power of Data to Transform Healthcare

- The landscape
- The imperative
- The value
- The solutions
- The future
Learning Objectives

• Demonstrate the value of harnessing the largest claims and provider database in the U.S. to improve patient and population health

• Discuss a data analytics approach to high-value employer benefits and improved employee health

• Identify a data-driven solution that empowers consumers to make evidence-based healthcare decisions

• Illustrate how aggregate cost data can empower providers to better manage the care and overall health of their patients, while containing costs
Benefits Realized for the Value of Health IT

- **Satisfaction**: Creating greater satisfaction by rein in costs, improving outcomes and improving consumer experience

- **Treatment/Clinical**: Reducing unnecessary ER visits, hospital readmissions and hospital infection rates, while improving health outcomes

- **Electronic Secure Data**: Developing the industry-leading data capability unprecedented in scope and scale

- **Patient Engagement and Population Management**: Increasing cost transparency allowing patients to shop for procedures based on estimated costs for over 1,600 treatment categories

- **Savings**: Cost savings of more than $1 billion through patient-focused care models supported by data
THE PACE OF CHANGE IS ACCELERATING
DATA
THE ENGINE FOR FUTURE TRANSFORMATION
Polling Question 1

Who do you believe stands to benefit the most from a robust health data analysis capability in the US?

a. Physicians
b. Hospitals
c. Consumer
d. Insurers
Collective commitment of all 36 BCBS companies to contribute comprehensive data on healthcare quality and cost
LEVERAGING NATIONAL HEALTHCARE DATA
$380B in annual claims

36M provider records

1 in 3 Americans
FROM DATA TO INSIGHTS
ENSURING DATA SECURITY
Polling Question 2

How would you rate our nation’s ability to collect, analyze and generate new intelligence from our health data?

a. Immature, just beginning
b. Work in progress, developing
c. Mature, fully developed
The Value of Data for EMPLOYERS
Data in Action
EMPLOYERS
The Value of Data for PROVIDERS
The Value of Data for INDIVIDUALS
Data in Action
INDIVIDUALS
Driving Nationwide
INSIGHTS & SOLUTIONS
Health of America reports

BLUE CROSS BLUE SHIELD, THE HEALTH OF AMERICA REPORT REVEALS EXTREME COST VARIATIONS FOR KNEE REPLACEMENT SURGERIES

VARIANCES IN COST — KNEE

HIGHEST VARIANCE

<table>
<thead>
<tr>
<th>State</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas, Dallas</td>
<td>246%</td>
</tr>
<tr>
<td>Massachusetts, Boston/ Worcester</td>
<td>185%</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>172%</td>
</tr>
<tr>
<td>Pennsylvania, Philadelphia</td>
<td>163%</td>
</tr>
<tr>
<td>Virginia, Richmond/Virginia</td>
<td>160%</td>
</tr>
</tbody>
</table>

LOWEST VARIANCE

<table>
<thead>
<tr>
<th>State</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorado</td>
<td>7%</td>
</tr>
<tr>
<td>Fort Collins, CO</td>
<td>7%</td>
</tr>
<tr>
<td>California, CA</td>
<td>6.6%</td>
</tr>
<tr>
<td>Florida, FL</td>
<td>6.6%</td>
</tr>
<tr>
<td>North Dakota, ND</td>
<td>7.1%</td>
</tr>
<tr>
<td>Montana, MT</td>
<td>6.1%</td>
</tr>
</tbody>
</table>

Costs vary in markets across the country, with extreme variations emerging within the same markets.

Prices for identical procedures can almost quadruple in cost depending on which hospital a patient chooses within a market.

WOMEN RECEIVE LESS AGGRESSIVE TREATMENTS AFTER A HEART ATTACK

BCBS data shows disparities in post heart attack treatment between men and women.

WOMEN ARE 27% LESS LIKELY THAN MEN TO RECEIVE ANGIOPLASTIES

Source: BCBS Companies/Blue Health Intelligence

38% Fewer Women Underwent Coronary Bypass Surgery

Source: BCBS Companies/Blue Health Intelligence

Dispensaries Identified in Post-Heart Attack Treatment between Women and Men

For more information on Women's Health, visit bcbs.com/healthofamerica
Access to Innovative Programs

- Largest network of patient-focused care programs
- Powered by BCBS national data capability
Polling 
Question 3

Five years from now health data and analytics are going to have the biggest impact on:

a. Improving population health
b. Reducing healthcare costs
c. Enhancing care delivery decisions
d. Engaging consumers in their healthcare decisions
The Future

Weaving different sources of data together to understand health of a population – country, state, community, ZIP code

Better, stronger health outcomes

More sustainable healthcare system

Improved health for everyone
A Summary of How Benefits Were Realized for the Value of Health IT

**Satisfaction:** Improving customer experience

**Treatment/Clinical:** Improving health outcomes

**Electronic Secure Data:** Leveraging industry-leading data capability

**Patient Engagement and Population Management:** Improving decision-making tools and providing nationwide insights

**Savings:** Cost savings through patient-focused care models supported by data

http://www.himss.org/ValueSuite
Questions

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