

Introducing Blue Insight

Information to help employers understand the health of their employees and make informed decisions

Providing employees with comprehensive health care insurance is important, but managing it well requires data and information. With Blue Insight, a new, innovative analytics tool for self-funded groups from Independence Blue Cross, you can access valuable, actionable data that can help you understand and manage your members' benefits.

Access powerful, important information

By logging into Blue Insight through the group portal you already use for other administrative activities, you can now view a sophisticated dashboard that provides you with comprehensive summaries or detailed, granular looks at a particular topic.

Information on the following can be accessed:

- **Claims Utilization.** View current and prior trends, or pull reports on ER and urgent care usage, what facilities are being used by your members, and specialty utilization.
- **Clinical Reporting.** Determine the chronic conditions prevalent within your group's population, or find gaps in care that should be addressed.
- **Program Participation.** See how many group members participate in case management, Healthy LifestylesSM, or disease management.

Make the data work for you

Blue Insight is designed to be user-friendly and allow you to access the information most important to you.

Global Filters. Narrow the summary data down to just the figures you're currently concerned with. Reports are available by line of business and various date ranges.

Alerts. Allow Blue Insight to help you see and act on important trends in your group. If your population is below average in utilization of preventive wellness visits, for example, the *Alerts* window will notify you so you can consider educational campaigns or wellness programs that could address that.

Graphic and details reports. Use pie charts or bar graphs for a visual representation of your group's data, or drill down into spreadsheets that uncover fine details.

Harness the power of Blue Insight. Contact your broker or IBC account representative with questions today.



See your group's health in a new light

Blue Insight offers more than valuable facts and figures — it's a visual story of your employees' health issues and benefits usage. When you better understand your group's needs, you can feel more confident making decisions.
