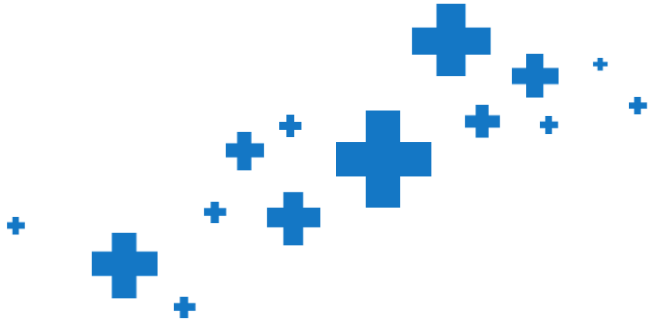


Access to Healthcare: Analytics to Action



Joseph Staven
Blake Weber



Fast facts about

BlueCross BlueShield of Tennessee

- + Not-for-profit company established more than **70 years ago**
- + Serving **3.4 million members** and **11,000 companies**
- + Paying **85 million claims per year**
- + Partnering with **20,000+ health care providers**
- + Giving **\$14 million** each year in charitable investments
- + Employing **5,800 professionals** to fulfill this mission:
Peace of Mind through Better Health

Peace of Mind through Better Health: Access to Care

- Meet population healthcare needs
 - PCP Coverage
 - Specialists, Facilities, etc.
- Facilitate appropriate and timely care
- Ensure preventive services
- Avoid complications and hospitalizations
 - Non-Urgent ER
 - Unnecessary Healthcare Costs

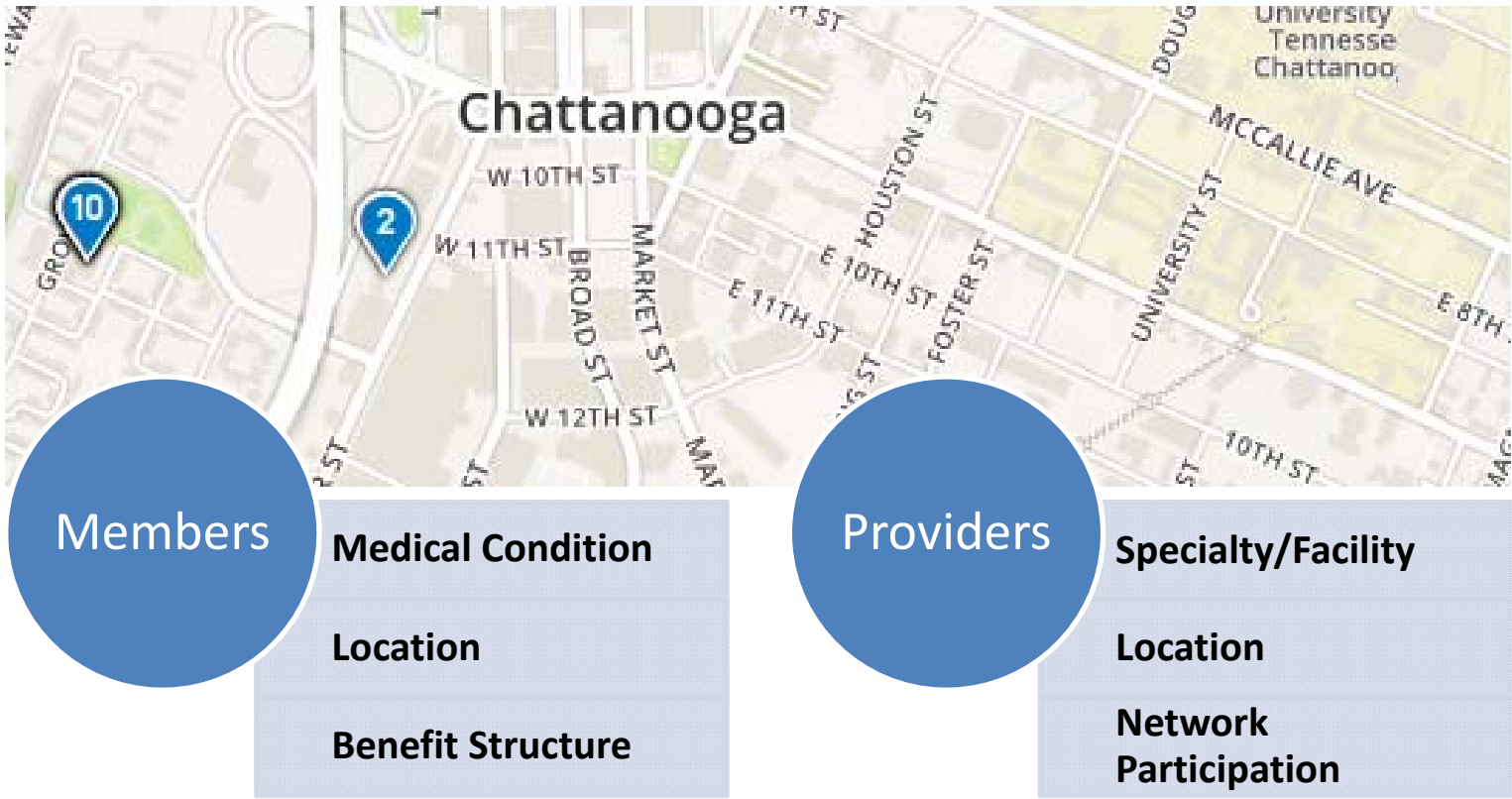


Access to Care: Improving Analytics and Action



- Why do members access healthcare in certain ways, times and locations?
 - Health Status
 - Insurance Benefits
 - Convenience
 - Routine
 - Location
- How can BCBST support and improve member choices?

Access to Care: Personalized and Comprehensive

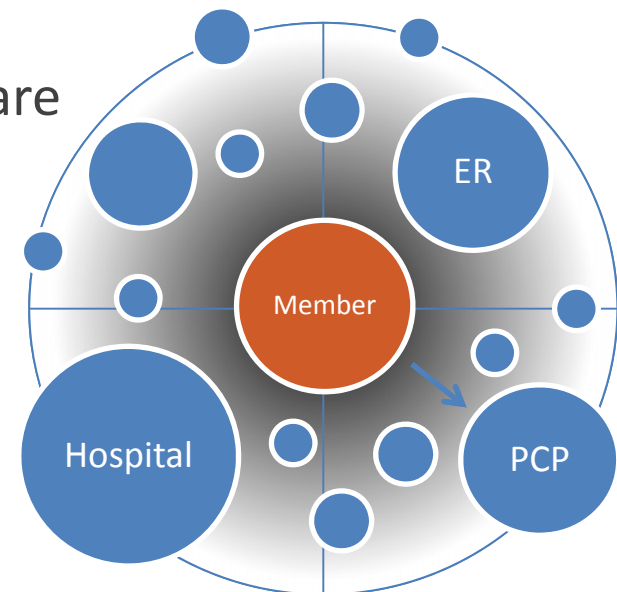


Access to Care: Goals

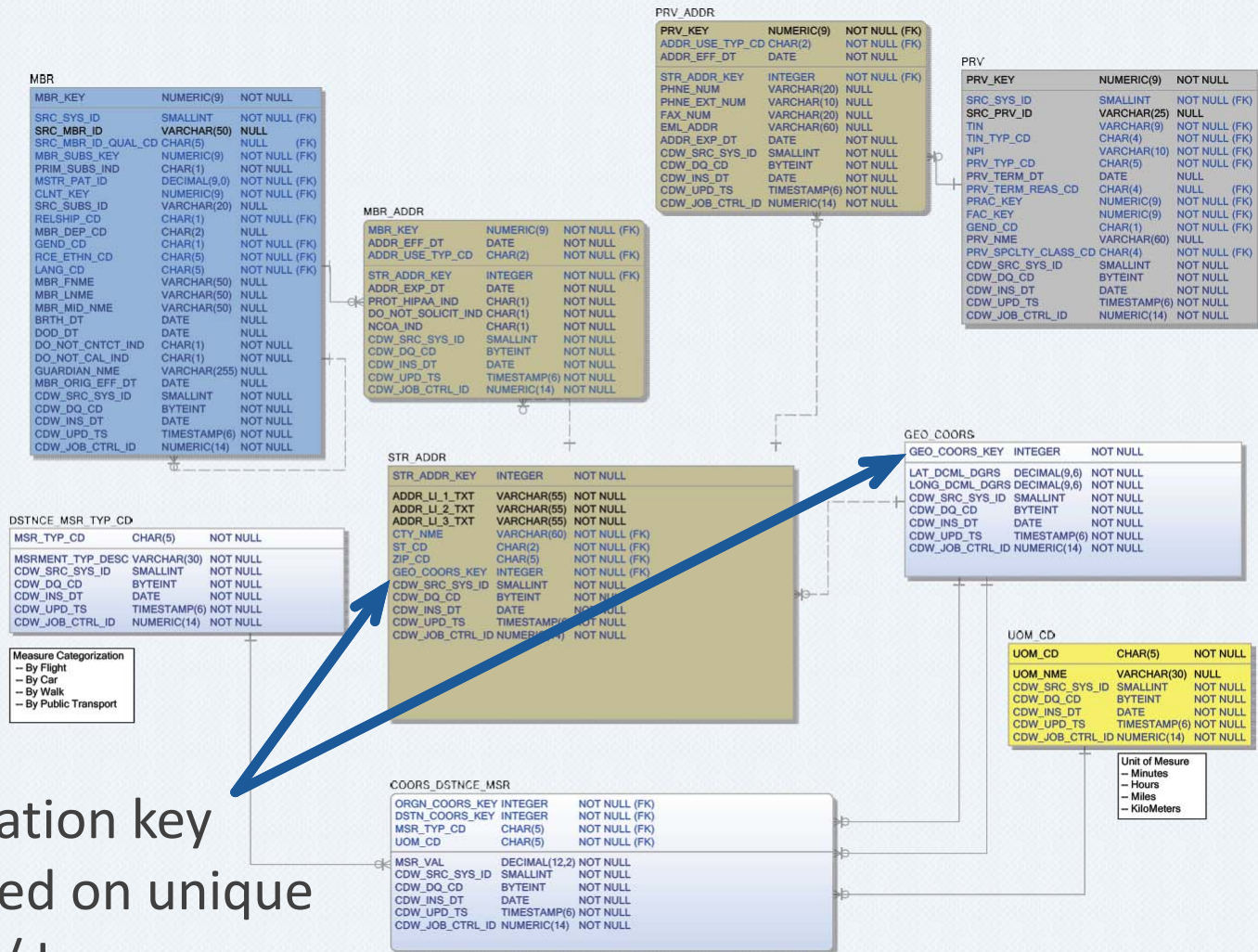
- ✚ Quantify and Define Access to Care
 - Understand specific member needs
 - Identify differences and disparities
- ✚ Ongoing monitoring of Access to Care
 - Visual (i.e. mapping) and reporting metrics
 - Network/Benefit coverage
 - Disease/Condition coverage
- ✚ Member level outreach that considers local care options
 - Improver customer segmentation and consumer outreach
- ✚ Create and learn from spatial behavior metrics
 - How far will members travel to access quality care?
 - How do network disruptions change member care?
 - How do provider groups affect local population health?

Access to Care: Data Solutions

- ✚ Calculate every member/provider drive time in ESRI
 - 3.4 million members
 - 20,000+ providers
- ✚ Store drivetime data in existing analytic datamart
 - incorporate clinical and demographic information to existing and future analytics
- ✚ Utilize ESRI to visualize access to care
- ✚ Utilize existing tools to create spatial behavior metrics
 - SAS Stat, SAS Miner, SQL Assistant
 - Teradata Warehouse Miner
 - Fuzzy Logix

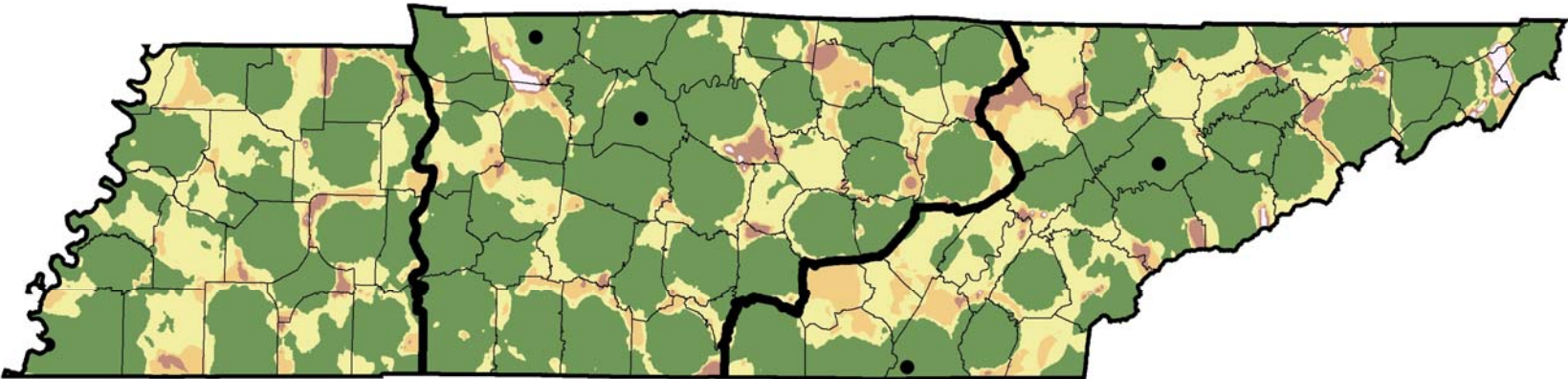


Access to Care: Architecture Solutions

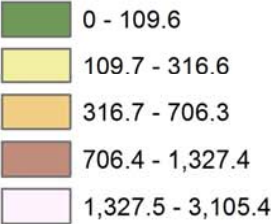


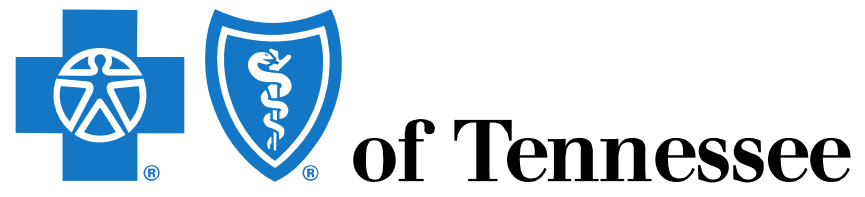
+ Location key based on unique Lat / Long

Access to Care: Inverse Distance Weighted (IDW) Interpolation



**BlueCare Member to PCP Ratio
within 10 miles (Euclidean)**





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