

# CASE STUDY

## Arkansas Blue Cross Enterprise Information Management Strategy

### Challenge

Arkansas Blue Cross Blue Shield (ABCBS) created an Enterprise Business Intelligence (EBI) division to consolidate and integrate data in one centralized area to better address the challenges of healthcare reform. ABCBS remained challenged however, by optimally integrating enterprise-wide technology and tools, standardizing processes, and aligning human capital resources within the cultural context that existed. In addition, they had not yet achieved centralized reporting, analytics, and advanced analytics platforms required to meet the needs of internal and external stakeholders.

### Solution

Amitech Solutions architected an Information Management Roadmap in four key areas along with a phased implementation approach with long and short-term recommendations.

- current state of data, reporting and analytics including technology infrastructure and tools.
- supporting processes
- human capital resources and alignment
- the underlying cultural context



### Result

ABCBS implemented both long and short-term technology, process, human capital, and culture recommendations, including standardized reporting and analytics tools, automated and repeatable supporting processes, and a revised organizational structure within EBI. ABCBS was able to quickly develop an improved information management environment that provided easy access to trusted data and actionable information, arming decision makers to reduce costs, improve care, and drive better business performance.

### Future

The framework and recommendations are enabling ABCBS to leverage data and information to improve disease management programs, reduce inappropriate utilization, identify care caps and improve coordination of care, manage population risk, develop episode based payment methodologies, and test patient-centered medical home initiatives. After developing a "single version of the truth," ABCBS is now more flexible and agile in responding to changing business conditions.

## KEY RESULTS

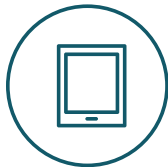
-  A new, centralized enterprise Business Intelligence department
-  Integrated Data Warehouse platform
-  Business Analytics for better decision-making



# AMITECH

## About Us

As a leading healthcare analytics and strategy consulting firm, we guide our clients by focusing on the most innovative approaches to data analysis in healthcare to discover insights for healthcare systems and insurers. We believe in change. We believe in data. We can help you use data to change and ultimately lower costs, improve quality of care and achieve better business outcomes. Amitech is based in St. Louis and has more than two decades of experience as well as industry-leading talent in the business analytics, information management, strategy consulting, population health, clinical analytics, care management, digital health and big data fields.



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