Performance Benchmarking

Introduction

Plan Performance Analytics (PPA) is a cloud-based analytics platform developed to help Blue Cross Blue Shield Plans better understand the drivers behind healthcare cost and utilization trends. By combining large-scale national claims data with an intuitive business intelligence interface, the platform enables healthcare leaders to benchmark plan performance and uncover strategic opportunities for improvement.

The Challenge

Healthcare plans manage massive volumes of medical and pharmacy claims data, but extracting meaningful insights from these datasets can be difficult. Traditional reporting

tools often provide only high-level summaries, making it challenging for analysts and executives to identify the underlying drivers behind cost variation and utilization trends. Blue Cross Blue Shield plans needed a scalable analytics platform that could combine national benchmarking data with detailed claims analysis. The goal was to enable healthcare leaders to quickly identify performance gaps, understand the causes of rising healthcare costs, and develop strategies to improve plan performance.

The Approach

Discovery & Strategic Alignment

The project began by collaborating with healthcare analysts, product leaders, and business stakeholders to identify the most critical performance indicators needed for effective benchmarking. These discussions focused on understanding how plans evaluate cost, utilization, and quality metrics across multiple healthcare services.

This discovery phase helped define the platform's analytical capabilities and ensured the final solution aligned with the real-world decision-making needs of healthcare plan leaders.

Data Architecture & Analytics Framework

A scalable analytics architecture was developed to leverage Blue Health Intelligence's National Data Repository. This repository includes extensive claims, pharmacy, and behavioral health datasets representing healthcare activity across millions of insured members.

Advanced data modeling enabled users to analyze healthcare performance across multiple dimensions, including diagnoses, procedures, provider networks, and geographic trends.

Platform Development

The platform was built as a modern cloud-based business intelligence solution designed to make complex healthcare analytics accessible to both technical and business users. Interactive dashboards allow users to explore healthcare data through dynamic filtering and drill-down capabilities. Analysts can move from high-level performance metrics to detailed procedure-level insights, helping them identify the drivers behind healthcare spending variation.

Implementation & Optimization

Following development, the platform was deployed to support ongoing analytics initiatives across the organization. Feedback from internal users was used to refine dashboards, improve query performance, and expand analytical capabilities.
Continuous iteration ensured the platform remained aligned with evolving healthcare analytics needs and delivered long-term value to stakeholders.

The Solution

Plan Performance Analytics provides healthcare plans with a powerful environment for exploring cost, utilization, and performance trends across large healthcare datasets.
Key capabilities include:
- National benchmarking of healthcare plan performance
- Drill-down analysis of claims, procedures, and diagnoses
- Integrated medical, pharmacy, and behavioral health insights
- Interactive business intelligence dashboards
- Strategic decision support for cost management initiatives

By combining advanced analytics with a user-friendly interface, the platform enables healthcare organizations to

move beyond traditional reporting and gain deeper insight into the factors influencing healthcare costs.

Results & Impact

110M+ Members Represented

Analytics powered by one of the nation's largest healthcare data repositories.

200M+ Claims Analyzed

Integrated medical and pharmacy claims data supporting large-scale healthcare benchmarking.

9-Month Development Timeline

Delivered a fully functional enterprise analytics platform from concept to deployment.

Procedure-Level Cost Analysis

Enabled analysts to identify specific procedures and services driving cost variation.

Key Takeaways

Plan Performance Analytics transformed how healthcare plans evaluate cost and utilization trends by providing a scalable cloud-based analytics platform built on national healthcare data. By enabling deeper insights into healthcare performance drivers, the platform empowers healthcare organizations to make more informed strategic decisions and identify opportunities to improve care and manage costs.