



# POPULATION CARE VIEW

*Built-in business intelligence*

# Data matters.

BlueAdvantage Administrators of Arkansas believes employers should have access to intelligent healthcare data every day. Not just in annual meetings.

Population Care View helps companies leverage their own claims data to make informed healthcare decisions, improve the wellbeing of employees and control costs.

**It's big data built-in for BlueAdvantage customers.** Why pay for expensive carve-out vendors when your data is already in one place? Population Care View can provide a complete snapshot of your healthcare claims and utilization. Start using it today!



*Bring your healthcare data to life when you use Population Care View.*

# What is POPULATION CARE VIEW?



*The analytics, reporting and risk management tool you need to control costs.*

**INTERACTIVE ANALYTICS** Population Care View (PCV) offers a guided, self-service experience to explore your healthcare data on your own timeline. Use this web-based portal to access data, identify cost-drivers and drill down to member and claim line detail to develop insights. The intuitive interface is easy to use, so you can find information quickly and easily.

**EXPERT INTERPRETATION** Our team of data analysts can offer intelligent analysis beyond your standard reporting package. If you have questions, they can deliver insights you can't get anywhere else.

**TIMELY AND ACTIONABLE** When you're ready to make important healthcare decisions for your employees, PCV can save you time and money by providing actionable healthcare data, allowing you to intervene before costs grow out of control.

**EMPLOYEE ENGAGEMENT** Using the data in PCV, employers can identify potential opportunities for intervention. With these insights, employers can find creative ways to incentivize employees to get annual checkups, immunizations and biometric screenings.

**CONTEXT** PCV displays 39 months of rolling data at summary and detailed levels. Reports can be viewed based on rolling incurred or paid 12-month periods, or paid calendar-year and year-to-date views.

**REPORTING AND TRENDS** One-stop shop for reporting that shows you what's driving your healthcare costs and trends, through standard or ad hoc reports. Standard reports are published to the portal on a monthly basis to be retrieved by the group.

**SECURITY** Your data is protected through internal and external processes. An audit process allows us to ensure the proper people are viewing reports. PCV also makes it easy to reset passwords and stay in control of your data's security.

**FUTURE ENHANCEMENTS** PCV has the flexibility to provide the reports you need. Customer feedback and requests for specific data or reports will be used to improve the tool and provide more comprehensive analysis.



**QUESTIONS?** Talk to your BlueAdvantage sales representative or independent agent about how your group can use Population Care View.



**BlueAdvantage  
Administrators of Arkansas**

An Independent Licensee of the Blue Cross and Blue Shield Association