

Improving Customer Data through Organization and Governance

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Blue Cross and Blue Shield of Kansas City

March 13, 2007



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Agenda

- Empowerment
- Foundation
- Accountability

Improving Customer Data Through Organization and Governance



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Agenda

- Past – < 2004
- Present – 2006-2007
- Future – 2007 and Beyond

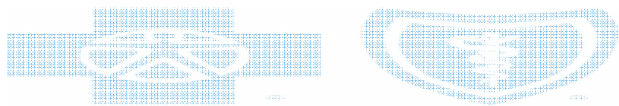


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Empowerment (or lack of)

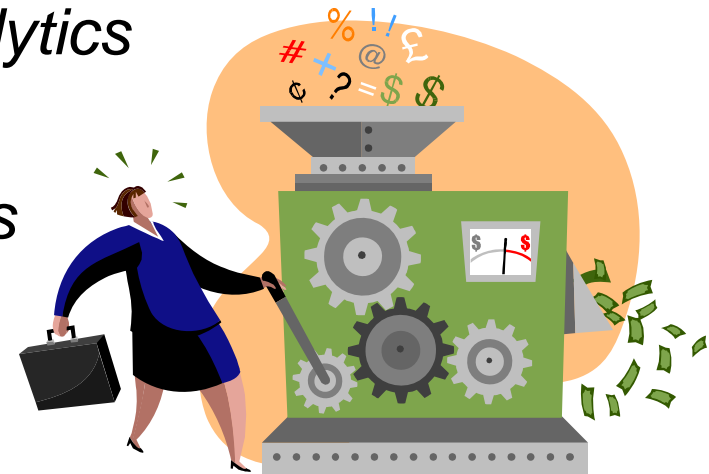
- Past (< 2004)
 - *Decision Makers Could not Gather Their Own Facts*
 - *External Customers Serviced with Paper Reports*
 - *Analysts Used too Many Tools to Get the Job Done*



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Empowerment (we're getting there)

- Present (2006-2007)
 - *Self-Service Reporting and Analytics*
 - *Web-Enabled Customer Reports*
 - *Better, Faster Decisions*



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Empowerment

- Future (2007 and Beyond)
 - *Executive Dashboards*
 - *Using Data to Improve Health, Consumerism and Transparency*
 - *Advanced Data Mining and Outcome Studies*



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Foundation

Past (Pre-2004)

- *Limited Data Available*
- *Slow Development Cycle and Unacceptable Latency*
- *No Self-Service Solutions for Decision Makers*

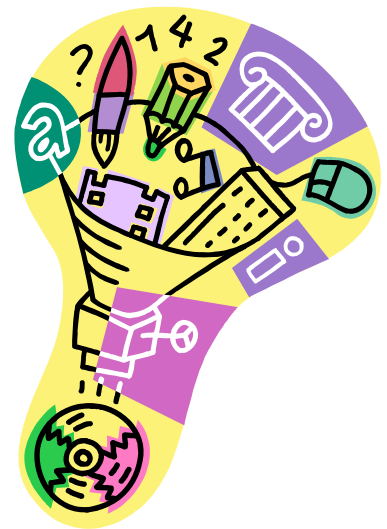


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Foundation

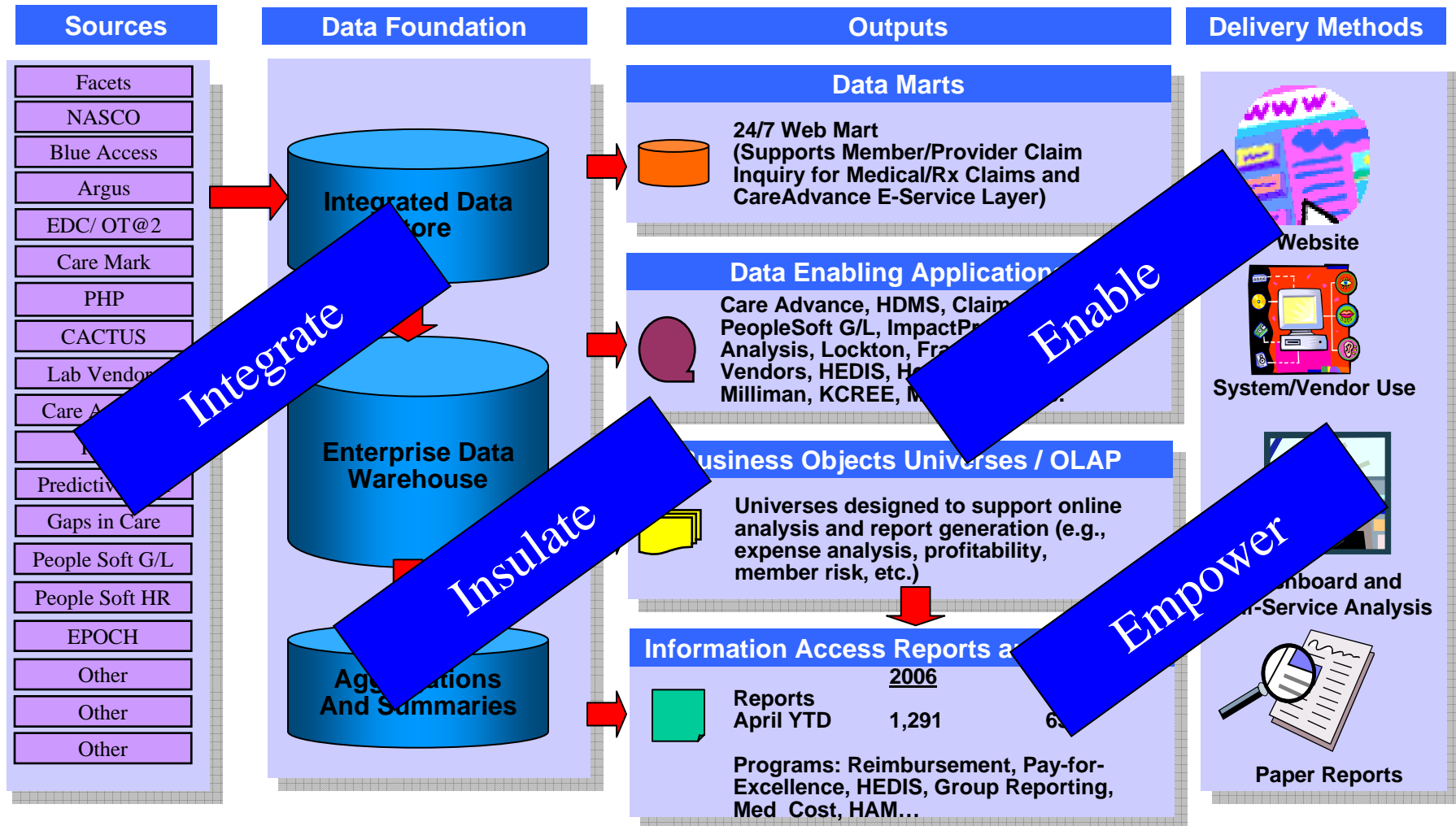
- Present (2006-2007)
 - *Single Version of the Truth Representing All Sources*
 - *Little Data Retrieval from Transaction Systems*
 - *Quick Reaction to Business Change*



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Foundation - Source to Consumer




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Integrate

Meta Data Portal - Code Maps - Microsoft Internet Explorer provided by Blue Cross Blue Shield of KC

Address: http://blueaccess/meta_data_portal/codeMap.jsp?dataId=30692&collectionType=src

Meta Data Portal v2007.02.15  BlueCross BlueShield of Kansas City

Collection Name: [IDS](#) (current release: 4.0) Collection Code: [IDS](#)
 Subject Area Logical: [Claims](#) Subject Area Physical: [CLAIMS](#)
 Entity: [Claim](#) Table: [CLM](#)
 Attribute: Claim Status Code SK Column: [CLM_STTUS_CD_SK](#)

Code Source Mappings

SOURCE (Domain: None)				TARGET (Domain: CLAIM STATUS)			Mapping Type,	
Collection	Code ID	Code Value	Code Description	Derived Code	Code ID	Code Value	Code Description	Mapping Status
ADOLESCENT IMMUNIZAT				A02	10053	A02	FINAL	CUSTOM MAPPED BY ANALYST
ARGUS				10	10053	A02	FINAL	CUSTOM MAPPED BY ANALYST
ARGUS				11	10588	A08	REVERSAL	CUSTOM MAPPED BY ANALYST
ARGUS				70	10588	A08	REVERSAL	CUSTOM MAPPED BY ANALYST
ARGUS				A02	10053	A02	FINAL	CUSTOM MAPPED BY ANALYST
ARGUS				A08	10588	A08	REVERSAL	CUSTOM MAPPED BY ANALYST
ARGUS				A09	12589	A09	ADJUSTED	CUSTOM MAPPED BY ANALYST
EDC				A02	10053	A02	FINAL	CUSTOM MAPPED BY ANALYST
Facets dbo 4.21	10869	01	CLAIM ACCEPTED; AWAITING BATCH		10052	A01	AWAITING FINANCIAL CYCLE	DIRECT MAPPED BY ANALYST
Facets dbo 4.21	10870	02	Claim Accepted; Batch Run Completed		10053	A02	FINAL	DIRECT MAPPED BY ANALYST
Facets dbo 4.21	10871	10	Claim Logged; Awaiting Processing		10583	A03	ENTERED; AWAITING PROCESSOR	DIRECT MAPPED BY ANALYST
Facets dbo 4.21	10872	11	Claim Pended; Awaiting Batch		10584	A04	PENDED; WITH WARNINGS	DIRECT MAPPED BY ANALYST
Facets dbo 4.21	10873	13	Claim Sucessfully Pre-Priced		10052	A01	AWAITING FINANCIAL CYCLE	DIRECT MAPPED BY ANALYST
Facets dbo 4.21	10874	14	Claim Pre-Priced; Batch Complete		10053	A02	FINAL	DIRECT MAPPED BY ANALYST
Facets dbo 4.21	10875	15	Claim Pended With Errors		10585	A05	PENDED; WITH ERRORS	DIRECT MAPPED BY ANALYST
Facets dbo 4.21	10876	16	Claim Pended Following Batch Processing Entry		10586	A06	PENDED; FOLLOWING BATCH ENTRY	DIRECT MAPPED BY ANALYST

Insulate



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Welcome j90037011

Logout

Home

Need Insurance?

Health & Wellness

About BCBSKC

Help

Find a doctor or hospital

Provider Home

Claims Access

BlueCard Responses

Eligibility Access

Benefits Access

Pharmacy Directory

Contact Representative

ePocrates

Newsletter

Physician Office Guide

Prior Authorization List

Medical Policy

Carries Policies

Claim Listing

Provider Name: LIBERTY HOSPITAL

Provider ID: j90037011

Search Criteria: Earliest Date of Service - 12/15/2006

Click on status to view details of a claim

Claim	Patient Name Member ID	Birthdate	Date of Service	Charges	Date Received	Date Completed	Status
	JULIA ZEB90	12/02/	12/15/2006 to 12/28/2006	\$371.00	02/01/2007	02/02/2007	
	LILLIAN TEA806	03/24/	12/15/2006	\$338.00	12/27/2006	01/26/2007	
	NORMA YBC05	10/09/	12/15/2006 to 12/21/2006	\$22,107.51	12/29/2006	12/30/2006	
	ROY HMK05	07/12/	12/15/2006	\$1,391.00	12/27/2006	12/30/2006	
	BEV SSIXZ1	04/11/	12/15/2006	\$228.00	12/27/2006	12/30/2006	
	KAREN HMK05	01/25/	12/15/2006	\$228.00	12/27/2006	12/30/2006	
	JOSEPH YBW05	06/04/	12/15/2006	\$3,241.70	12/27/2006	12/30/2006	
	KAREN HMK05K	03/11/	12/15/2006	\$28.00	12/27/2006	01/11/2007	
	MAUREEN YBW05M	09/02/	12/15/2006	\$1,982.70	12/27/2006	12/30/2006	

[M] = Medical [D] = Dental

[P] = Pending [C] = Complete [I] = Invalid/Discontinued

<--PREV NEXT-->

Enable



- Predictive Modeling / Enterprise Data Warehouse / Account Reporting
- Online Health Resources – Web Site
- Health Risk Appraisal
- Safety and Quality Issues – Prior Authorization, Policies, Retroactive Review, Provider Profiling, Radiology Privileging, Transparency



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Empower

BlueReports

File Dashboard Options Help

[Data Documentation](#)

[HDMS DART Documentation](#)



[Glossary](#)

[Release Notes](#)

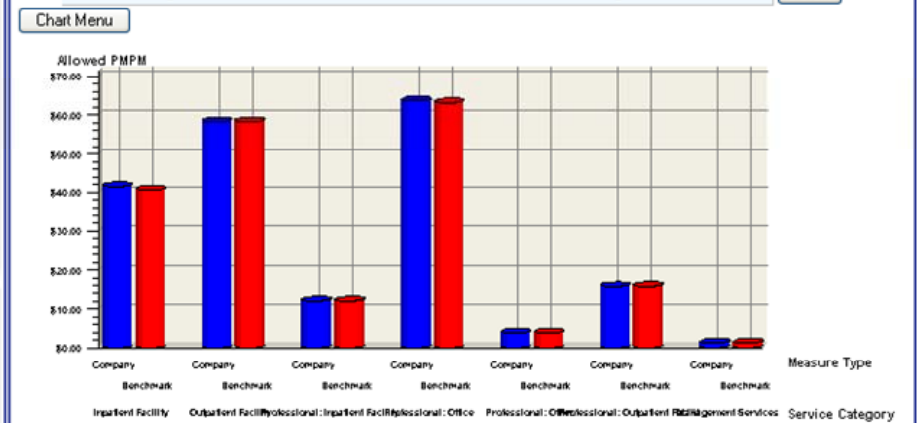
Financial Key Statistics

Rolling Incurred View of Enrollment and Claims Paid from Nov 2002 through Dec 2005

Reporting Period	Nov '04-Oct '05	Nov '03-Oct '04	% Change
Annual Billed per Ee	\$9,262	\$8,584	7.9%
Annual Discount per Ee	\$4,148	\$3,763	10.2%
Annual Allowed per Ee	\$5,107	\$4,818	6.0%
Annual Paid per Ee	\$3,431	\$3,345	2.6%
In-Network Billed %	97.4%	97.4%	0.1%
In-Network Paid %	96.0%	96.2%	(0.2%)
Services/1000	52,599.3	41,305.7	27.3%
Allowed PMPM	\$195.94	\$184.18	6.4%
Allowed PMPM net of \$30K HCC	\$165.58	\$151.90	9.0%
Allowed/Service	\$45	\$54	(16.5%)

Financial Benchmarks

Rolling Incurred View of Enrollment and Claims Paid from Nov 2002 through Dec 2005

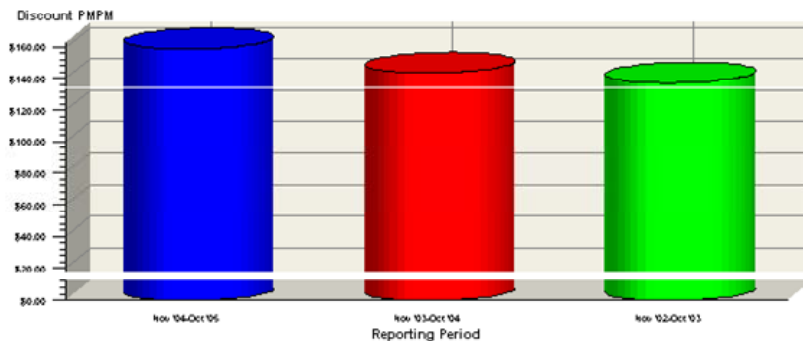


Discount Summary

Rolling Incurred View of Enrollment and Claims Paid from Nov 2002 through Dec 2005

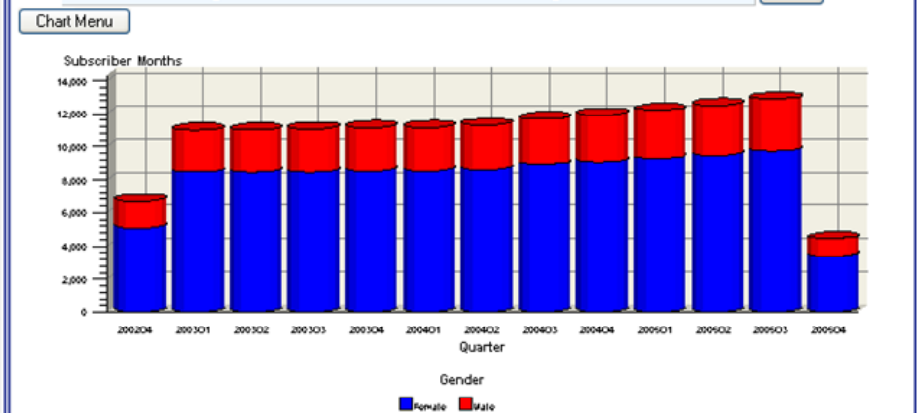
Reporting Period	Allowed	Discount	Paid	Allowed PMPM	Discount PMPM	Paid PMPM
Nov '04-Oct '05	\$21,257,636	\$17,264,666	\$14,281,766	\$195.94	\$159.13	\$131.64
Nov '03-Oct '04	\$18,280,543	\$14,276,580	\$12,694,021	\$184.18	\$143.84	\$127.89
Nov '02-Oct '03	\$16,481,158	\$13,085,004	\$11,462,986	\$173.25	\$137.55	\$120.50
Summary	\$56,019,338	\$44,626,250	\$38,438,773	\$184.96	\$147.34	\$126.91

Chart Menu



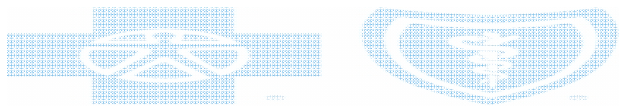
Enrollment Summary

Rolling Incurred View of Enrollment from Nov 2002 through Dec 2005



Foundation

- Future (2007 and Beyond)
 - *“Right Time” Data Warehouse*
 - *Data We Only Dreamed About Before (e.g., biometrics, absenteeism)*
 - *Unstructured Data*

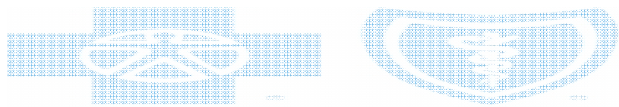
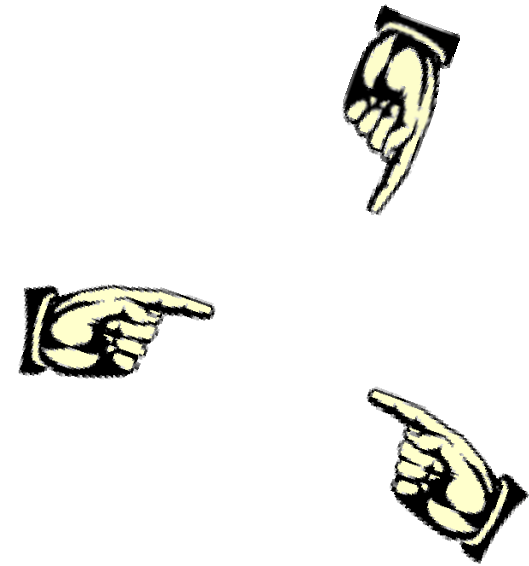


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Accountability

- Past (Pre-2004)
 - *Data Gathered by Analysts and Stored in Unsupported Databases*
 - *No Organized Meta Data*
 - *No Single Point of Accountability or Alignment with Business Needs*

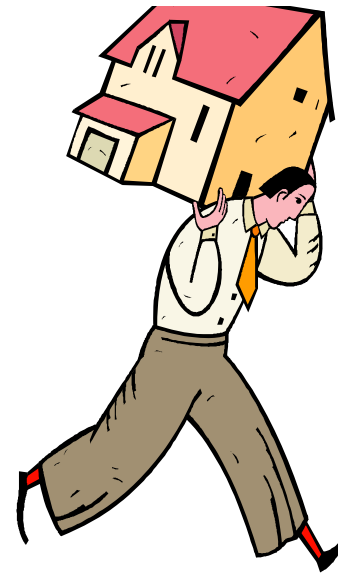


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Accountability

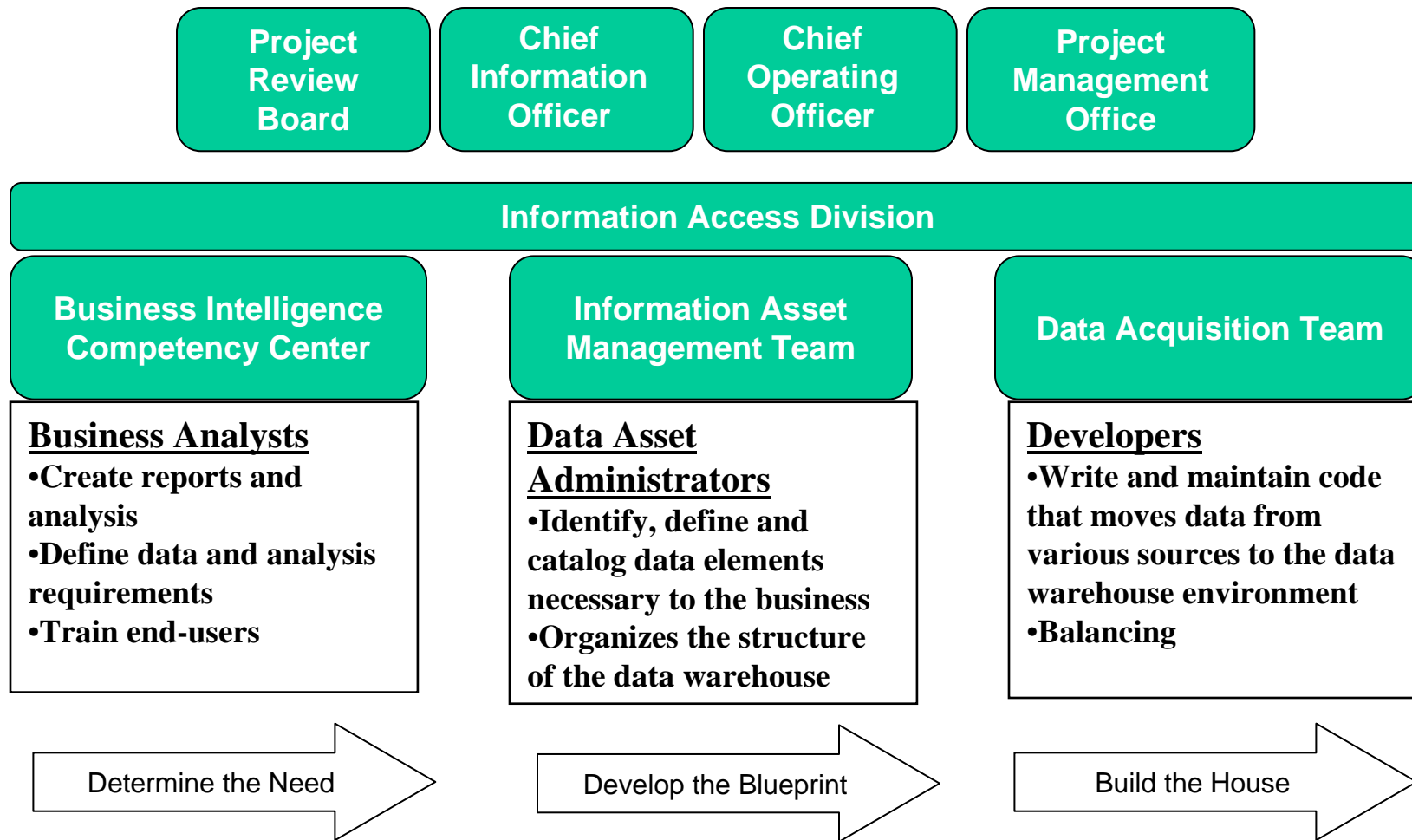
- Present (2004-2006)
 - *Single Division Combining Business Analysts and IT Professionals*
 - *Full Accountability for Data Warehouse and Business Intelligence Deliverables*
 - *Priorities Aligned with Business Need*



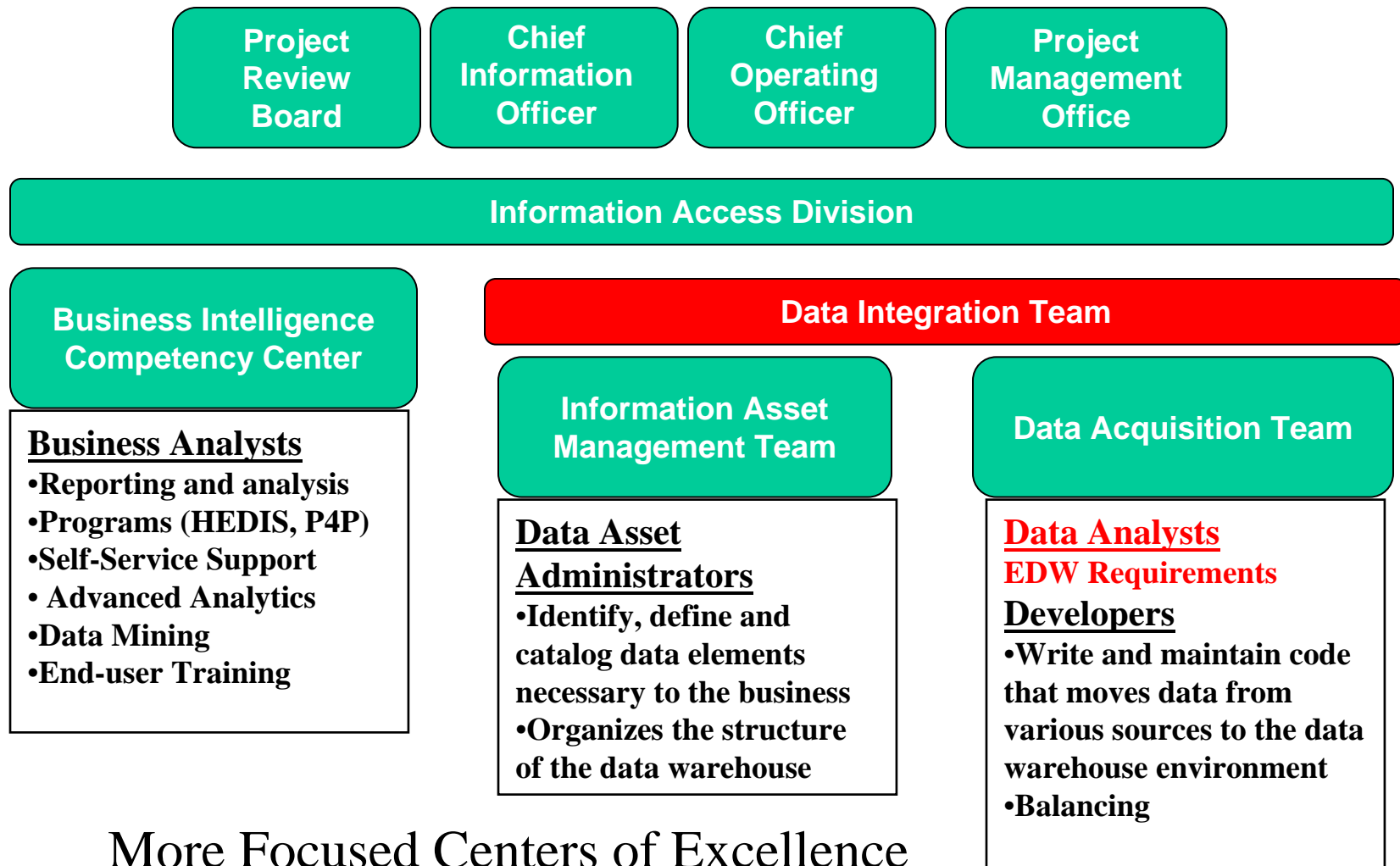
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Accountability – The Organization (2004 – 2006)



Accountability – The Organization (2007)



More Focused Centers of Excellence



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Data as An Asset - Guiding Principles

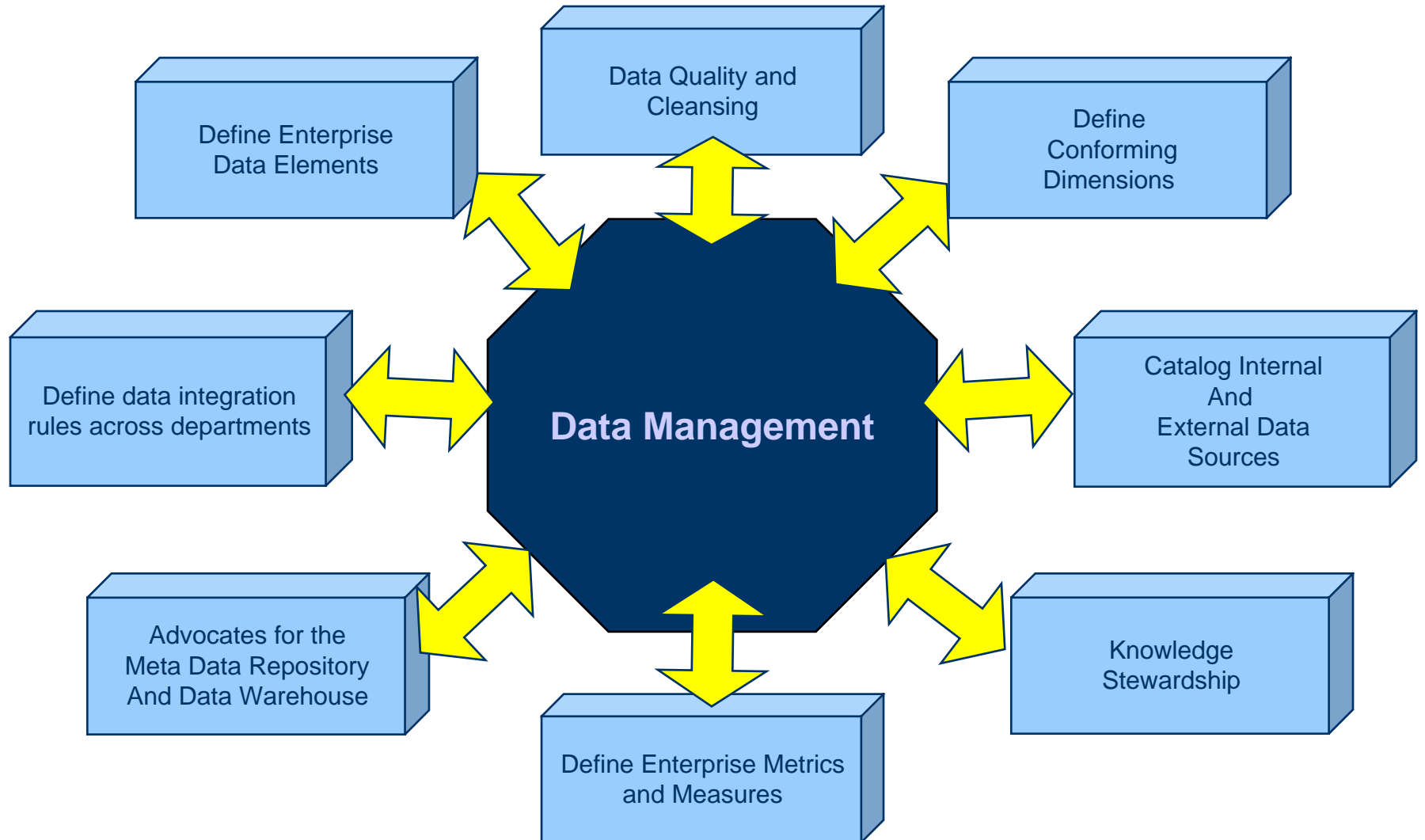
- Data is a corporate asset and as such will be managed as any other valuable organization asset
- Corporate data is owned by BCBSKC and it is the responsibility of the business to ensure consistency and reuse of data across the enterprise
- Data will be managed at a level corresponding to its breadth of use across the business
- All data is readable and accessible by all authorized personnel
- Business Knowledge Stewards will ensure that data definitions adhere to appropriate enterprise and industry standards



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Data as an Asset



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Data as an Asset – Meta Data

- ✓ Increase self sufficiency
- ✓ Understand
- ✓ Trust
- ✓ Acceptance



Business

Define

- What does it mean
- How accurate is it
- How timely is it
- Who owns it
- Business Rules
- Valid & Sample Values



Technical

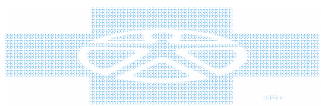
- ✓ Performance
- ✓ Accuracy & Integrity
- ✓ Scalability & Speed

Navigate

- What's available
- Where do I find it
- How do I get it
- How do I use it
- How do I tie it back

Build & Administer

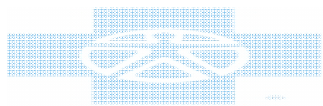
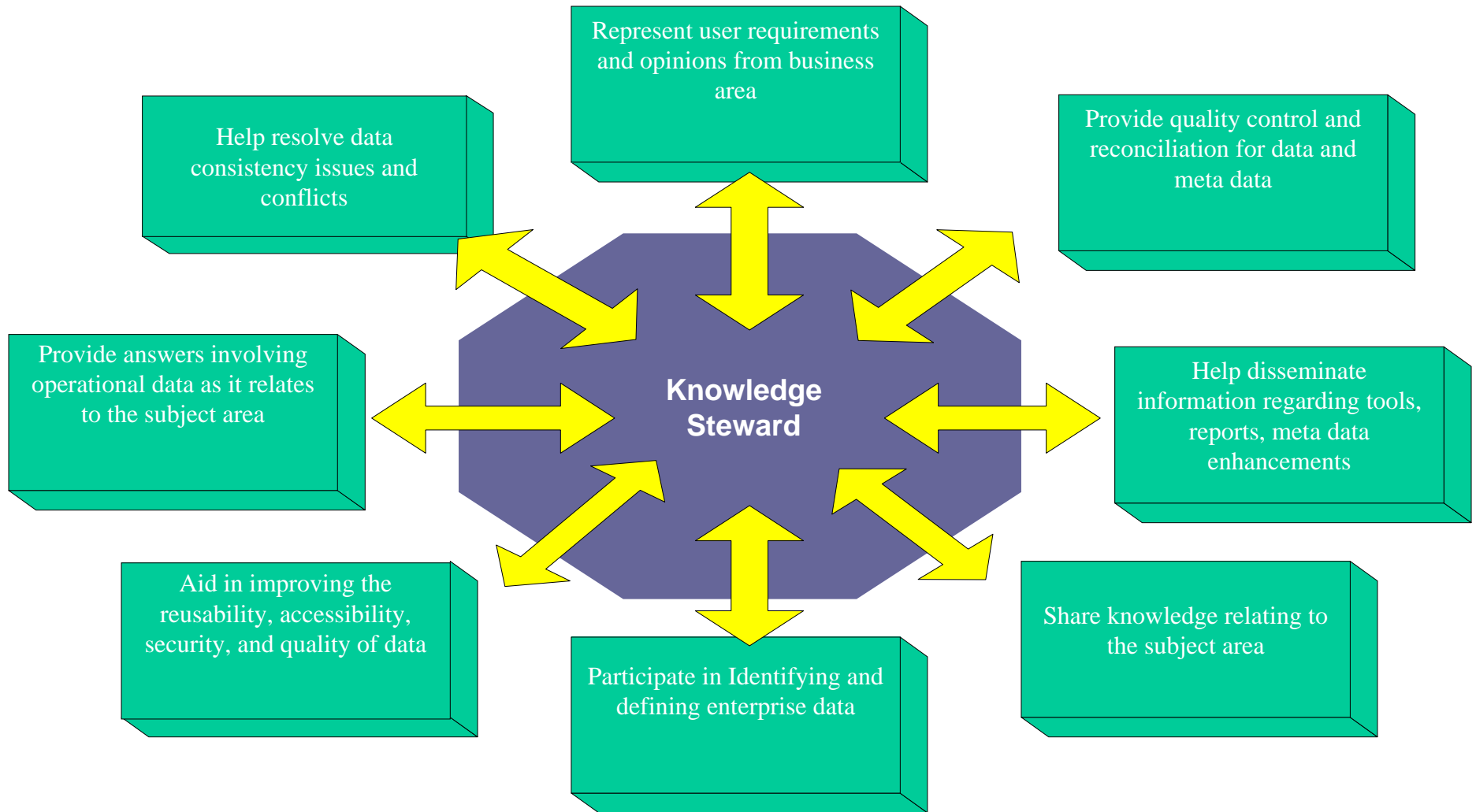
- Where is it used
- Impact of a change
- Job Execution
- Audit, Balance, Control



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Knowledge Stewards

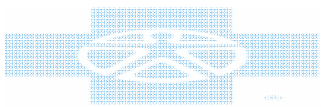


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Knowledge Stewards - Focus

- Provide the comprehensive business knowledge needed to manage information as a strategic asset
- Focus on the way the business understands and uses information through data centric subject areas
- Champion the management and consistent use of information across the enterprise
- Assist in identifying the business needs that drive information access requirements

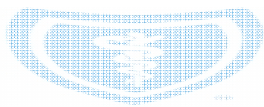
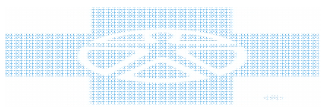


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Knowledge Stewards - Traits

- Thorough understanding of business functions
- Respected within business community and specific subject
- Work effectively with people from a variety of business units
- Understand business use and relationships of information
- Understands the current culture and can effect change
- Can address high level concepts and operational details
- Exceptional team players

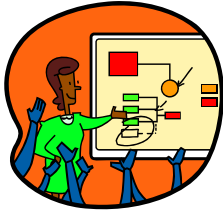


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Knowledge Stewards - Commitment

Standing Meetings



Research & Review



Ad hoc Meetings

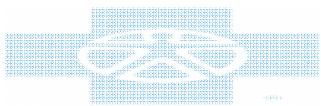


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Accountability

- Future (2007 and Beyond)
 - *Center of Excellence Approach*
 - *Align Staffing Model with the New Self-Service Environment*
 - *Promote the New Environment to Gain Competitive Advantages*

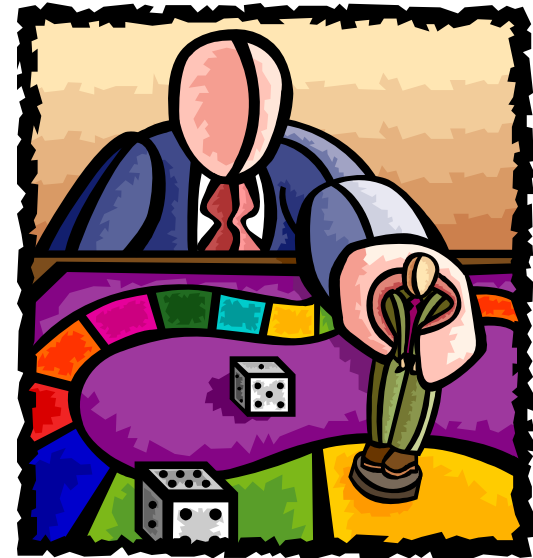


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Critical Success Factors

- Strategy and Roadmap
- Executive Support
- Incremental and Frequent Wins



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Conclusion

- Accountability
- Foundation
- Empowerment



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Contact Information

If you have further questions or comments:

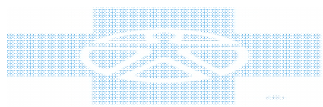
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