



HEALTH & LIFE SCIENCES

PAYER DATA SHEET

Leading Health Insurance Plans Improve the Health and Well-Being of Their Members While Reducing Costs Using Deep Analytics

To help combat the soaring cost of medical care, health insurance plans are increasingly turning to a combination of clinical quality and claims analysis, and a new breed of wellness programs, to improve the health and well-being of their members. Developing successful programs that will ultimately help them reduce their costs however, requires being able to access and analyze – in near real time – the terabytes of detailed data spread across their organization in disparate systems. Payers able to overcome technical and business hurdles to consolidate their information, and extract meaningful insights from it to find treatments that are most effective and enhance their disease management and other programs, will be the winners in the changing healthcare environment.

Developing a continuum of care regimen – from comprehensive preventative medicine through chronic care management – requires coordinating the most effective treatment methodologies with healthy living initiatives based on clinical evidence. While payers have the detailed data they need, they can't access and analyze it in a timely manner because their existing platform can't combine administrative, clinical, claims and health record information in a way that delivers improved health and longevity to the members they serve. Given the spiraling cost of healthcare and the ability for employer clients and members to change plan providers on an annual basis, it's critical that payers have the analytical muscle necessary to provide high-quality yet cost-effective programs to improve their members' overall health.

Netezza – Just What the Doctor Ordered

The Netezza data warehouse and analytic appliance is built specifically to analyze up to petabytes of detailed and complex data significantly faster than existing data warehouse options, at a fraction of the cost. It stores, filters and processes terabytes of records within a single unit, analyzing only the relevant information for each query. Netezza has placed processing power next to the data, so its appliances speed through processes that would occupy most data warehouse systems for hours, or even days. This speed results in increases in productivity and reduction in costs across leading health plans.

Imagine the Possibilities:

- Merge data silos into a single analysis tool in order to:
 - Get answers to questions never possible before
 - Increase your speed to solutions – and value
 - Facilitate in-stream fraud & abuse management activities
 - Enhance brokerage performance
 - Establish predictive modeling for disease management programs
 - Optimize provider coverage to minimize out-of-network expenses
 - Enable alternative quality contracting with providers

“Improving customer service and keeping costs down are very important to us. Netezza's performance and ease of use allow us to provide our business users with a comprehensive view of the business when they need it, while allowing us to realize substantial cost savings for our business.”

Steve Booma, EVP of Sales, Marketing, Service and Information Technology, Blue Cross Blue Shield of Massachusetts

Key Benefits:

- **PERFORMANCE:** 10 -100 times faster than the competition
- **SIMPLICITY:** Fast time to deploy with minimal IT management required
- **LOW TCO:** A fraction of the cost of other analytic solutions on the market
- **LOW POWER, COOLING & SPACE CONSUMPTION:** High performance in a compact footprint

Leading Health Insurance Provider Prescribes Netezza for Business Analytics

Facing critical issues within its Oracle environment, from poor performance to increasing volumes of data, a leading health insurance and services provider turned to Netezza for claims data analysis to help support a key initiative around improving quality and consistency of care.

Results with Netezza

Using Netezza to analyze all of its claims data, the company has gained a scalable infrastructure to support its complex reporting requirements. In addition to streamlining its year-end reporting processes, thanks to Netezza the company can now perform complex year-over-year analyses of its Customer Relationship Management (CRM), claims data processing, trending, pricing and goals.

Transform Your Business with Netezza

The Netezza appliance is a database-server-storage system designed to perform complex queries and advanced analytics against large volumes of stored data. Performing real-time analysis on massive volumes of detailed patient, claims, efficacy, medication and treatment data with complex queries requires significantly more performance than legacy data warehouses can provide. Netezza opens the door for increased profitability. Its raw power allows health plans to more thoroughly understand the intelligence in their data and make more informed and proactive decisions enabling Pay For Performance and value-based insurance plan designs. The simplicity of Netezza also means lower TCO, rapid deployment and significant power and cooling savings.



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About Netezza

Netezza (NYSE: NZ) is the global leader in data warehouse and analytic appliances that dramatically simplify high-performance analytics across an extended enterprise. Netezza's technology enables organizations to process enormous amounts of captured data at exceptional speed, providing a significant competitive and operational advantage in today's data-intensive industries including digital media, energy, financial services, government, health and life sciences, retail and telecommunications. Netezza is headquartered in Marlborough, Massachusetts and has offices in North America, Europe and the Asia Pacific region.

For more information about Netezza, please visit www.netezza.com.