News Release

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Blue Health Intelligence® Creates an "Informatics Center of Excellence" Through Acquisition of Intelimedix
Acquisition of analytics firm will expand BHI's capabilities to provide data-driven healthcare solutions

CHICAGO – Blue Health Intelligence (BHI), a leading healthcare data and analytics company, has announced that it has acquired Intelimedix, a healthcare analytics firm specializing in employer group and payer reporting solutions.

"With this acquisition, BHI will expand its business and create an Informatics Center of Excellence for Blue Cross and Blue Shield companies that will deliver solutions and best practices to support Affordable Care Act readiness," said Swati Abbott, CEO of BHI. "The strength of the BHI data assets and resources, combined with the expanded expertise that Intelimedix brings, will allow BHI to provide the Blue Cross and Blue Shield System with the data and analytics needed to improve the healthcare experience for consumers."

BHI brings together the healthcare industry's largest and most comprehensive database, containing integrated medical and pharmacy claims from more than 110 million individuals in a safe and secure database. Through the use of the database, BHI builds analytic solutions such as plan and employer reporting, trends and benchmarks that inform business decisions.

Blue Health Intelligence, an Independent Licensee of the Blue Cross and Blue Shield Association.
Blue Health Intelligence (BHI) is a trade name of Health Intelligence Company, LLC. Please visit www.BCBS.com.

Today, BHI's analytics capabilities can identify a wide-range of solutions that can help raise quality standards and manage rising healthcare costs. The addition of Intelimedix's workflow automation, enterprise architecture and cost containment capabilities will enable BHI to build new solutions that help its clients manage financial and medical risk.

"Customized for the healthcare industry, Intelimedix provides a complete analytics and business intelligence environment that will empower BHI and the entire Blue System with a full suite of web-based analytic and data-mining capabilities," said David Robinson founder of Intelimedix.

For more information about Blue Health Intelligence please visit www.bluehealthintelligence.com.

About Blue Health Intelligence
Blue Health Intelligence (BHI®) is the nation's premiere health intelligence resource, delivering data-driven insights about healthcare trends and best practices, resulting in healthier lives and more affordable access to safe and effective care. BHI accesses healthcare claims data from more than 110 million individuals nationwide, collected over seven years, in a safe, HIPAA compliant and secure database. The resulting conformed, reliable data set has the broadest, deepest pool of integrated medical and pharmacy claims, reflecting medical utilization in every ZIP code. Blue Health Intelligence (BHI) is a trade name of Health Intelligence Company, LLC. BHI is an Independent Licensee of the Blue Cross and Blue Shield Association. For more information, visit http://www.bluehealthintelligence.com/.

About Intelimedix

Intelimedix is a leading provider of market-differentiating solutions in healthcare analytics. Our customizable solutions in employer group reporting, mass customized communications, medical cost containment and outsourced analytics are powered by a common analytic platform that offers previously unattainable levels of capability, speed and accuracy, with direct applicability to Accountable Care Organizations, Third Party Administrators (TPAs), employers/brokers, providers, State Exchanges, health and wellness program providers and consumers. To learn more, visit the website at http://www.intelimedix.com.

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