



**Arkansas
BlueCross BlueShield**

An Independent Licensee of the Blue Cross and Blue Shield Association

news release

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FOR IMMEDIATE RELEASE

Arkansas Blue Cross and Blue Shield Named 2010 Best Practices Award Winner by The Data Warehousing Institute

The Data Warehousing Institute Recognizes Arkansas Blue Cross for dedication to improving health care reporting and research

Little Rock, Ark. (July 23, 2010) — Arkansas Blue Cross and Blue Shield today announced that it has been recognized as a 2010 Best Practices Award winner by The Data Warehousing Institute (TDWI).

From more than 40 entries, Arkansas Blue Cross received the Best Practices Award in the Enterprise Data Warehousing category for the company's use of the Blue Health Intelligence (BHI) data warehouse. BHI is a collaborative effort between 19 participating Blue Plans, and is the largest data warehouse of its kind in the health insurance industry.

The goal of BHI is to provide information about the quality and price of health care services. Arkansas Blue Cross' employer groups benefit from BHI because the comprehensive data collected helps provide insights — including comparisons with other companies in the same industry — into a wide variety of health care trends and provides opportunities to identify high-cost claims experiences. This information helps ensure their employees are getting the right care at the right time at the right place.

"This award exemplifies the quality orientation and focused work of our Enterprise Information Development (EID) staff," said Joseph Smith, senior vice president of Private Programs and chief information officer for Arkansas Blue Cross. "This award is particularly valuable in that it demonstrates Arkansas Blue Cross' commitment to a best practice development approach, which was done in this case using the new national BHI data warehouse to support health care decision making at both the employer and member level."

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TDWI's Best Practices Awards program identifies and honors companies that have demonstrated excellence in developing, deploying and maintaining business intelligence and data warehousing applications. The best practice nominations were evaluated on business impact, maturity, innovation and relevance. Companies and sponsoring solution providers from diverse industries submitted entries that were judged in a variety of categories.

"Business intelligence is a key tool for any organization's success," said Richard Zbylut, president of TDWI. "Year after year, our awards showcase forward-thinking organizations for developing and implementing world-class solutions. We are pleased to recognize this year's Best Practices Award winners on their innovative implementations. We hope that our program and the winning solutions serve as a powerful educational tool for technical and business professionals as they implement business intelligence and data warehousing strategies."

Award winners were chosen by a panel of independent judges who have expertise in business intelligence and data warehousing.

About Arkansas Blue Cross

Founded in 1948, Arkansas Blue Cross and Blue Shield, an Independent Licensee of the Blue Cross and Blue Shield Association, is the largest health insurer in Arkansas. Arkansas Blue Cross and its affiliates have more than 2,700 employees. If combined, the 39 independent, locally operated Blue Cross and Blue Shield Plans collectively provide health care coverage for 98 million — nearly one in three — Americans.

About TDWI

The Data Warehousing Institute™ (TDWI), a division of 1105 Media, Inc., is the premier provider of in-depth, high-quality education and research in the business intelligence and data warehousing industry. TDWI is dedicated to educating business and information technology professionals about the strategies, techniques and tools required to successfully design, build and maintain business intelligence and data warehousing solutions. It also fosters the advancement of business intelligence and data warehousing research and contributes to knowledge transfer and professional

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development of its members. TDWI sponsors and promotes a worldwide membership program, quarterly educational conferences, regional educational seminars, role-based training, onsite courses, certification, solution provider partnerships, an awards program for best practices, resourceful publications, an in-depth research program, and a comprehensive Web site (www.tdwi.org).

