



OPPORTUNITY

BCBS of Mississippi saw an opportunity to improve healthcare access for the most vulnerable populations in the state.

INNOVATION

With InterSystems technology, slow manual data sharing was replaced by automated, near-instant data exchange.

SOLUTION

Real-time data integration and interoperability, AI-based prediction and prioritization, and reduced paperwork free providers to care for patients.

IMPACT

BCBS now provides a unified view of patients, with timely and accurate data, making extensive proactive care possible for the first time.

Elevating Mississippi Maternity Care Outcomes: A Revolution in Real-Time Data Integration and AI-Driven Predictive Analytics

Faced with pressing healthcare challenges, including high maternal mortality rates, elevated pre-term birth rates, and limited access in rural areas, Blue Cross & Blue Shield (BCBS) of Mississippi saw the need to shift from slow, retrospective claims to rich, real-time clinical data, to proactively close care gaps. The transition required both technical solutions and an embrace of new ways to manage population health. Providers were burdened by administrative tasks that detracted from patient care, while high-risk populations, particularly expectant mothers, needed effective, timely interventions. BCBS met these challenges by creating a seamless, data-driven ecosystem, focused on outcomes, and resulting in unprecedented visibility for the state's most critical healthcare needs.

Remarkable Impact on Maternal and Newborn Healthcare Outcomes

By leveraging real-time data to track and improve outcomes for expecting and new mothers, the initiative successfully identified and highlighted high-risk populations. This proactive approach holds the potential to address long-standing, high maternal mortality and pre-term birth rates through enhanced preventive interventions and real-time monitoring. Providers have been equally transformed, with streamlined workflows, lower administrative burden, and significant annual savings. With drastically reduced time spent on error review, manual data entry eliminated, and new on-site support, providers can now focus on what matters most: delivering the best care to their patients.



BlueCross BlueShield
of Mississippi



“Our e-health initiative is about more than just technology; it’s about using real-time data to shine a light on our most vulnerable populations, particularly our mothers and babies.”

The Blue Cross and Blue Shield of Mississippi team

A Groundbreaking e-Health Initiative with Real-Time Data Integration & Interoperability

Based on **InterSystems HealthShare Unified Care Record®** and **Health Connect™** the BCBS innovation seamlessly connects payers and providers, replacing a slow claims process with live clinical insights that empower proactive care. Free of data silos, the system ensures that critical patient information is always at the fingertips of those who need it most. Complementary insight into patient health comes from a real-time event stream and AI-driven risk stratification, helping identify high-risk patients, quality issues, and intervention opportunities. These technologies create a unified, intelligent methodology to drive value-based care and broadly elevate health outcomes.

- **Real-Time Clinical Data Integration** replaces retrospective claims data with live, actionable clinical insights and enables care teams to proactively close care gaps when they arise. By ensuring seamless interoperability, it creates a shareable, unified view of patient health.
- **AI-Driven Risk Stratification** can accurately predict and prioritize patient risk, allowing for earlier, more effective intervention, particularly for vulnerable populations like expectant mothers. Population health management is now preventive, not reactive.
- **Provider-centric Solutions** reduce administrative burdens, leverage the interoperability standards and capability of provider systems to exchange data, and free valuable provider time, allowing them to focus entirely on patient care, not paperwork. Data is also more accurate and timelier.
- **Maternity Care Focus** targets a critical population, addressing Mississippi’s high maternal mortality and pre-term birth rates. Measuring clinical quality and holding providers accountable drive better outcomes and protect mothers and babies. Greater visibility fosters collaborative solutions from all.

About the Winner: Blue Cross & Blue Shield of Mississippi

Blue Cross & Blue Shield of Mississippi is a forward-thinking healthcare organization dedicated to elevating healthcare quality and managing population health across the state. Through collaborative provider partnerships and innovative e-health initiatives, the company empowers proactive, data-driven solutions that improve outcomes. Their mission centers on reducing administrative burdens and enhancing cost control to deliver exceptional value to every Mississippian.

About the InterSystems Impact Awards, Selected by an MIT Panel

Each year select client organizations are recognized at the InterSystems READY conference for projects driving positive change. Nominations are evaluated by independent judges from MIT on three criteria:

- **Makes a meaningful difference**
- **Breaks new ground**
- **Sets an example**

To learn more about the InterSystems Impact Awards visit

<https://www.intersystems.com/intersystems-impact-awards-2026/>