Today’s consumers expect more from their health care. To make the future of health care happen for our members, we need to accelerate investments that will allow us to be more responsive to our customers’ needs by improving health care quality, cost and convenience.

UNSUSTAINABLE RISE IN COSTS

In New Jersey, consumers’ health care expenses have increased much faster than their paychecks.

$6,200
Health expenditure costs per capita in New Jersey 2016
5th highest per-person spending in US1

1%
Rise in paychecks (2009-2014)
6th slowest in US2

CONSUMERS ARE IN CHARGE

While today’s consumers expect a more personalized experience, they also want to manage their health from the palm of their hands.

57%
32%
Where consumers turn first for health-related information?

THE INTERNET THEIR DOCTORS

65%
Estimated percentage of interactions with health care facilities via mobile devices3

325K
mobile health apps available in 20177

DATA IS EVERYWHERE

With the potential to save billions in spending, health-related data is exploding beyond electronic health records.

40 trillion gigabytes
of health-related data estimated in 20206

NEW SOURCES OF HEALTH DATA

• POPULATION HEALTH • PERSONALIZED MEDICINE

WEARABLES ADVANCED ANALYTICS

89%
of providers currently use predictive analytics or plan to in next five years7

UP TO
17%
in reduced health care spending from use of big data8

How can Horizon BCBSNJ keep pace with our members’ expectations?

We must evolve our company’s legal structure, which was built for another time. Today’s health care needs are changing fast. Modernizing our corporate structure gives us the strategic and operational flexibility to better position us to make health care work the way our members want it to.

Becoming a not-for-profit mutual will allow us to continue working, as we always have, to make the future of health care happen. That’s how Blue works for you.

To learn more, visit www.HorizonForYou.com.