

**Program in Industrial & Systems Engineering
IE 8773-8774**

Title: Room for IE at a health insurance plan
by

**Dr. Amy Wilson
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Wednesday, Sept 16, 2009

3:15 PM – Refreshments before the seminar

3:30 PM – Graduate Seminar

Room 4125 A & B Mechanical Engineering

Abstract: The responsibilities of health insurance companies, or third party payers, have evolved from paying claims to also include improving the health of their members, creating innovative benefit designs, and creating networks that provide broad access to high quality/low cost healthcare providers. Health plans are at the center of the healthcare reform debate, and are tasked with controlling healthcare costs without sacrificing quality. Health plans have three levers by which to control costs: price, utilization, and operations. Each of these levers poses unique challenges, and these problems have not been widely studied in the management sciences. This talk will describe how they may be amenable to industrial engineering techniques, and the challenges posed by the data available to the payer.

Bio: Amy R. Wilson is a manager in Healthcare Informatics at Blue Cross Blue Shield of Minnesota. She has conducted research there on the value of prevention, consumer driven health plans, and retail clinics. She is currently leading the clinical outcomes evaluation for BCBSMN's new in-house disease and care management program. Prior to joining BCBS, she was a faculty member in the School of Public Health at the University of Minnesota where she taught decision analysis and conducted research in screening for disease. She earned a doctorate in Industrial Engineering and Operations Research from the University of California, Berkeley where her dissertation topic was optimal allocation of budget for HIV prevention in injection drug users.