

# The path forward

Analytics, created for a journey to better health. Health plans, brokers, benefits consultants, and self-funded employers make decisions everyday that affect how members consume health care. Make smart decisions by doing more with data. Design with perception, manage with confidence, anticipate correctly, and engage personally. Use analytics to define a path to better health.

HDMS Enlight seamlessly bridges between established analytic needs and new analytic opportunities. It provides a path for customers to grow, expanding from where they are today, to new places they wish to explore.

Enlight delivers high value reporting and analytic capabilities on day one. Immediately find insights using the collective intelligence incorporated into Enlight from customers across the continuum of health care services, over decades.

We surround you with experts to extend value through new analytics-based initiatives. With Enlight's flexible data environment, easily configurable analytic content and robust industry methodologies, we build and execute an Analytics Agenda to continuously expand your use of analytics as your business needs grow and priorities shift.



## Health care is transforming

Across the next few years you will need more than new reports and metrics - you will need new and different data. You will need to integrate data from partners who do not share a common identifier. You will need to support evolving compliance and privacy regulations. Invest in Enlight for today's problems knowing you can adapt for tomorrow's unknowns:

- Find answers fast
- Compare member outcomes across wellness programs
- Run long term longitude studies
- Use analytics as the starting point for predictive care
- Drive transformation, empowered with data-driven insights

As you are ready, equip your organization or customers with analytics in new ways. Strategically approach an artificial intelligence-inspired workstyle in a Big Data world.

# Enlight brings insights to the surface for our busy users, freeing up more time to focus on taking actions.

With expanding sources of data driving increased analytic content, Enlight helps users focus on important highlights, changes, and emerging issues.

We bring you a powerful analytics platform comprised of relevant, value-add technology components and methodologies in a cohesive and simple user experience.

## The journey is never over. The work is never done.

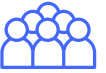
Anticipate evolution and explore, grounded by a pragmatic design. There are three key elements which drive our product vision:

- Colorful Insights
- Adaptive Architecture
- Security and Privacy Done Right

### Analyze what?

#### Population health

Where do members need innovation?



#### Plan design

How can we make healthcare more affordable?



#### Program and point solution value

In addition to direct results, what are related results and impacts?



#### Quality and performance

Where and why are there inequities?



#### Utilization

How are patterns changing and what is predicted?



#### Costs

Where are there opportunities for savings?



#### Health outcomes

What are the long term implications and costs?



#### Member engagement

How can I make things more interesting and convenient for members?



## Colorful insights

Do more with data: think of the power and possibilities you will have as you look across populations and understand the dynamics between behaviors, costs, and outcomes for different plan designs.

Struggling with disparate, unstructured, and non-standard sources? Enlight will answer complex big data questions, support regulatory and compliance needs, and reveal hard-to-find insights. Let technology detect and surface emerging issues. Focus where it is needed, see recommendations and even share presentation-ready content, in just clicks.

## Adaptive architecture

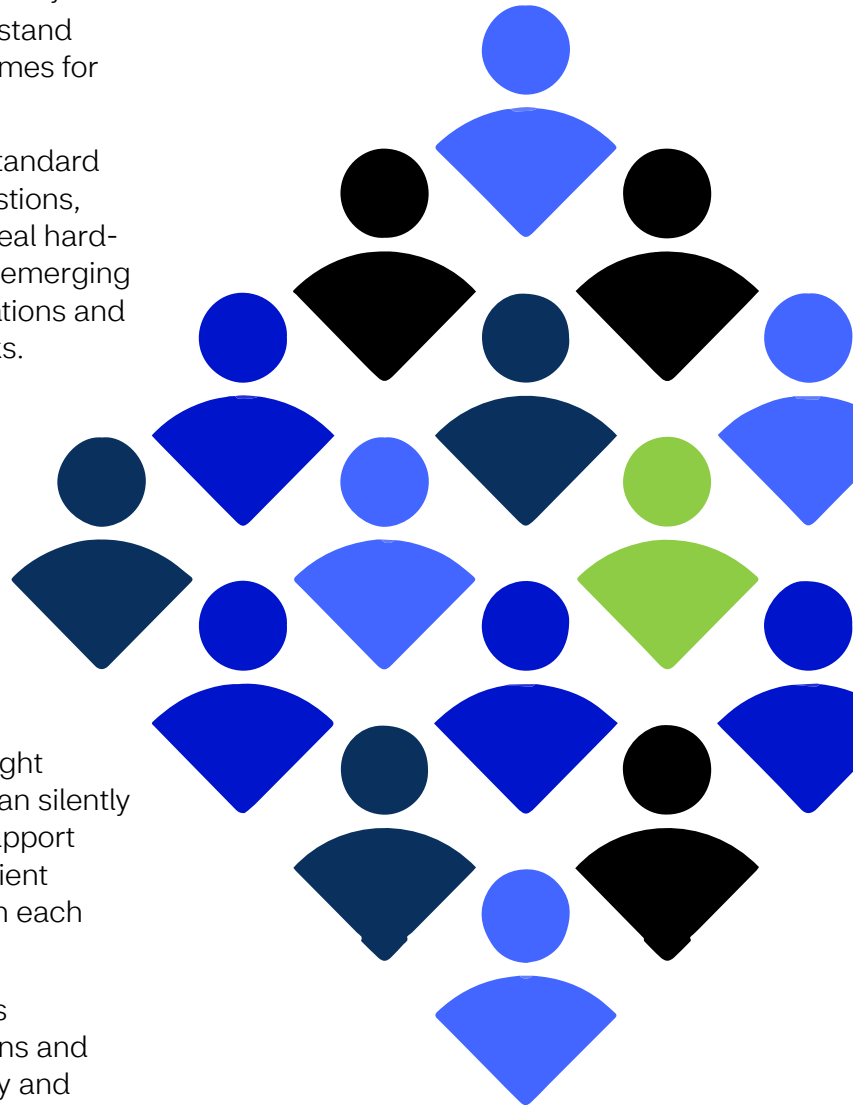
Bridge today and tomorrow: enlight is, by design, a continuously evolving analytics platform. A lightweight container-based architecture means the product can silently integrate the best and emerging technologies to support ongoing and rapid expansion. This also supports client specific customizations that seamlessly update with each release.

The architecture incorporates market-proven hdms technology, valued for high performance calculations and rich analytic content. This gives clients both stability and innovation.

## Security and privacy done right

Relentlessly focused on security: data innovation in the healthcare industry invites using the most personal and private data possible – data about each person, their health, where they go, what they do, how much they pay, personal biometrics and outcomes.

While we continue to amass digital representations of individual people and their most personal details, there has never been a higher need to acknowledge security and privacy as a top priority. Enlight, like all hdms solutions, receives the highest possible scores from award-winning third party security monitoring vendors.





## What does this mean for me?

Your critical needs for reporting and analytics are met as part of your immediate implementation. You get answers fast, you easily dig in and drill down to understand the complex dynamics and insights which great health care analytics solutions reveal.

Yet Enight also plans for an evolution of needs, as part of an investment in state-of-the-art analytics. Your Customer Experience team works alongside you. Why go alone if you can collaborate on new challenges?

Broader and faster enlightenment around whole health. As an established leader in health analytics, HDMS products are rich in collective intelligence gathered over decades of solving problems with our customers across the continuum of care. Enight is designed to meet ever evolving innovation interests.

The Enight data strategy supports both traditional/ad hoc reporting and analytic discovery processes. Data creates more insights when it is integrated into holistic views. Our expertise in data ingestion, quality processing, and integration into versatile data models lets you spend more time finding and using insights founded on whole health principles.

Enight features lets users find and share powerful insights:

- Receive alerts and avoid surprises
- Define time periods
- Analyze pre-combined sources
- Investigate data from all angles
- Share presentation-ready content

Enight brings insights to the surface, freeing up time for you to focus on taking action. With expanding sources of data driving increased analytic content, Enight users focus on important highlights, changes, and emerging issues.



### About HDMS

Health Data & Management Solutions, Inc. (HDMS) is a trusted leader in healthcare analytics across the care continuum. The company transforms data into a high-value, decision-support asset for hundreds of health plan, employer, provider and broker customers. The company's solutions put unparalleled analytic power into the hands of customers, guiding them to make actionable and confident decisions to improve the health of their population. HDMS is a part of the CVS Health family of companies. For more information, visit [www.hdms.com](http://www.hdms.com).