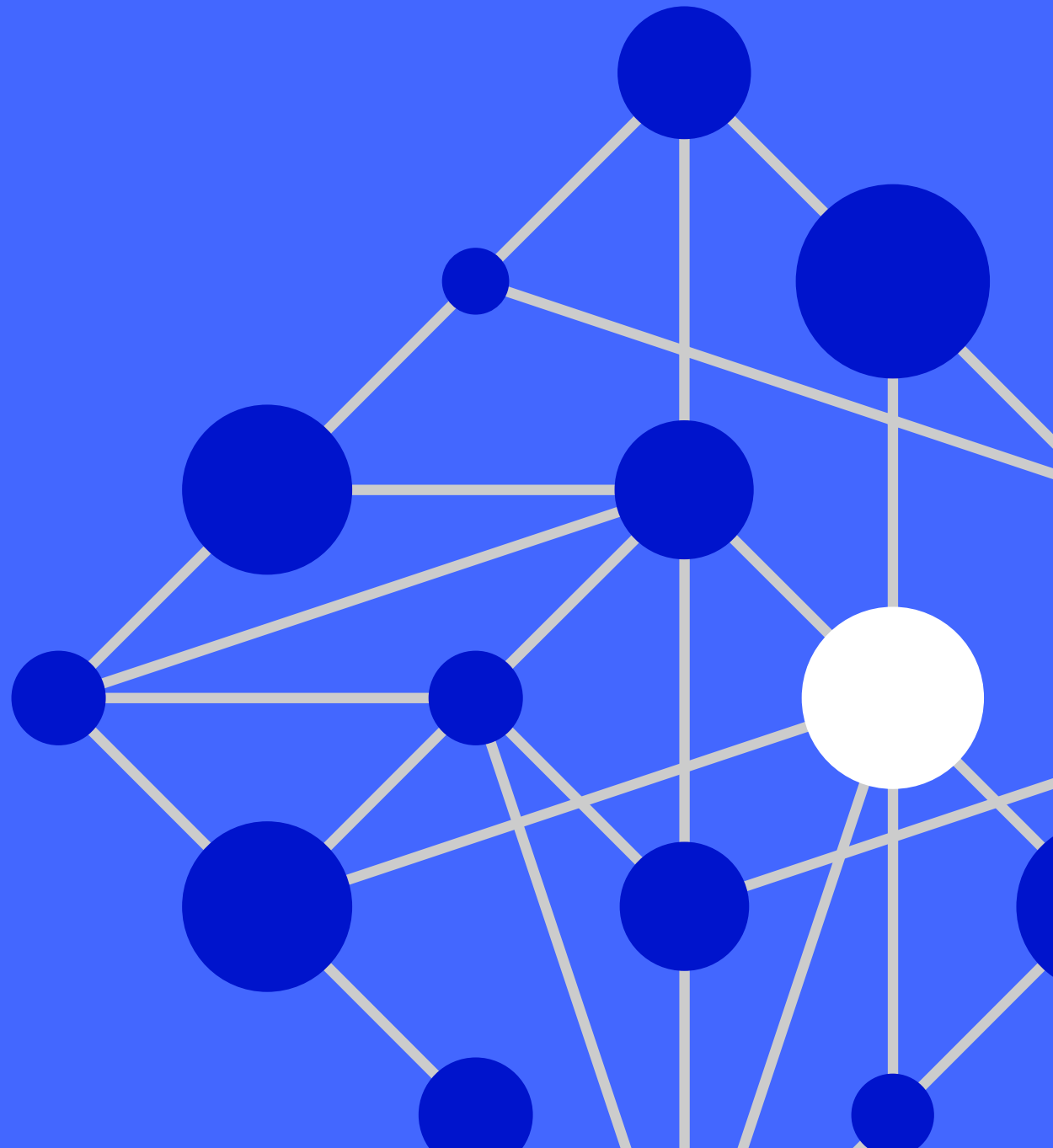
HDMS® Health Data & Management Solutions

3 Predictive Models at work



ER Visits

IP Admits

HCC

Data reveals predictable but sometimes avoidable situations.

DATA TELLS US:
Condition – Hypertension,
Care gaps, demographic risks
Falling medication adherence,
No PCP in 12+ months

PREDICTION: ER visit

DISRUPTION: Digital monitoring

Engagement: Blood pressure tracking app
Plan: Calls bi-monthly to discuss numbers

Lita was at Sofia's recital.

And not in the ER

Fewer ER visits

More time where we rather be.

All around us are people with hypertension, working, walking, laughing. But when data tells us they have care gaps, falling medication adherence, and haven't been to the doctors in more than 9 months, the right call from a care team could keep them from an unexpected and inconvenient ER visit.

Getting this information to that care team for the members that are silent risks means we're spending our time finding and helping people who really need those services.

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DATA TELLS US:
Condition – Congestive Heart Failure, Demographic risks, no RX changes in 3+ years, New diagnosis for hypertension after ER visit, No PCP visits in 12+ months

PREDICTION: IP Admission

DISRUPTION: Care invitation

Engagement: Care program with dedicated nurse as case manager, wireless monitoring, proactive alerts, nutrition aids

Rocky is watching the game.

And not in recovery.

Fewer In-patient admits

Great care is all around us.

Predictive analytics help us find and validate the members who are ideal candidates for the best care management programs we offer. Targeting lets us get great value from the compassionate care teams in place by making sure the members who need them, find them.

Like who? Congestive heart failure is a condition that does not stand still. What worked in the past may no longer be enough. Consider the lives that can be impacted by a member avoiding the need to undergo an invasive procedure. When data shows members with demographic and clinical profiles of risks, perhaps a new diagnosis with no PCP follow up, and now a complicating co-morbidity, we can be targeted and proactive. Let's make sure they enroll in a solution you offer that provides wireless monitoring, weekly calls and nutritional interventions.

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DATA TELLS US:
Conditions – low back pain, depression, IBS deferred spinal scope. No more physical therapy or chiropractic visits, increased Rx for pain management, ER visits for injuries

PREDICTION: High-Cost Claimant

DISRUPTION: Care invitation

Engagement: Care program with dedicated nurse as case manager, wireless monitoring, proactive alerts, nutrition aids

Monica is with her favorite physical therapist.

Now twice a week.

Targeting Rising HCCs

Just a few changes make a difference

Reducing the annual impact of even a few HCCs offers dramatic cost reductions. Finding and focusing on the rising risk cases is where predictive analytics pay you back. Co-morbidities, especially concerning mental health, sometimes mask our ability to intercept obvious rising risks.

Like who? Consider members with low back pain and related issues. Data tells us their physical therapy has stopped, there are no recent chiropractic visits, no doctor's visits. Are they on the mend? A scoping procedure was deferred but now their pain management medications are increasing. But data also reveals a mental health condition which complicates their pain management medication balance, and these medications are changing too. Being an older individual with a recent injury to the same area (that sent them to the ER) signifies the emerging likelihood for a more complicated situation, and a complex healing profile given the mental health considerations.

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Predict and Disrupt

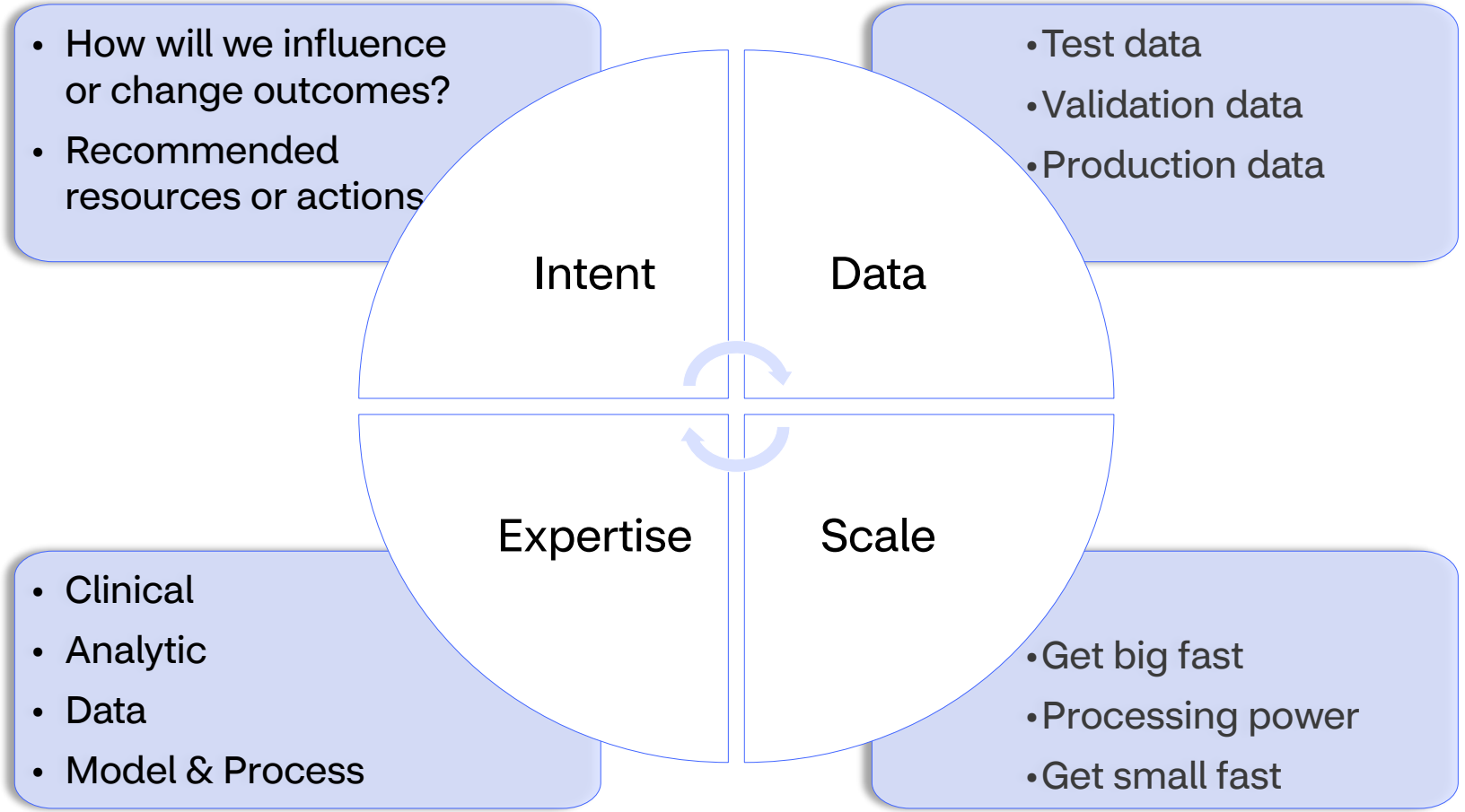
HDMS predictive approach

Direct predictive investments to places where you can influence or change outcomes

Approach with a cohesive strategy

- **TRENDS** and **INTERACTIVE ANALYTICS** create focus
- **LEADING INDICATORS** and **ALERTS** steer us on how emerging trends manifest right now
- **PREDICTIVE ANALYTICS** tell what could happen
- Measure **DISRUPTIVE ACTIONS** and evolve “smart” predictive models
- Align predictions to positive disruptions (or accelerations)

Key ingredients for Predictions



How does a cohesive analytics strategy help?

- Predictions are member-specific, actions are targeted
- Personalization - Who needs what intervention?
- Build predictive analytics into an overall platform
- Able to zoom out, what investments need to be made for the population as a whole?

You will change lives,

one by one.

It’s not just a vision.

We’ll help you get there.

hdms.com | contactus@hdms.com

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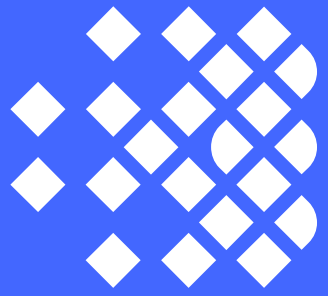

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At the heart of health data