

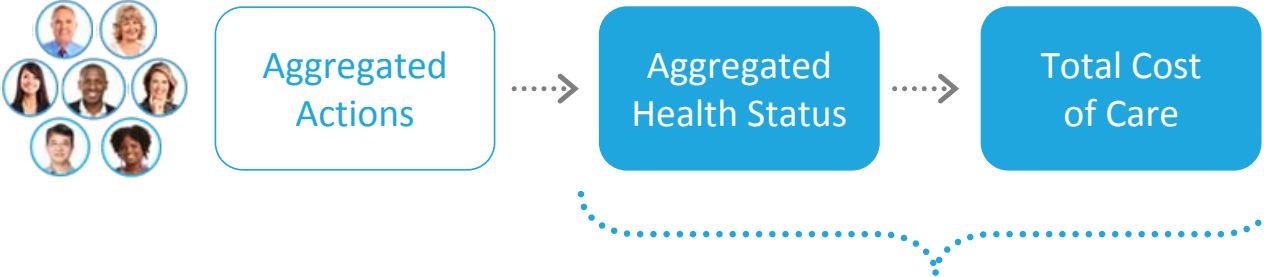
Weltok[®]

HOW DATA HELPED
JACK UP THE HILL

CHRIS COLOIAN | CHIEF SOLUTIONS OFFICER

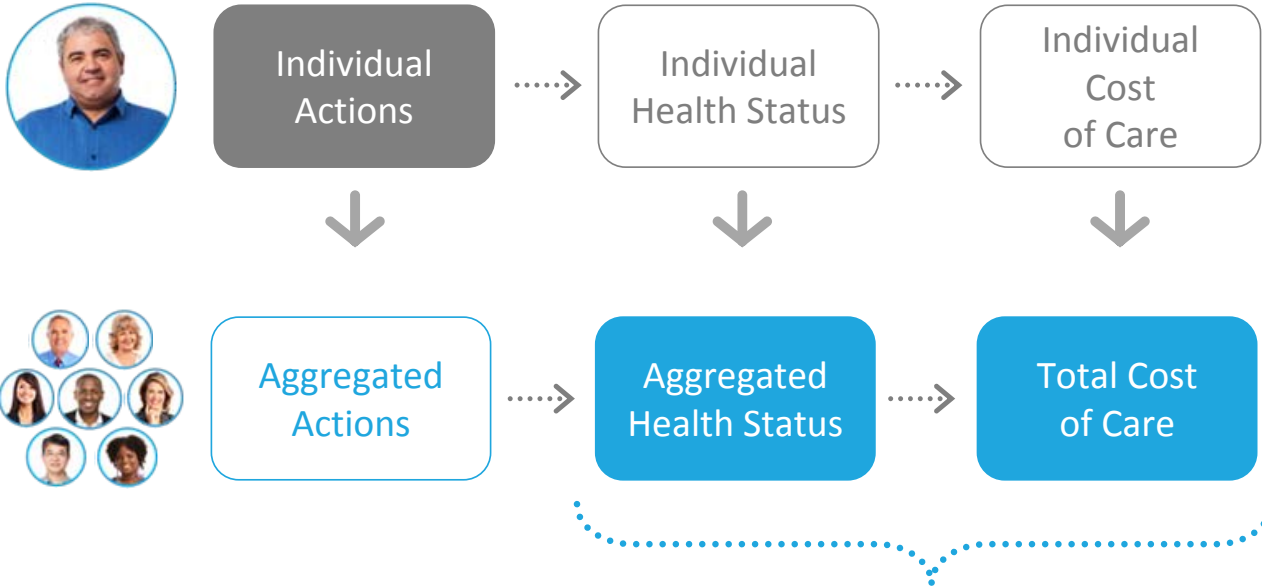
 @WELLTOK

EVERYONE IS FOCUSED ON POPULATION HEALTH AND COST



$$\text{HEALTHCARE VALUE} = \frac{\text{HEALTH STATUS}}{\text{COST OF CARE}}$$

BUT, POPULATION HEALTH STARTS WITH THE INDIVIDUAL



$$\text{HEALTHCARE VALUE} = \frac{\text{HEALTH STATUS}}{\text{COST OF CARE}}$$

THE BIG IDEA: FEW TO ONE TO MANY

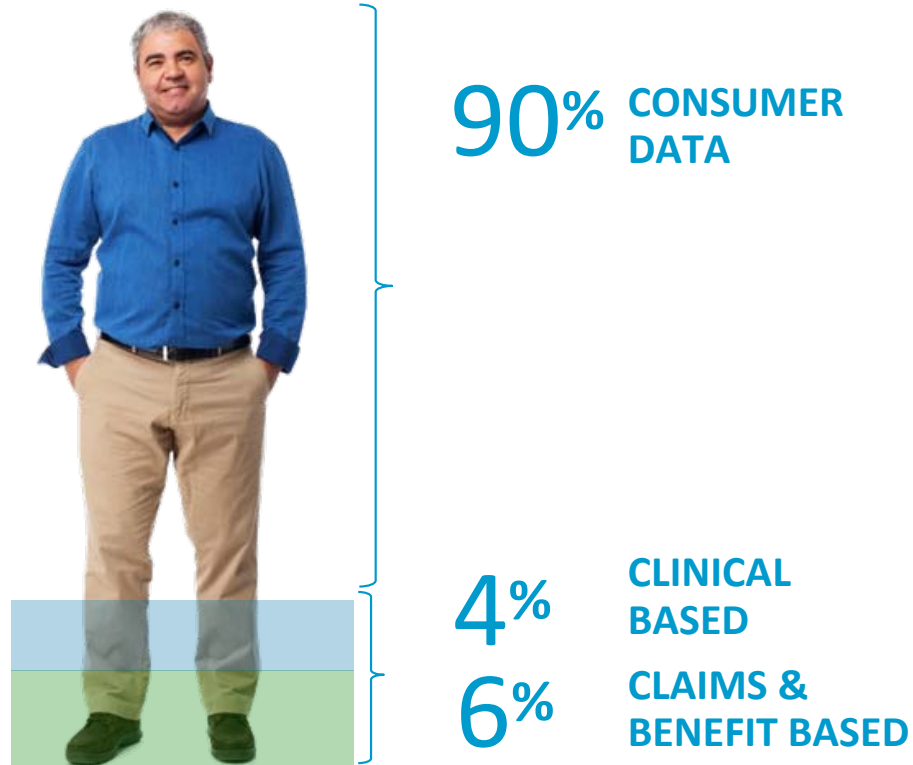
Influence Individual Actions to Drive Healthcare Value



BUT WHAT DO WE REALLY KNOW ABOUT JACK?

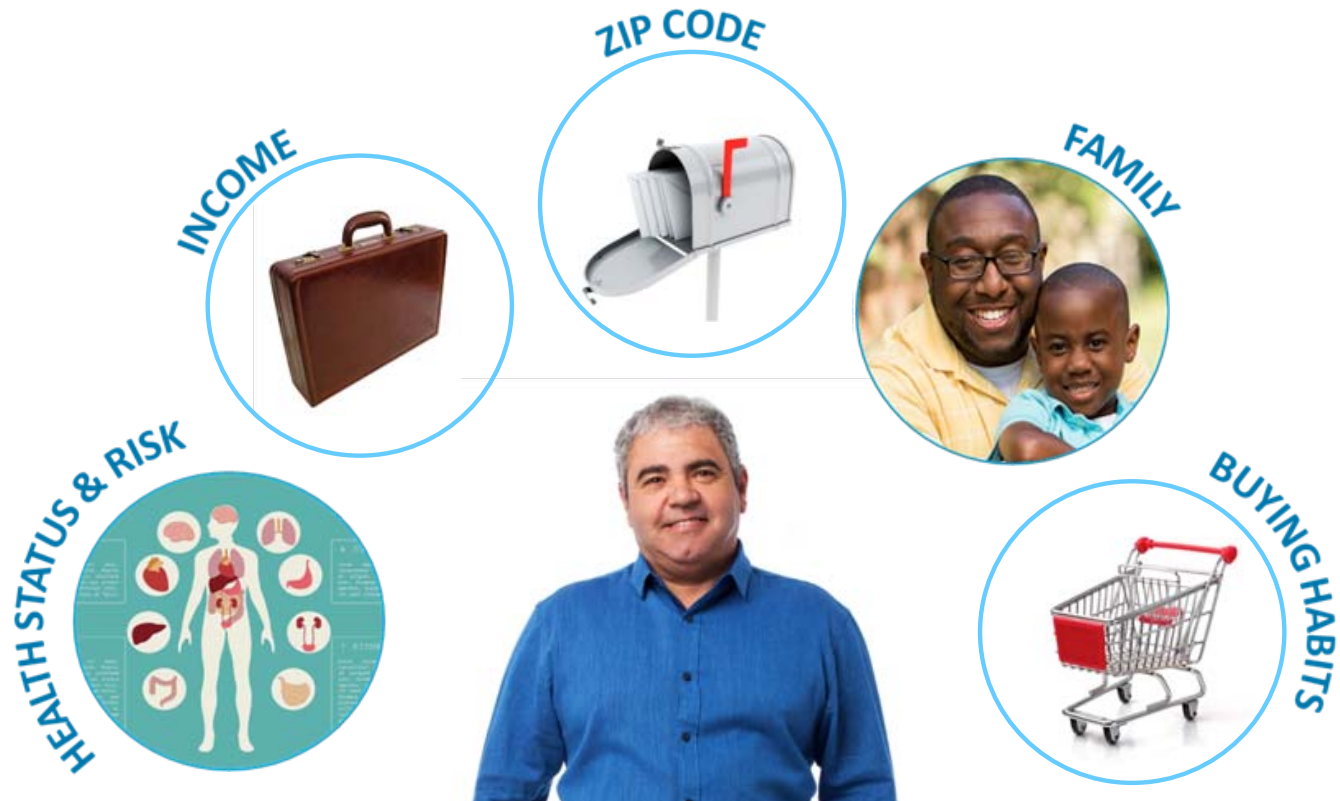
AVAILABLE HEALTHCARE DATA IS INSUFFICIENT

Consumer data can reveal how individuals will engage



WHAT DO WE KNOW ABOUT THE CONSUMER?

More than just a medical specimen



CONSUMER DATA INCREASE PREDICTIVE POWER

Consumer data + advanced analytics = new intelligence and insights

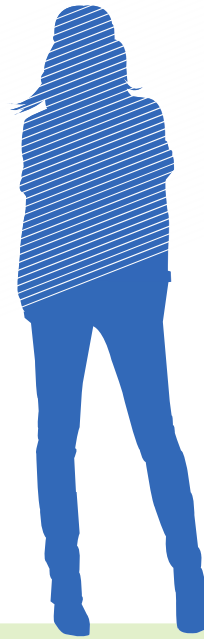
Zero in on who is most open to care management support

Increase predictive power by **20%***



Find who among your customers are most likely to disenroll and why...so you can do something about it

Increase predictive power by **40%***



Identify who is most likely to enroll in your plan

Increase predictive power by **55%***

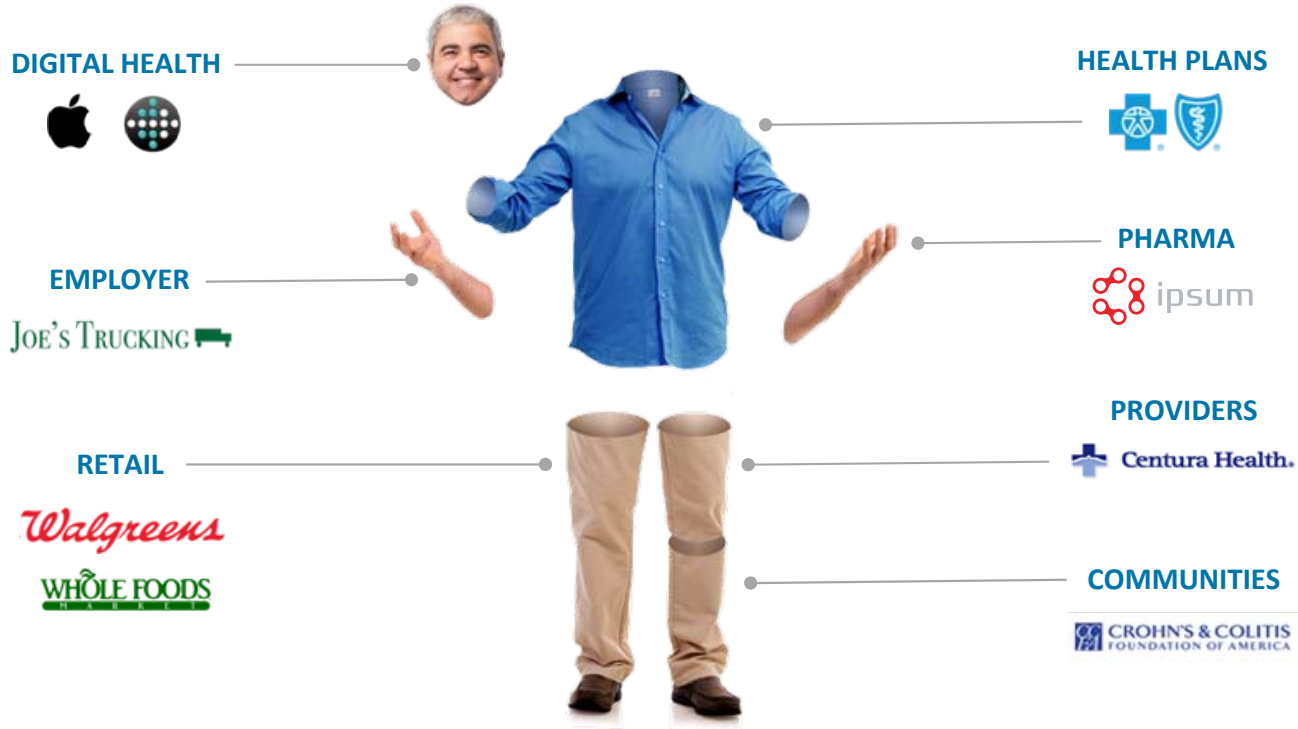


*Predilytics validated results.

Notes: predictive power measured by the C statistic increase for the overall model across the entire population modeled.

WHAT DO WE KNOW ABOUT THE CONSUMER?

Being fragmented by the industry



WHAT DO WE KNOW ABOUT THE CONSUMER?

They have unique and dynamic needs

JACK



CINDY

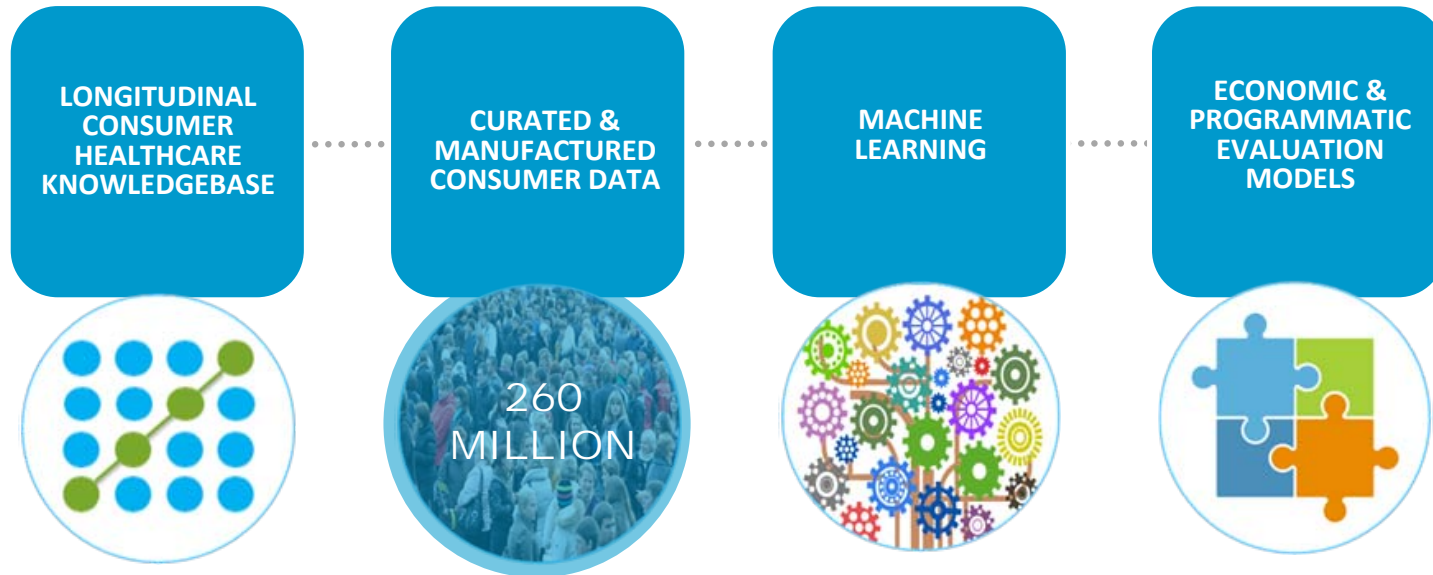


SARA, SOFIA & EMILY



JACK AND THE BEANSTALK OF DATA

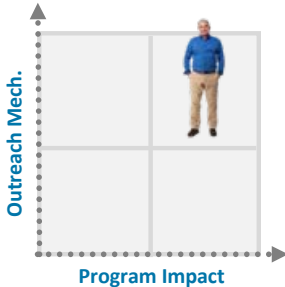
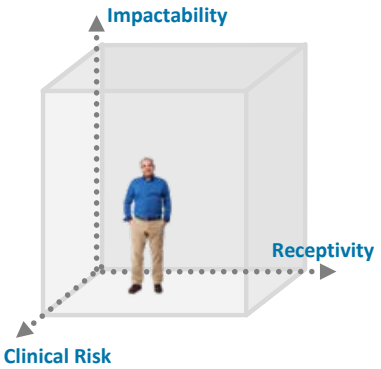
LEVERAGE UNIQUE PREDICTIVE ANALYTICS CAPABILITIES



UNDERSTANDING JACK BY COMBINING HEALTHCARE & CONSUMER DATA SOURCES, INCLUDING UNSTRUCTURED DATA



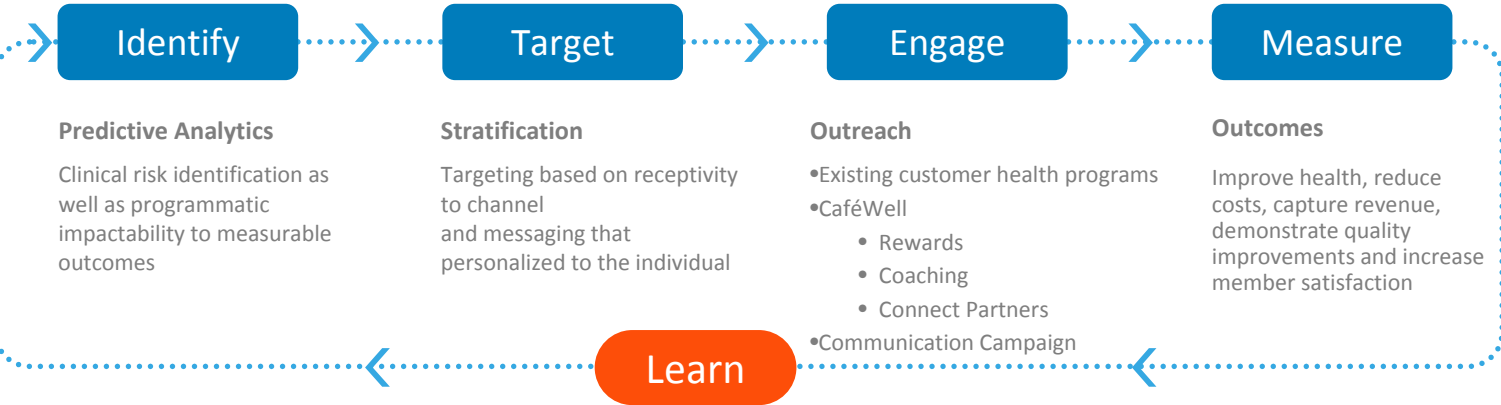
HOW IT ALL FITS TOGETHER



- IVR Outbound Calls
- Email
- Digital Platform
- Live Coaching

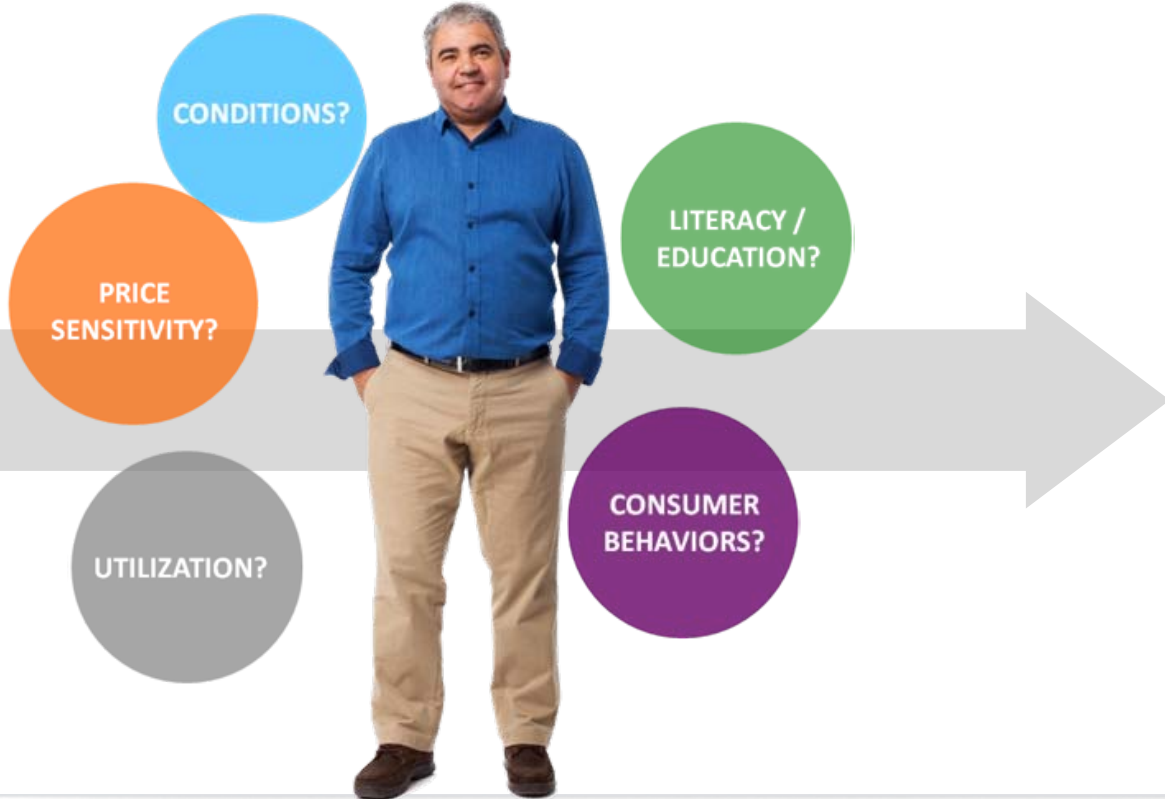


Operational Goal and Utilization Analysis			
Operational Goal	Target	Actual	Variance
Outreach Success Rate	85%	92%	+7%
Member Engagement	70%	75%	+5%
Cost per Member	\$120	\$115	-\$5
Member Satisfaction	4.5	4.8	+0.3



DRIVING SIGNIFICANT BUSINESS VALUE

By Understanding Consumers Pre-Engagement



- ✓ **10% - 20% Reduction**
in cost of consumer acquisitions
- ✓ **20% - 30% Improvement**
in consumer retention
- ✓ **20%+ Increase**
in lead conversion rates
- ✓ **Improved Star**
and other quality ratings

YOU CAN'T HELP JACK UP THE HEALTHCARE HILL,
IF IT ISN'T ABOUT JACK...

INCREASED UNDERSTANDING OF YOUR MEMBERS

Our proven platform will provide customers with an in-depth and holistic view of each member

What you may already know about your members

Past experience

What we now know



Audrey

Age: 29
Gender: Female
Marital status: Married with 2 children

- New Member
- No clinical or HA available



Jack

Age: 45
Gender: Male
Marital status: Single

- Non-compliant on screenings
- High cholesterol and has Hypertension



Allen

Age: 68
Gender: Male
Marital status: Married

- Evidence of depression (HA)
- Diabetic, non-adherent with borderline A1c

- Low income status
- Active digital user
- Values planning for the future
- Lives in condo, live-in mother
- High risk of ER utilization due to ignoring health symptoms

- HS-level education
- Hispanic, Spanish language preference
- Does not respond to mail offers
- Very-high risk of IP admission within next 3 months
- Doesn't value preventative care

- Active republican, heavily invests
- No social media accounts
- Risk of Diabetic complications and CAD
- Likelihood of poor A1c in next 6 months
- Likelihood of substance abuse issues

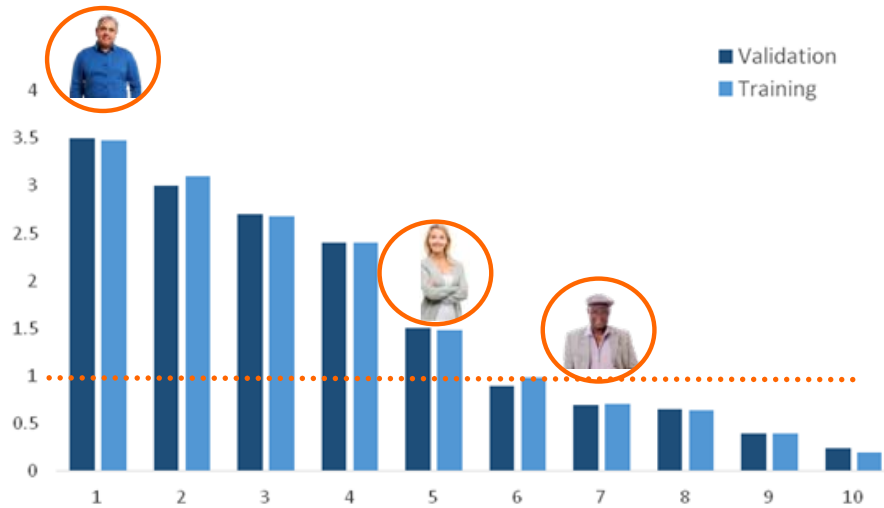
IDENTIFY, TARGET, ENGAGE

Now that we know more about the members, we can develop models to identify high and emerging BMI and which programs Audrey, Jack and Allen will be receptive to and impacted by

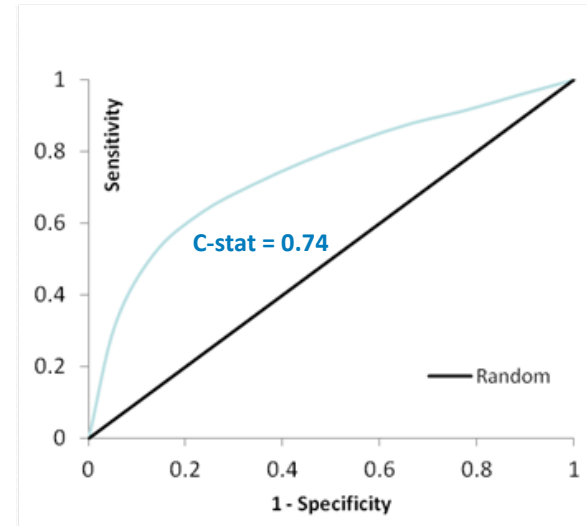


MODEL POWER

- Lift charts are used to gauge a model's ability to **predict an event** – likelihood to have a high BMI (>25)
- The population will be **ranked** for their likelihood of having a high BMI and segmented into deciles (1 = highest likelihood)
 - With the predictive model, members in decile 1 (top 10% of the population) would be at **3.5X higher risk for a high BMI** compared to the population average and they can be prioritized towards the current wellness and weight loss programs

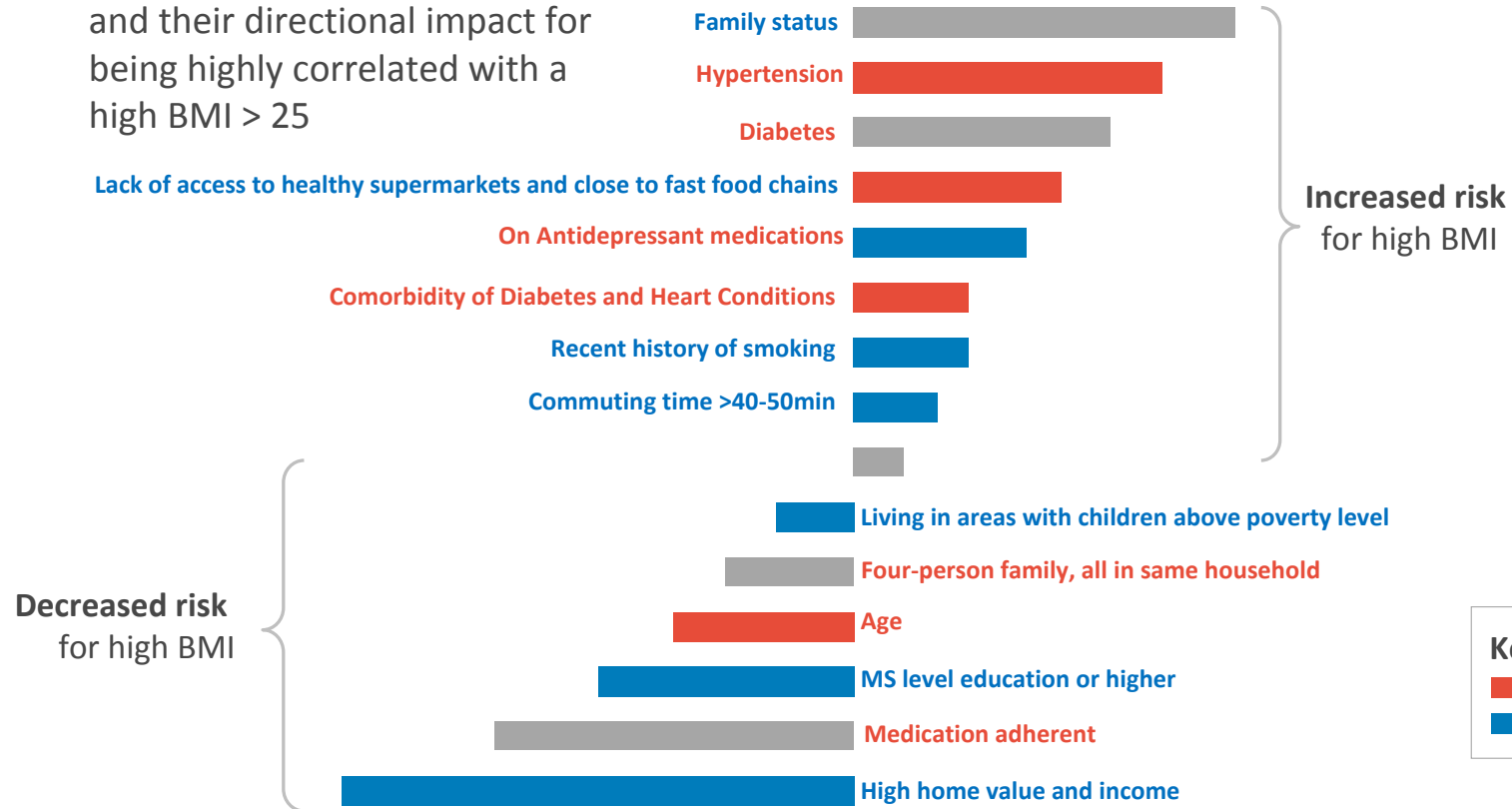


- ROC curves are used to provide insight into the **accuracy** of a predictive model and are directly related to c-statistics.
- A c-statistic is representative of the *area under the curve*. The better the prediction, the larger the number and area under the curve.



MODEL DRIVERS

Graph represents key variables, and their directional impact for being highly correlated with a high BMI > 25



HOW IT ALL FITS TOGETHER - MEMBER STEERAGE

Based on the model results, we can now steer each member to the **right program** using the **right engagement channel** based on the likelihood of having a **measurable impact on their BMI and overall health**



Audrey



Jack



Allen

Rapid Emerging BMI Risk

Most impactful via CaféWell Connect and Rewards. Notify Audrey of her eligible rewards

Highest BMI Risk and receptive to CaféWell

Push to CaféWell coaching and target for high intensity Case Management

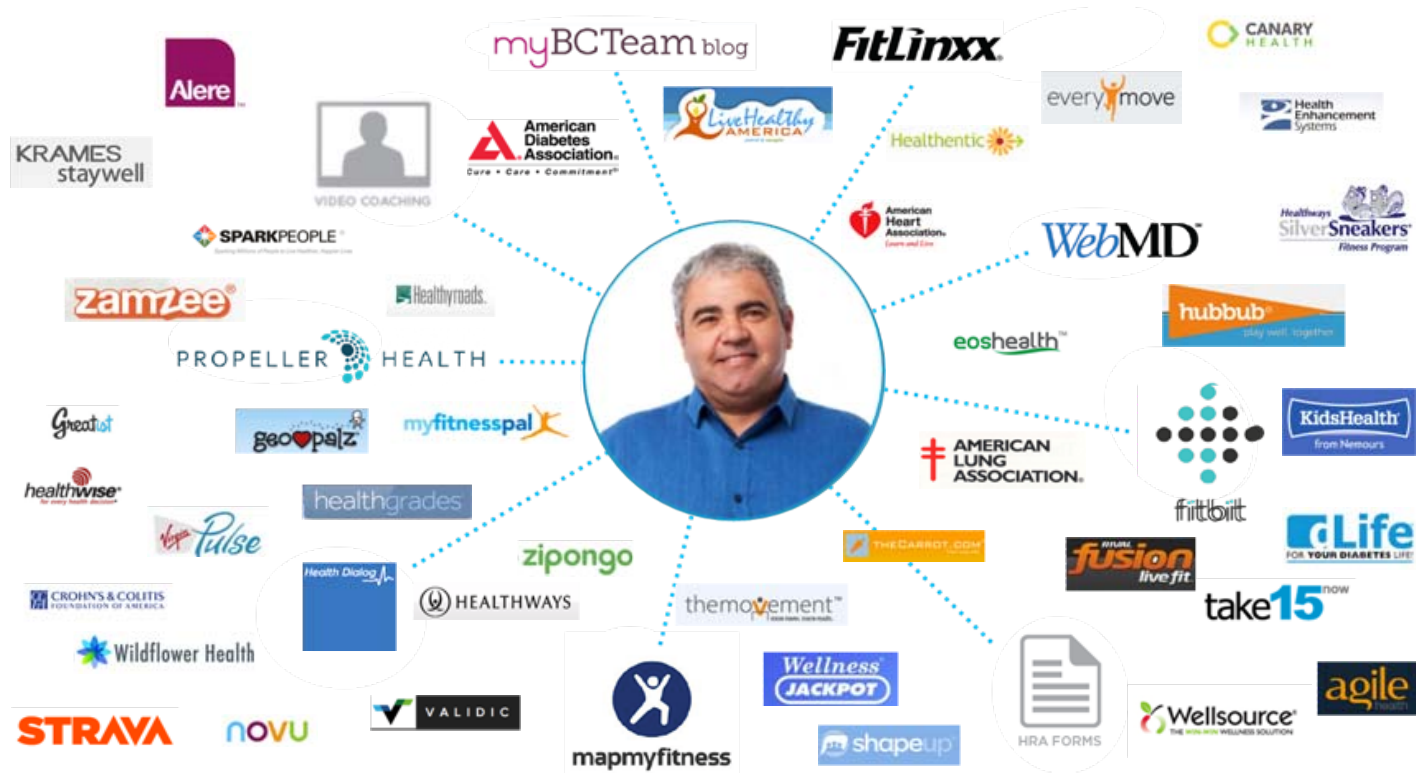
High and growing BMI Risk and not receptive to CaféWell

Target for Disease Management via IVR and mail, notify about Silver Sneakers, and engage provider

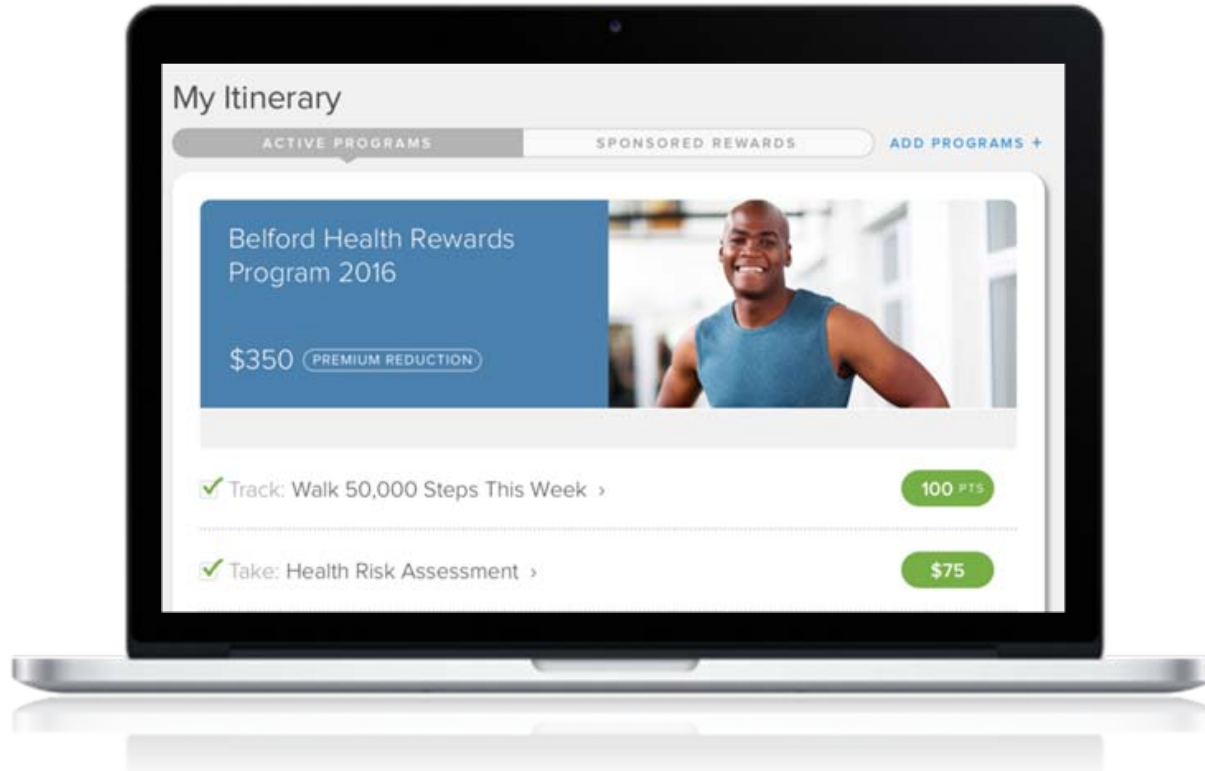
PUTTING ANALYTICS & INSIGHTS INTO ACTION



THE POWER OF AN ANALYTICS-DRIVEN CONSUMER PLATFORM



THE POWER OF AN ANALYTICS-DRIVEN CONSUMER PLATFORM



JACK TRUSTS THE INDUSTRY'S LEADING
DATA-DRIVEN CONSUMER PLATFORM...
SO SHOULD YOU!

WHAT MAKES OUR PLATFORM UNIQUE?




MULTI-CHANNEL COMMUNICATIONS



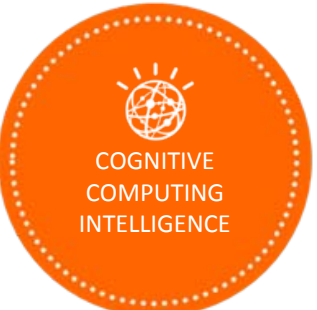
CONSUMER DATA & INSIGHTS



PERSONALIZED EXPERIENCE



ORGANIZED & PRE-INTEGRATED ECOSYSTEM



COGNITIVE COMPUTING INTELLIGENCE



INTEGRATED INCENTIVE AND REWARD MGMT.



 PRIVATE & ANONYMOUS

LEARN MORE ABOUT WELLTOK & GET TO KNOW JACK!

VISIT WELLTOK AT **BOOTH #18**
TO LEARN MORE ABOUT LEVERAGING
DATA TO ENGAGE YOUR POPULATION

CONSUMER
ENGAGEMENT THROUGH
ADVANCED ANALYTICS

**YOU DON'T KNOW
JACK**