2013 Sixth Annual Survey:

Prioritizing Predictive Modeling Activities

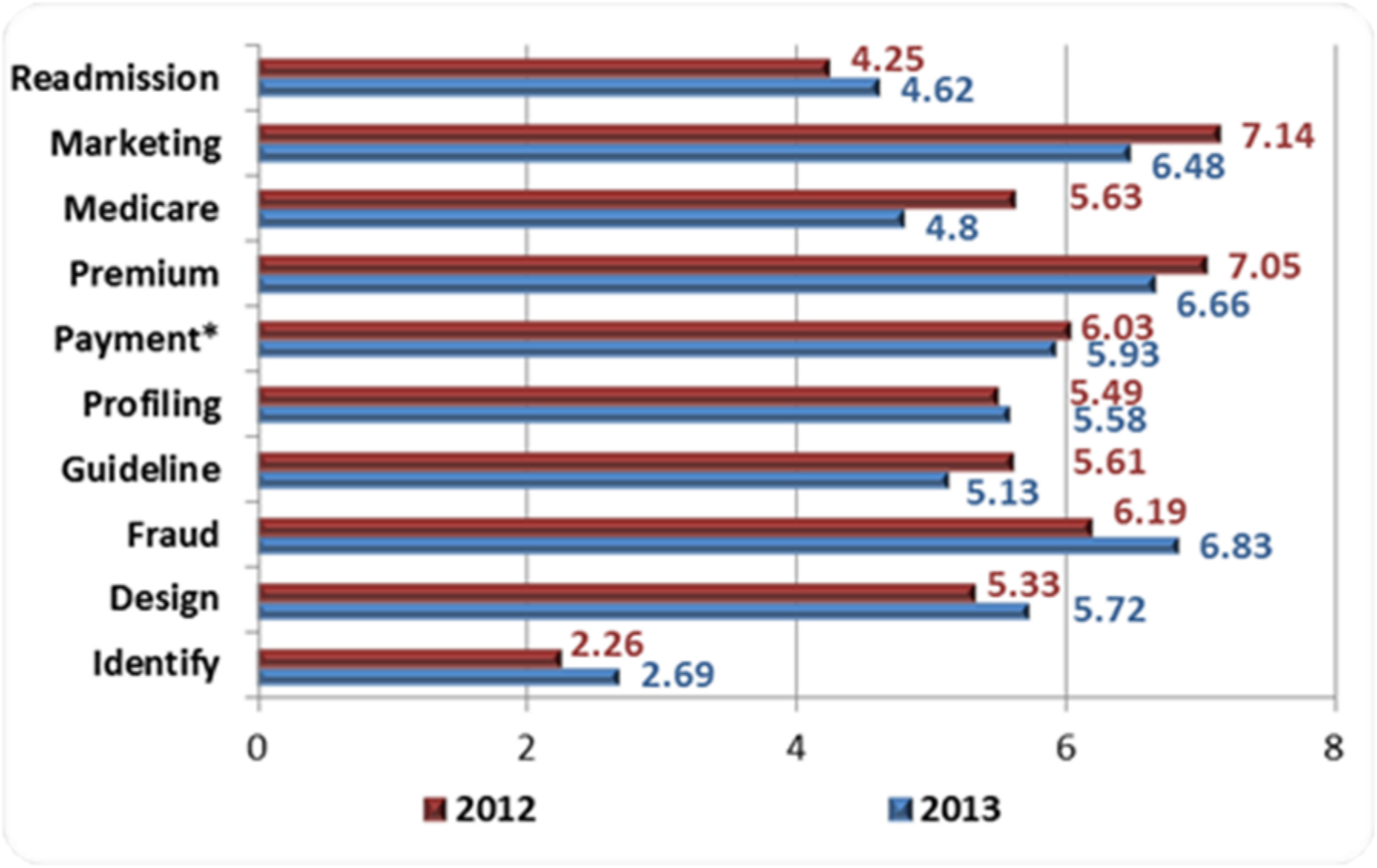
Suppose you had to prioritize how an organization could spend its funds on predictive modeling initiatives involving health benefits, and you were given a list of 10 items to prioritize.

How would you rank them?

(1= highest priority / 10 = lowest priority; rank them 1 through 10)

- Identification of High-Risk Patients for Care Management (Identify)
- Plan Design Development (Design)
- Fraud Prevention (Fraud)
- Treatment Guideline Development (Guideline)
- Provider Profiling for Network Development (Profiling)
- Provider Payment Rate and Restructuring (Payment)*
- Premium Rate Development (Premium)
- Medicare / Medicaid Population Financial Modeling (Medicare)
- Target Marketing Based on Customer / Prospect Risk Scores (Marketing)
- Readmission Prediction Initiatives (Readmissions)

Avg Rank	2013	2012	2011	2010	2009	2008
Identify	2.69	2.26	2.30	2.87	2.65	2.54
Design	5.72	5.33	4.63	4.39	4.71	4.25
Fraud	6.83	6.19	5.93	N/A	N/A	N/A
Guideline	5.13	5.61	4.25	5.31	4.88	4.75
Profiling	5.58	5.49	4.84	4.79	4.80	5.16
Payment*	5.93	6.03	4.86	5.85	5.49	5.41
Premium	6.66	7.05	5.87	5.86	5.90	5.59
Medicare	4.8	5.63	4.92	4.87	5.30	5.71
Marketing	6.48	7.14	5.26	5.82	5.34	5.84
Readmission	4.62	4.25	N/A	N/A	N/A	N/A
Formulary	N/A	N/A	6.07	6.48	6.82	6.35
Other	N/A	N/A	N/A	8.77	9.11	9.46


Readmission
Marketing
Medicare
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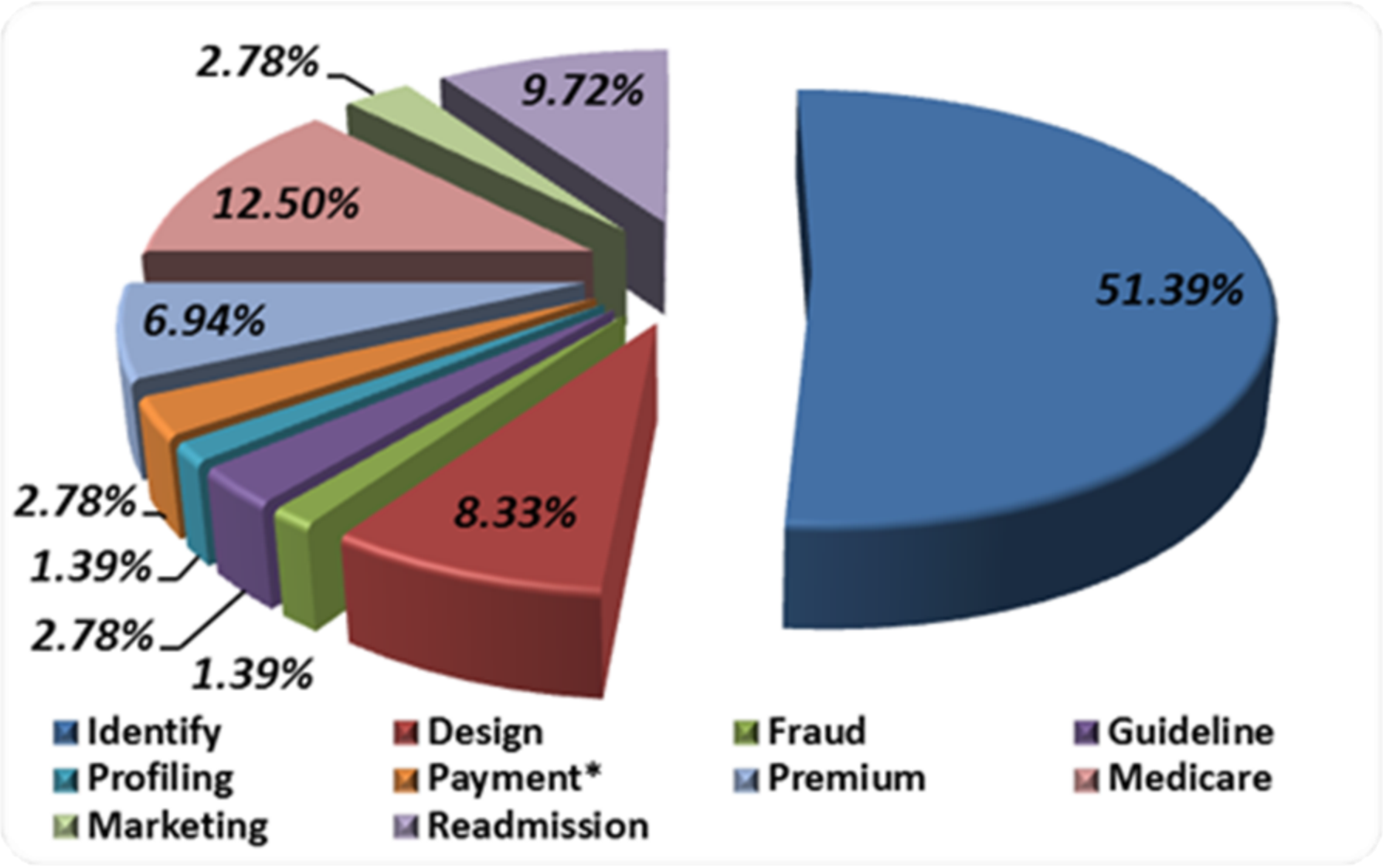
% Ranking #1	2013	2012	2011	2010	2009	2008
Identify	51.39%	59.77%	56.79%	57.10%	63.60%	51.50%
Design	8.33%	8.05%	9.88%	13.10%	6.80%	10.30%
Fraud	1.39%	8.05%	4.94%	N/A	N/A	N/A
Guideline	2.78%	1.15%	1.23%	3.60%	N/A	11.80%
Profiling	1.39%	3.45%	2.47%	1.20%	4.50%	4.40%
Payment*	2.78%	3.45%	6.17%	2.40%	0.00%	2.90%
Premium	6.94%	2.30%	N/A	2.40%	4.50%	5.90%
Medicare	12.50%	3.45%	9.88%	6.00%	6.80%	7.40%
Marketing	2.78%	2.30%	4.94%	1.20%	11.40%	2.90%
Readmission	9.72%	8.05%	N/A	N/A	N/A	N/A
Formulary	N/A	N/A	1.23%	6.00%	2.30%	2.90%
Other	N/A	N/A	N/A	7.10%	0.00%	0.10%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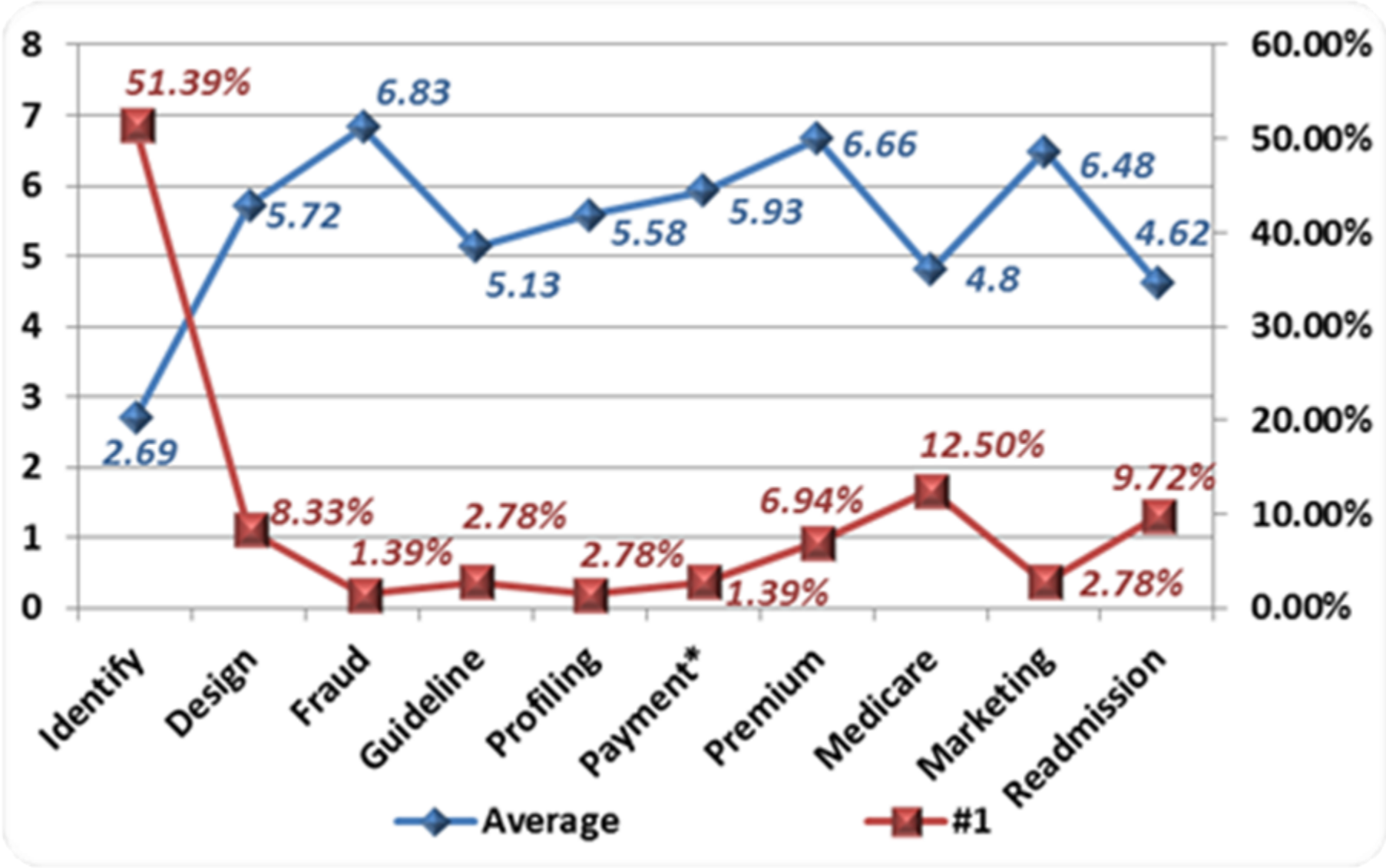
Identify
Design
Fraud
Guideline
Profiling
Payment*
Premium
Medicare
Marketing
Readmission

2013 Rank/% #1	Average	#1
Identify	2.69	51.39%
Design	5.72	8.33%
Fraud	6.83	1.39%
Guideline	5.13	2.78%
Profiling	5.58	1.39%
Payment*	5.93	2.78%
Premium	6.66	6.94%
Medicare	4.8	12.50%
Marketing	6.48	2.78%
Readmission	4.62	9.72%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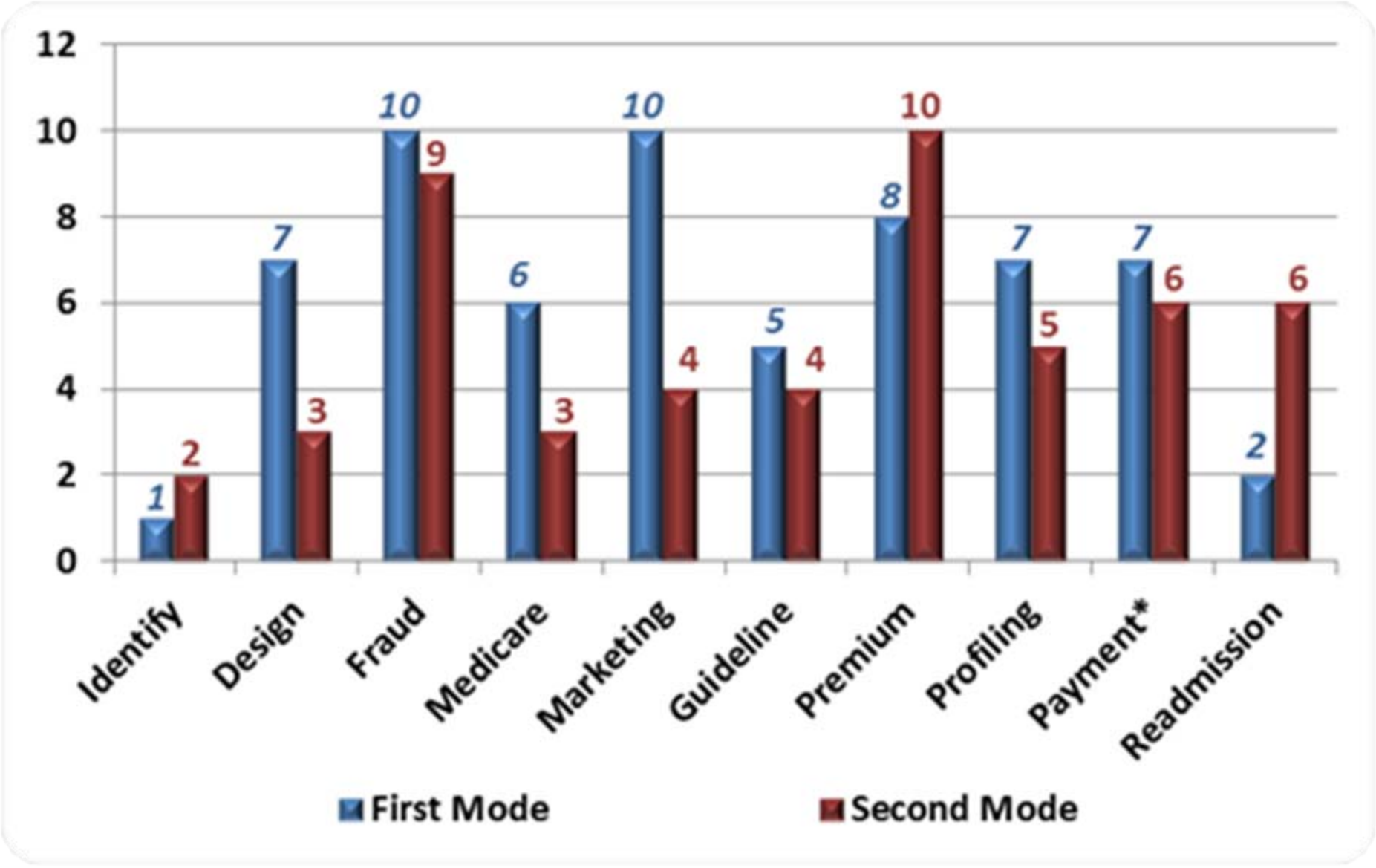
Identify
Design
Fraud
Guideline
Profiling
Payment*
Premium
Medicare
Marketing
Readmission
Average
#1

First Mode	2013	2012	2011	2010	2009	2008
Identify	1	1	1	1	1	1
Design	7	6	4	2	2	3
Fraud	10	10	9	N/A	N/A	N/A
Medicare	6	3	4	2	3	3
Marketing	10	10	10	6	5	4
Guideline	5	4	2	8	5	7
Premium	8	9	9	9	6	7
Profiling	7	5	4	9	6	8
Payment*	7	7	3	5	5	4
Readmission	2	2	N/A	N/A	N/A	N/A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Identify
Design
Fraud
Medicare
Marketing
Guideline
Premium
Profiling
Payment*
Readmission
First Mode
Second Mode

Rank by Cat	Payer	Provider	Vendor or Other	Total
Identify	3.2	2.7	2.3	2.7
Design	5.1	6.7	5.0	5.6
Fraud	6.5	7.5	6.2	6.7
Guideline	4.9	4.7	5.8	5.2
Profiling	5.1	6.1	5.3	5.5
Payment	5.2	6.2	6.2	5.9
Premium	5.4	6.7	7.6	6.6
Medicare	5.6	4.3	4.9	4.9
Readmission	6.0	4.1	4.3	4.8
Marketing	7.6	5.5	6.9	6.7