

2013



2014



2015



# Improving Population Health through Advanced Analytics and Computer Science

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# Agenda

- Predilytics overview
- Leveraging technology to understanding consumer preferences & behaviors
- How knowledge of consumers will improve outcomes
- Case examples
- Q&A



# What the Market is telling us

“We have lots of data, but are we *really* benefiting from it?”

“With the consumer having more choices, we need to do a better job of marketing our products to *individuals.*”

“We have limited resources with more demands. How do we become more efficient *and* effective?”

“We don’t always understand the difference between good & bad insights and analytics“



**Decision-making is speeding up and *everyone* is demanding better results.**

# Bringing actionable consumer insight to health care

- **Better results** from combining our *consumer database uniquely designed for healthcare* with health plan data.
- **Extremely fast turn-around** using patented machine-learning technology that has been successful in other industries.
- **Actionable insights on an individual level** that include behavior, preferences, engagement modalities and intervention methods.
- **Driving business results** by improving consumer acquisition, and retention, engagement and understanding of risk



## Serving:

- Health plans
- Health systems
- Providers
- Health services
- Medical device manufacturers

## Currently working with:

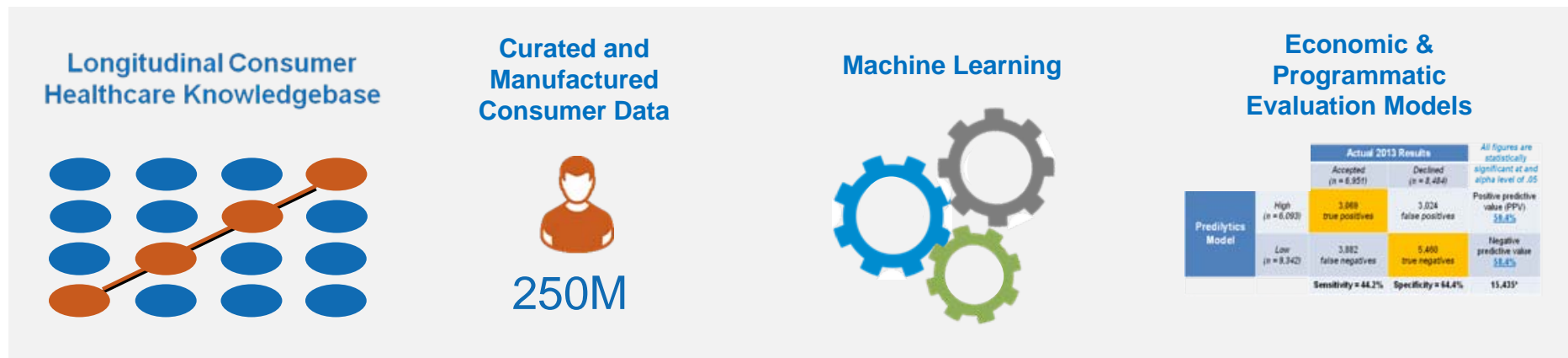
- 6 of the top 20 health plans
- 2 of the Fortune 50 global companies

## Investors include

- Google
- Qualcomm
- Leading health care IT investment firms

# Bringing new capabilities to healthcare

Four proprietary capabilities:



Transforming healthcare decision-making by revealing actionable insights about consumers that result in prioritized, executable interventions to improve healthcare outcomes and business performance.

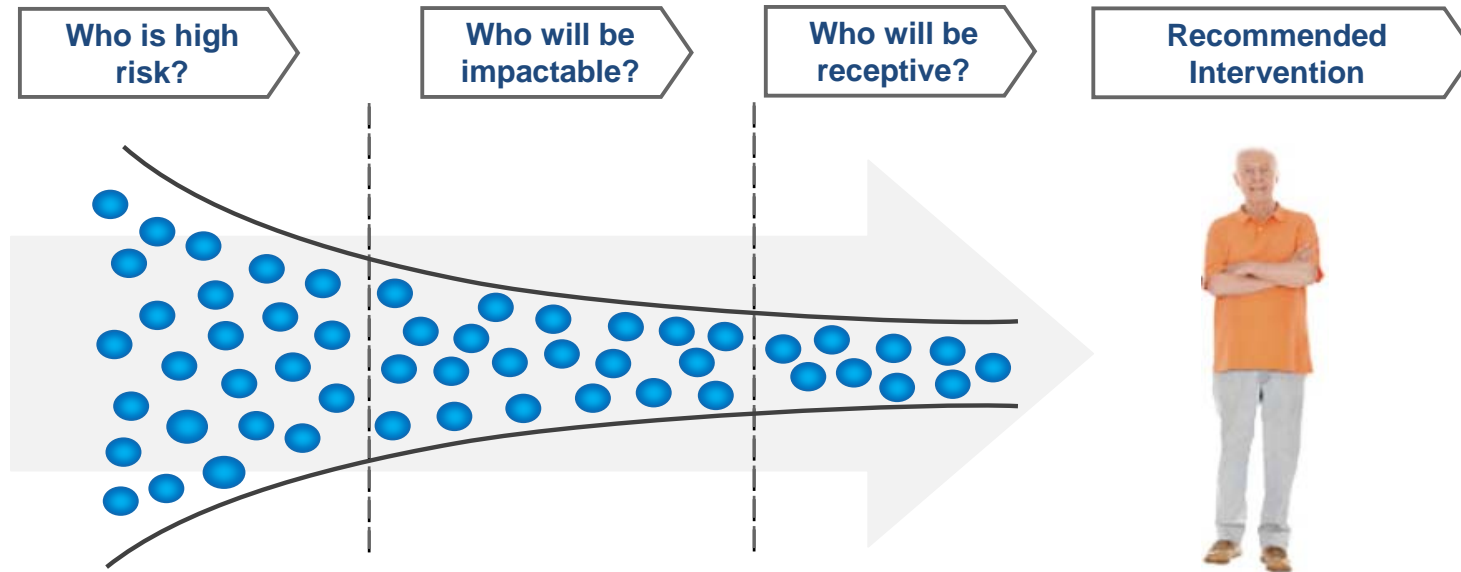
- Gain understanding of **consumer behaviors and preferences** to **predict individual risk receptivity** and **likelihood for impact** to yield **optimal healthcare results**
- Align consumer needs with the most appropriate and effective programs to maximize impact

# Fundamentally new approach to healthcare information management and prediction

- Utilizes **State of the Art** machine learning algorithms run by Data Scientists (i.e. Genetic Algorithms, Artificial Intelligence)
- Provides **increased efficiency** (e.g. speed and cost) vs. traditional modeling technologies allowing for customization and segmentation of predictive models
- Feeds on **Big Data...** the more data, the better the results
- Consistently generates **exceptional results**:
  - Identifies correlative, causal and data flow relationships (e.g. emerging relationships, triggers for actions, early identification)
- Builds on a **proven approach** successfully used in financial and marketing services (e.g. CapitalOne, CitiBank, GECapital, MasterCard, more)



# Understanding preference, receptivity and impact at an individual level



Example: Predilytics predicted risk of hospitalization **2 times more accurately** than customer models

# Assembling consumer behavior and provider insights into four products that drive quality and business performance

## Consumer Acquisition & Retention

- Improve member acquisition & reduce associated cost
- Reduce voluntary member disenrollment
- Inform benefit design strategies
- Prioritize new member risk assessments

## Risk Adjustment

- More accurately document disease burden
- Improve ROI of risk adjustment activities
- Increase provider engagement
- Improve coordination and quality of care

## Quality Insight

- Identify gaps in care and drivers to improve quality scores (e.g. Star Ratings, HEDIS)
- Increase medication adherence
- Prioritize outreach and education programs

## Care Directions

- Identify high-risk, impactable members most receptive to customer programs to:
  - Prioritize interventions
  - Prevent hospitalization & reduce readmissions
  - Improve hospice referrals





# Case Studies

# Discussion

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