Bringing Data to Life: How to Successfully Implement Predictive Analytics
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MEDai
an Elsevier Company

Enhancing healthcare, improving quality and reducing costs
with award-winning predictive analytics and data mining.

Agenda

- Introduction
- MEDai
- A Client's Story
- Implementation Strategies

Introduction to MEDai, an Elsevier Company

Elsevier, the Science, Technology & Medical (STM) division, is the leading provider of high quality scientific, technical and medical information to the academic, research and healthcare communities.

ECDS
Clinical Decision Support

Elsevier Clinical Decision Support is a division of Health and Science dedicated to providing quality electronic health care solutions and services. Whether improving healthcare workflow, building competency through our eLearning solutions or providing intelligence through data mining and predictive analytics, our aim is to improve the quality, safety and cost effectiveness of patient care.
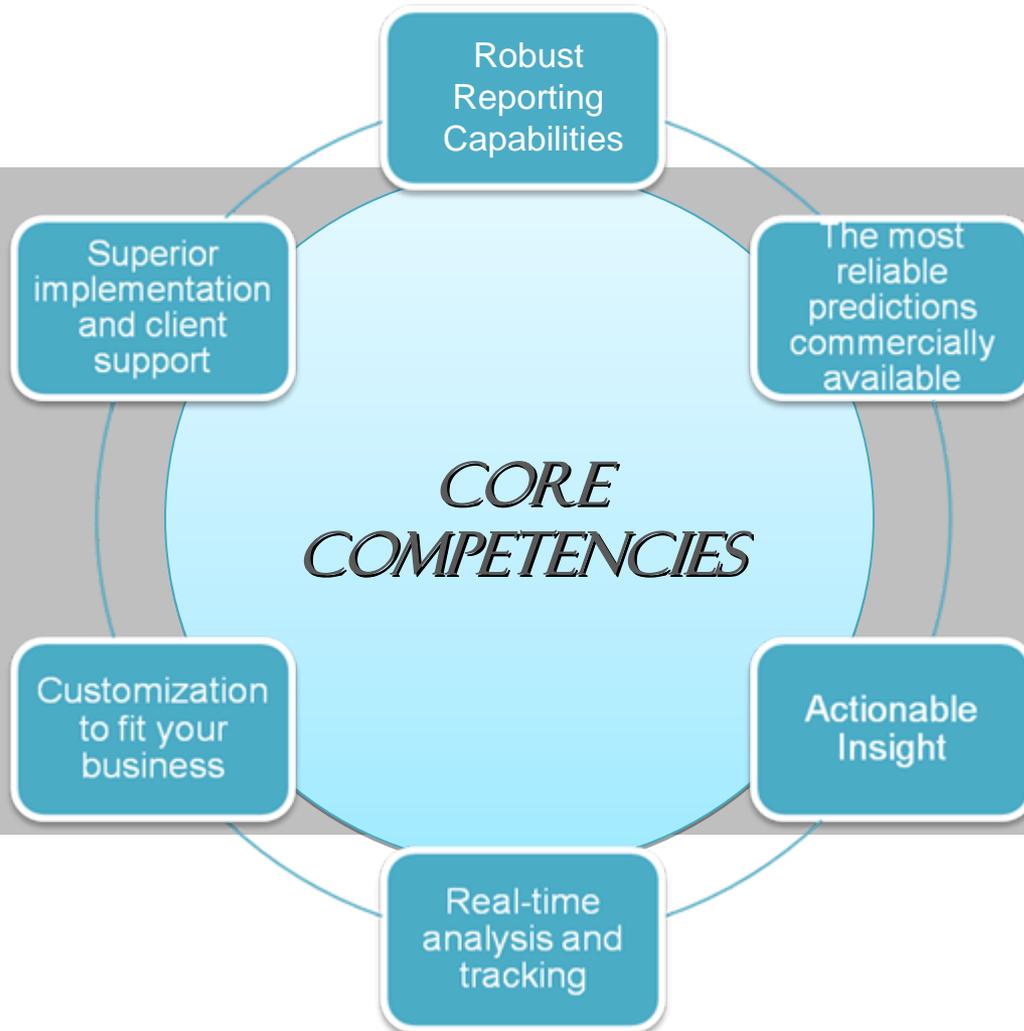
Leader in healthcare analytics and data transformation offering award-winning solutions for the improvement of healthcare delivery. Utilizing cutting-edge technology, payers and providers can predict patients at risk, identify cost drivers for their high-risk population, forecast future health plan costs, evaluate patient patterns over time and improve outcomes.

About MEDai

CORE COMPETENCIES

- Robust Reporting Capabilities
- The most reliable predictions commercially available
- Actionable Insight
- Real-time analysis and tracking
- Customization to fit your business
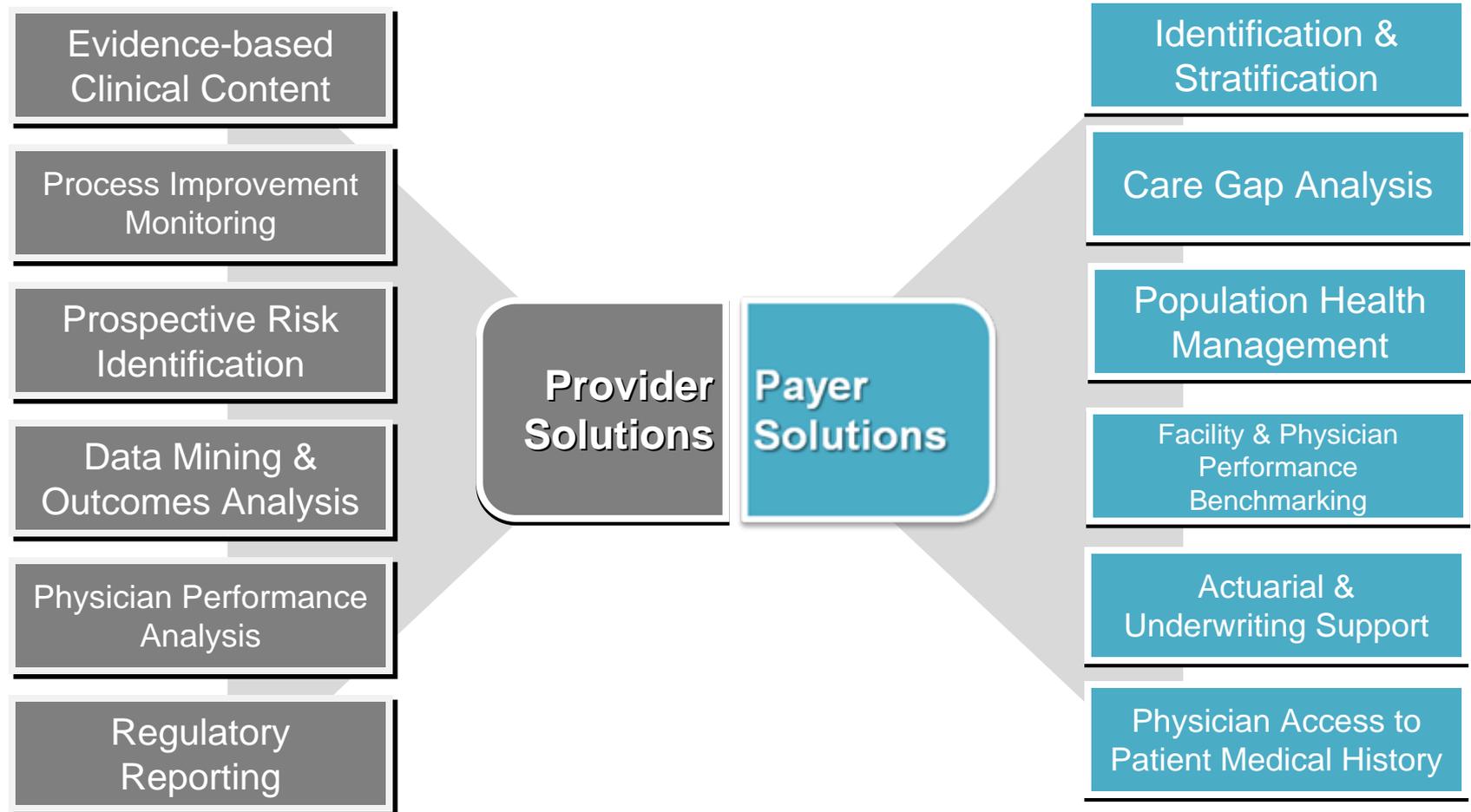- Superior implementation and client support

"Our partnership provides a seamless platform for physicians and other stakeholders to leverage information across systems and care settings."

- Dr. Bruce Taffel, Vice President and Chief Medical Officer of Shared Health

Since 1992

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Our Solutions: Meeting Provider & Payer Needs

Provider Solutions

- Evidence-based Clinical Content
- Process Improvement Monitoring
- Prospective Risk Identification
- Data Mining & Outcomes Analysis
- Physician Performance Analysis
- Regulatory Reporting

Payer Solutions

- Identification & Stratification
- Care Gap Analysis
- Population Health Management
- Facility & Physician Performance Benchmarking
- Actuarial & Underwriting Support
- Physician Access to Patient Medical History

One Client's Story

History of a Failed Implementation

- History of a 2-year failed implementation of a predictive analytic tool
  - Numerous changes in project managers
  - Data extraction from a newly implemented Enterprise Data Warehouse
  - "There is no vendor that can meet our needs, because vendors and their solutions are not able to manage the level of detail and nuances inherent to our data."
  - Business units were not aligned at the enterprise level

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Obstacles

- Staff members were significantly weary and had an aversion to the project, given the previous attempt.
- There was mistrust and lack of user adoption of the data warehouse.
- Departments were not able to articulate enterprise-wide business needs on behalf of the organization.

Rejuvenating the Mission

- ## External consultant utilized
  - Business user viewpoint
  - Knowledge of the medical analytic tool industry
  - Ability to address internal politics as a third party
 - Knowledge of best practice data utilization and management, enterprise-wide

Overcoming the Obstacles

Option A: A medical analytics tool is implemented, and departments "own" a piece of the tool-pie.
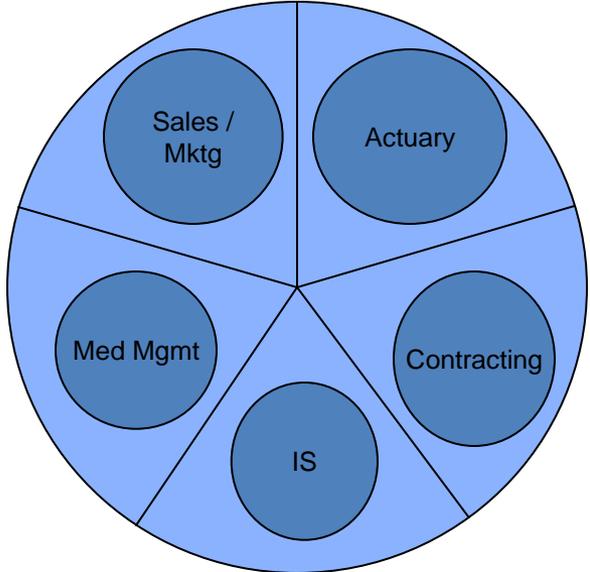
The ability to use analytics is up to each department.

Option B: Managing the analytic competency as their **intellectual property** - not just a tool.

Medical Analytics Steering Committee
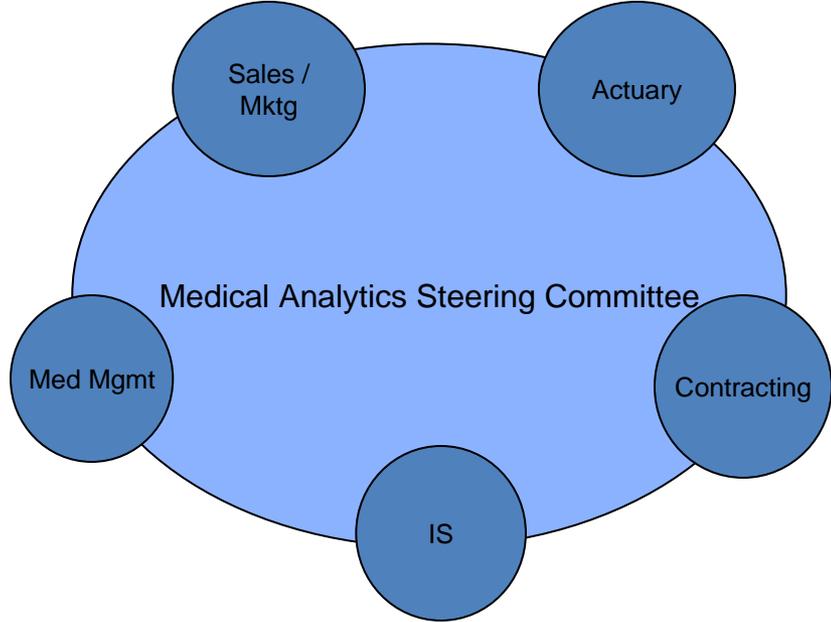
The ability to use analytics to advance the organization as a whole is the primary focus and lives across time. Tools are the enablers.
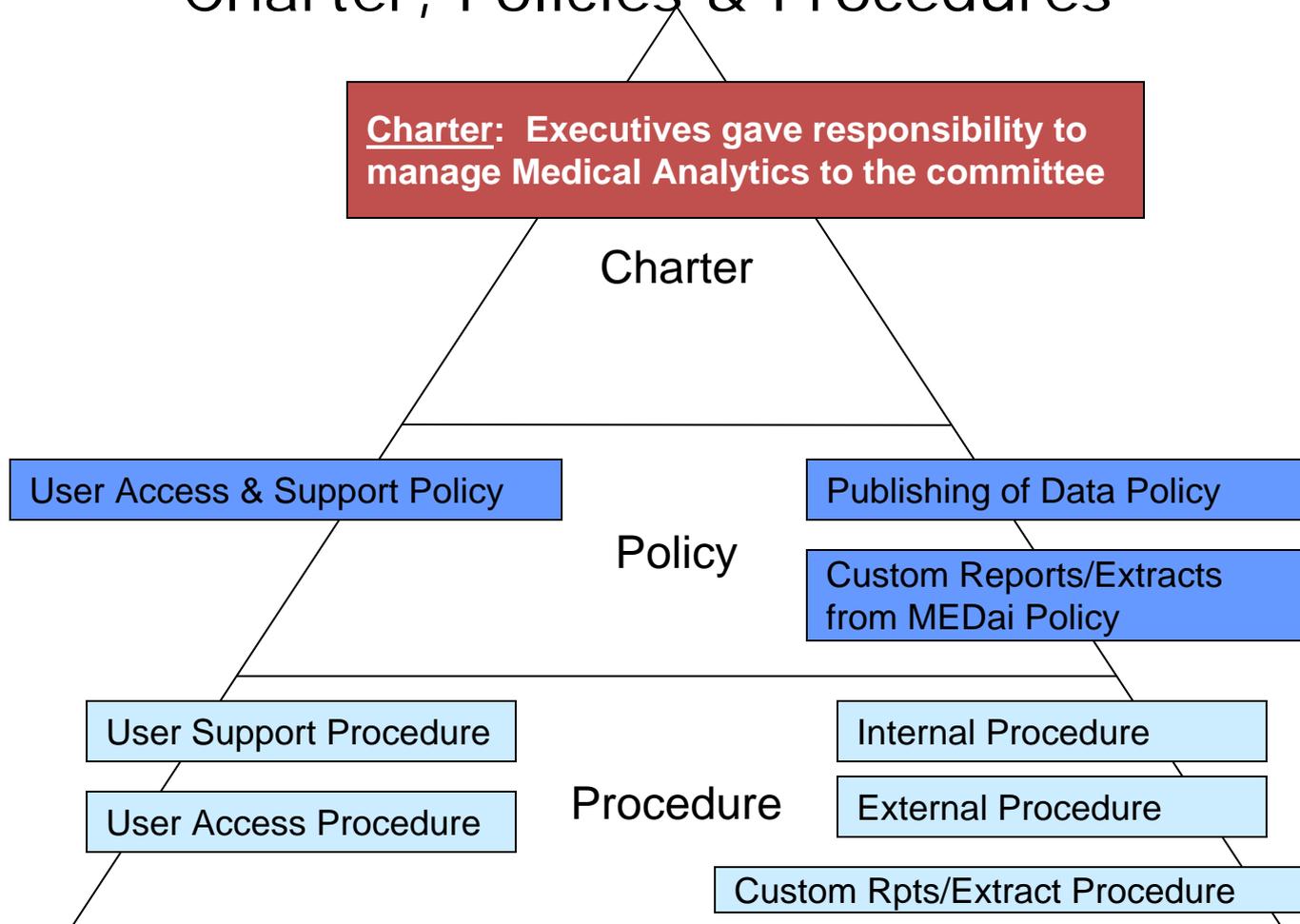
All for one.....

Medical Analytics Steering Committee was created to obtain buy-in from multiple cross functional areas

- – Actuary and Underwriting
- – Information Services
- – Medical Management
- – Pharmacy
- – Provider Contracting
- – Group Reporting / Marketing

Committee Structure

Medical Analytics Steering Committee (MASC)– Charter, Policies & Procedures

Charter: Executives gave responsibility to manage Medical Analytics to the committee

Charter

User Access & Support Policy

Publishing of Data Policy

Policy

Custom Reports/Extracts from MEDai Policy

User Support Procedure

Internal Procedure

User Access Procedure

Procedure

External Procedure

Custom Rpts/Extract Procedure

The search for the tool

- Medical analytics tool must be used as an **enterprise-wide** asset.

- The tool must function to achieve a common approach for analyzing medical information to make business decisions

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Implementation

- MASC oversaw project implementation
- Enterprise-wide rollout of the Risk Navigator suite of tools
    - Risk Navigator *Clinical*®
    - Risk Navigator *Financial*®
    - Risk Navigator *Provider*®
    - Risk Navigator *Performance*®
    - Risk Navigator *Employer*®

Medical Analytics User Support Site

BCBSNE Medical Analytics

Links
- Access the MEDai application
- Agency for Healthcare Research and Quality
- Contact Medical Analytics Steering Committee
- MEDai Corporate Website

Action Items

Includes:

- **Public Library**
  - Data Specs
  - Rollup Logic
  - P&P's
  - User Support Documentation
- **Private Library**
  - Training documents
- **Reports**
- **Admin Documents**
  - Usage reports
  - Administrator documents

Collaboration Continues…

- MASC meets monthly
- User group meets monthly with MEDai Account Executive.
- Targeted group meets monthly to coordinate use with other tools.

Utilization

- Actuary
- Pharmacy
- Case Management
- Quality
- Employer Reporting
- Underwriting
- Fraud and Abuse
- Health Network Services

IMPLEMENTATION STRATEGIES

Pre-Implementation Questions

- ## What are my organization's expectations for the application?
  - Who will be the main users of the application?

- ## What is a realistic date for go-live?
  - Is there a compelling event such as a contract expiration?

- ## Do we have the necessary resources available for a successful implementation?
  - Will these be "dedicated" resources?

Pre-Implementation Questions

- ## How well do you know your data?
  - What sources do you have to pull data from?
    - Are there available resources to answer any questions?

- ## Are there any barriers to a successful implementation?
  - Competing IT Project?
  - Upcoming Accreditation Visit?

Client Implementation Resources

- ## Dedicated Project Manager

  - Aligns client resources

- ## Operational Lead

  - Assists in data mapping discussion

  - Answers the question how will the application be used

- ## IT Staff

  - Provide data extracts

  - Assist with data mapping issues

- ## Senior Sponsor

  - Understands the project's importance

  - Directs the project team

Vendor Implementation Resources

- Project Manager
- Data Mapping Assistance
- Operations
  - Application use
- Training

Vendor Questions

- What format do we need to submit the data in?
- How much assistance will we receive with data mapping?
  - Is there an additional charge?
  - Will there be regular calls to discuss issues, questions, etc.?
- Can we supply a test file?
  - How much data do we need to provide?
  - What is the turn around time for processing?

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Vendor Questions

- ## How will files be provided to you?
  - Is there a secure FTP site for file upload?

- ## When do I submit the data to you?
  - Is there a deliverable schedule?

- ## How are data issues handled?
  - Will data issues suspend processing?

- ## How are submission delays handled?
  - Will there be a delay in receipt of data?

Training Prep Questions

- ## Determine training approach
  - Is training at your (client) offices?
  - Is self directed/web training available?
  - How many staff can be involved in a training class?
  - Do you support train the trainer?
  - Length of training?
  - Can we receive sample training materials prior to training?

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Training Prep Questions

- **Potential Vendor to Client Questions**
  - What is your expectation for training?
  - How would you like training sessions structured?
    - I.e. Do you want "like" staff such as case managers trained together?
    - Do you need a separate training session dedicated to management?
  - Will there be an individual who will be responsible for on-going training?
  - Is there a training room with individual computers?

Post Go Live Questions

- How are issues handled?
- Who are issues reported to?
  - Is there a client point person for issues?
- Who is my point of contact?
- Is refresher training provided?
  - If so, is there an additional cost?

Post Go Live Questions

- Will there be regular calls after go-live?
- What type of support do we need to provide to the application?
- How are ad-hoc requests handled?
  - Are there charges for special reports
- Do you have an annual user's conference?

In Summary

- Set a realistic "go-live" date
- Have necessary resources in place
- Understand your data

Questions????

Contact Info

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