

CASE STUDY

Prove Your Solution's Positive Impact on Health & Cost with **Certilytics' Program Performance Analytics**

Solution Providers

How we helped one point solution provider demonstrate their value, showing **\$200 in PMPY savings**

As a healthcare solution provider, you know your customers and prospects are overwhelmed with pitches for the next great fitness tracker, disease management program, engagement strategy, mindfulness app, and more.

Now more than than ever, it's crucial to have the right strategies in place to demonstrate your solution can deliver on the clinical and financial outcomes you are promising.

This case study shows how Certilytics Program Performance Analytics solution helped one solution provider evaluate and validate performance claims—demonstrating a positive shift in utilization patterns and \$200 in PMPY savings.

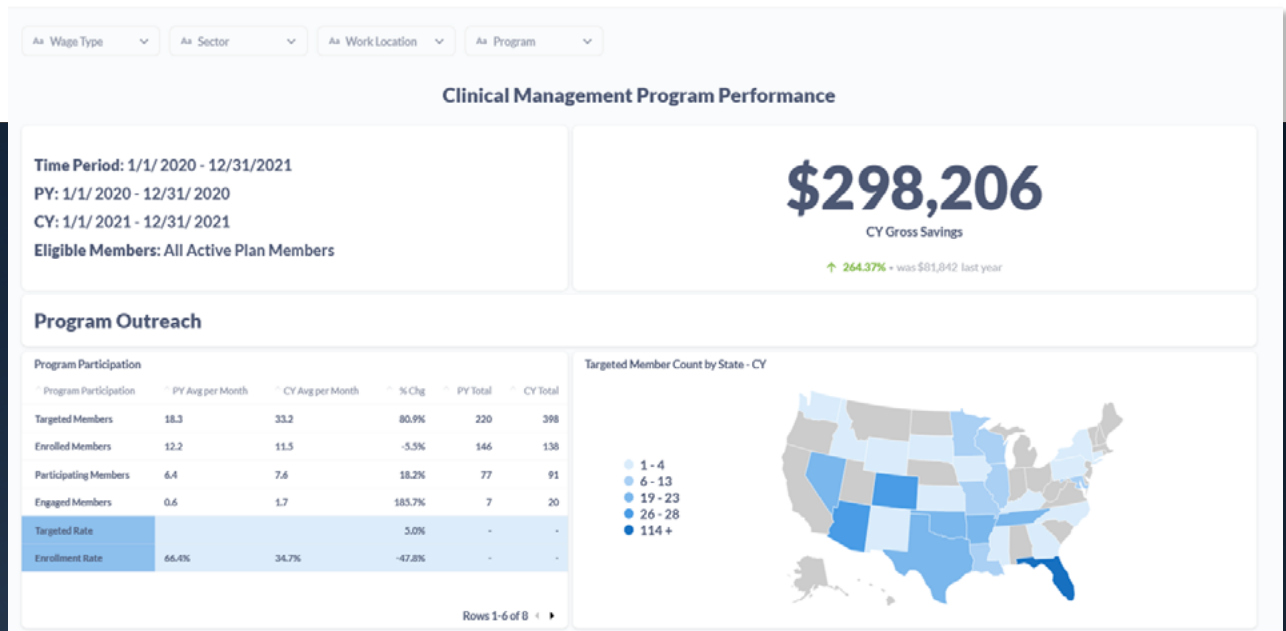


The solution provider's challenge

We partnered with one solution provider who has relationships with large employer clients for a medical management program. This program was designed to deliver timely interventions and educational outreach to employees and their family members at risk for chronic diseases or high cost events.

The solution provider lacked a clear way to quantify the clinical and financial impact of this program due to a number of confounding variables that made it difficult to demonstrate that just their program alone caused improvements in health outcomes.

That's where Certilytics and our **Program Performance Analytics solution** came in. Our solution was built to quantify the true clinical and financial impact of the program by accounting for variables such as differential member risk, morbidity, and social determinants of health.



Quantify Positive Clinical & Cost Impact

The solution provider was able to connect all its data sources on our AI-powered platform and worked with us to set up a transparent way to track program results in real time.

Ultimately, the solution provider demonstrated \$200 in PMPY savings across the employer client's member populations—which more than justified the cost of the program.

The solution provider also showed positive impact on health outcomes. By directing outreach toward the members most likely to engage, the solution

provider's clinical intervention efforts succeeded in shifting utilization away from inpatient hospital admissions and toward preventive services such as outpatient PCP visits. As a percentage of total cost per patient, inpatient admissions dropped from **56% in Year 1 to 38% in Year 2**, while spending on more cost-effective outpatient and professional services increased.

These positive results enabled the solution provider to gain support from its existing customers to continue and expand its program. Plus, they also gained key validation metrics to support their sales discussions with current and potential customers.

\$200 in PMPY Savings

Year 1

56%

of total costs incurred in the hospital setting

Year 2

38%

of total costs incurred in the hospital setting

The results

- ▶ Over \$200 PMPY in reduced healthcare costs
- ▶ A substantial shift from expensive inpatient admissions toward lower-cost outpatient treatment
- ▶ A compelling value story to build strong, lasting relationship with customers

Ready to prove the value of your solution?
Schedule a Q&A with our team today!

