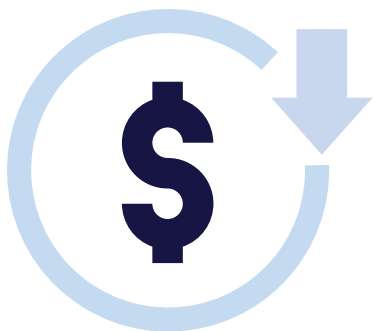


# National Insurer **Saves Millions** Through **AI-driven** **Clinical Outreach**

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Insurer improves member outcomes and lowers costs with Certilytics



Healthcare stakeholders are making huge investments in population health management, seeking to improve patient health and lower the cost of care. Explore how one national insurer used Certilytics products to create positive changes in patient utilization, resulting in millions of dollars in potential annual savings.

## THE PROBLEM

- ▶ **Open Gaps in Care**
- ▶ **Historic Utilization / Costs**
- ▶ **Financial Risk**

Like most national insurers, our customer had taken a more traditional approach to population health management by identifying patients for interventions based on retrospective risk factors.

Unfortunately, these factors failed to provide their program managers with a complete picture of their patients' emerging clinical risk profile. By the time program managers react based on open gaps in care or increasing utilization, patients had often already incurred a significant spike in their healthcare costs, which in many cases could have been avoided.



## THE SOLUTION

By partnering with Certilytics, our customers enhanced the patient risk identification process with prospective analytics that accounted for a patient's likelihood of modifying behavior if targeted by a care manager. Rather than focusing on patients already diagnosed with chronic conditions, Certilytics' predictive models identified patients at high risk of developing chronic conditions, enabling earlier interventions to prevent high cost events.

Our Risk Scores & Clinical Analytics solution leveraged our AI- and machine-learning platform to stratify patients based on the optimal combination of three factors:

### ▶ **Emerging Clinical Risk**

The prospective likelihood of a patient developing chronic diseases or utilizing high-cost services such as the Emergency Room

### ▶ **Prospective Financial Risk**

A patient's predicted financial risk over the next twelve months based on medical history, utilization patterns, gaps in care, demographic data, and other non-traditional data sources

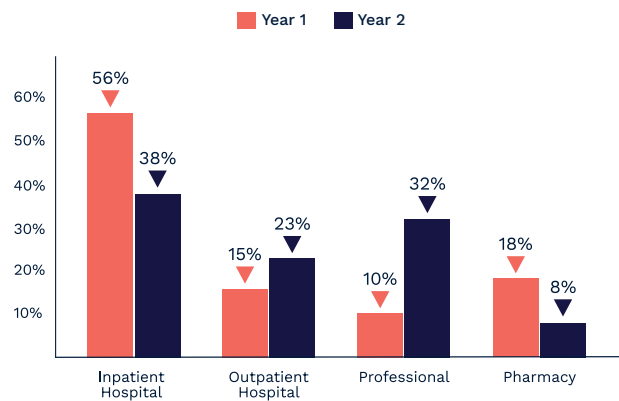
### ▶ **Engagement Probability**

The likelihood a patient will adjust behaviors because of outreach from a nurse or care manager

# THE RESULTS

By targeting patients based on prospective measures, including the likelihood of engagement, the national insurer achieved cost savings and improvements in utilization patterns, according to a Certilytics comparison of the riskiest patients from Year 1 to the riskiest patients in Year 2.

## Proportion of Spend by Service Type



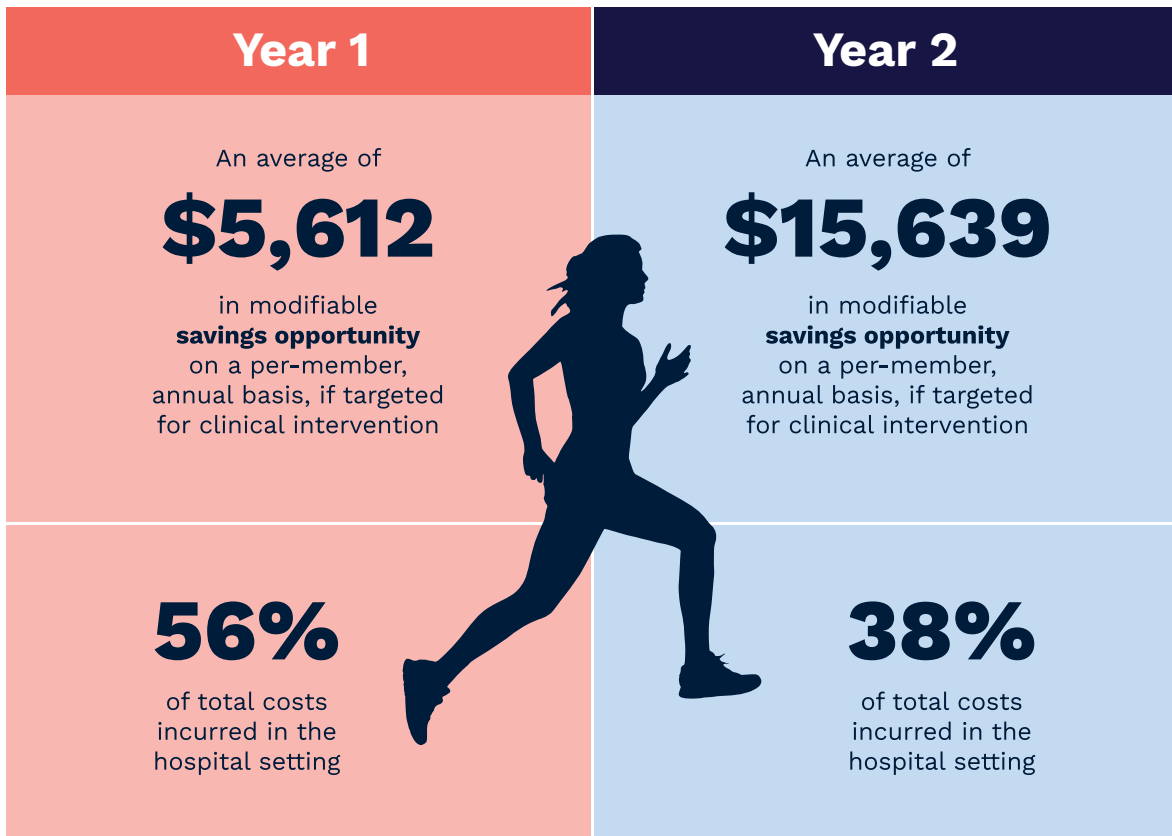
Using Certilytics products, a national insurer was able to change year-over-year utilization patterns, shifting away from high-cost inpatient admissions toward lower-cost preventive services utilized on an outpatient basis.

**3x**

more savings opportunity across their membership

**2.6**

times likelier to respond to clinical outreach than average





**Schedule a Meeting with Us**

Learn more about how you can leverage predictive risk scoring strategies to improve your population's clinical and financial outcomes.