

An Opportunity-Focused Approach to Population Health Management



Maximize the Value of Every Healthcare Dollar

Certilytics is *the* transformative analytics partner for a rapidly growing number of the nation's largest health plans and employers. These organizations are saving **\$200 PMPY** through our innovative approach to population health management that emphasizes prospective opportunity over reactive risk.

The problem

Traditional health management analytics — especially those provided by some of the largest legacy vendors — focus on retrospective measures of risk, including whether a member suffered a high-cost event or was diagnosed with a chronic condition *in the past*.

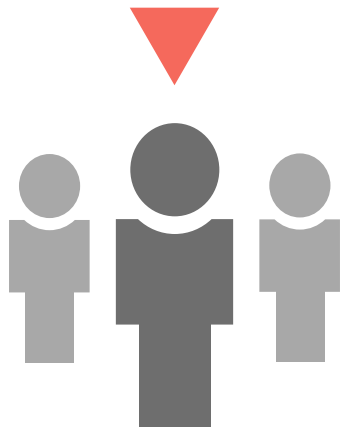
But this approach leaves out many additional members who have emerging clinical risks that, without intervention, will impact them *in the future*. By ignoring such members, these legacy vendors are providing an incomplete picture of health — and missing an important opportunity to proactively impact health outcomes and control costs.

The Solution

Today's leading population health management companies focus on prospective opportunity analytics. At Certilytics, we want you to intervene *before* a member ends up in the emergency room or is diagnosed with a chronic condition.

Our solution is grounded in the **Opportunity Framework**, which shows you the value, in dollars, of intervening to mitigate or prevent adverse outcomes such as hospitalization or non-adherence to medications. This unique approach ensures that financial and clinical stakeholders are aligned in their strategy, resulting in more effective health management. It also gives our customers the ability to differentiate themselves from their competitors and demonstrate value in performance-based pricing arrangements.

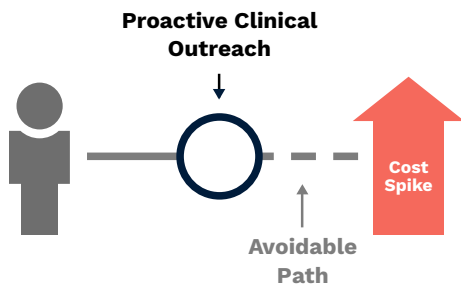




Turning Data Into Opportunity

Our population health management solution equips you with patient-level risk profiles that enable earlier interventions with the members who will benefit most from clinical outreach.

These risk profiles provide everything you need to know about a patient or plan member—retrospective and prospective—combined with risk stratification that accounts for each patient's likelihood of changing their behaviors as a result of clinical outreach.



Patient-level Data Points:

- **Brainstorm® Model Scores:** The output of over two-dozen predictive financial, behavioral, and clinical models
- **Measures:** Performance and quality measure outputs, including gaps in care
- **Opportunity:** Predicted financial opportunity from avoiding negative health outcomes
- **CORE Conditions:** Top chronic or acute conditions
- **CORE Events:** Most recent healthcare visits
- **Certilytics Health Index (CHI) Score:** A single risk stratification measure that combines current and future risk with a patient's likelihood of engagement

Learn More

For a free consultation with our team of experts, contact us:
contact@certilytics.com