The OA Behavioral Health Analytics Platform

WHAT IS IT?

The Objective Arts Behavioral Health Analytics Platform (BHAP) is a behavioral health population health tool for outcome management. It is a Software as a Service technology for data-driven behavioral health care services. Government behavioral health plans use it, as do agencies of all sizes to manage the work of helping clients make progress. It is a data engine for making the most efficient and effective decisions for a client over time – across thousands of clients at scale. Or as one of our customers, a large California County puts it: "*It gives us the tools to make our operations work*." This client has a top tier electronic health record system, but BHAP is what they use to manage their internal service organization and seventy plus contract agencies. One of our current prospects recently told us "**our** *EHR just doesn't do this*".

BHAP is population health, but it also supports the work of managing individual caseloads as well as individual cases. BHAP's capabilities are intuitive and powerful in practice – and have been for more than ten years.

BHAP focuses on behavioral health but is data agnostic. For example, BHAP is a natural for a systematic social determinants of health measurement and management campaign.

CORE CAPABILITIES

I. Empower Data

Behind the scenes of many public or private behavioral health care providers is the creation of a numerical picture of a client. In California this is through use of the Child and Adolescent Needs and Strengths assessment (CANS) or the PSC-35. These are standards – almost transactional standards in that clinicians can talk to other clinicians about their patients through these tools. These data can be aggregated to create indices about the overall inbound level of care as well as progress towards outcomes both for individuals and at the agency level. But BHAP turns a behavioral health encounter into a portfolio of these numeric data, which can be enriched over time.

II. Empower Data at *Any* Level

BHAP finds outliers and drives questions. It could be targeting an agency that has many patients with a particular issue, or small pockets of clients that score in acute ranges on assessments. But the BHAP customer, such as a California county, can have a conversation with a contract agency about their overall level of care burden and then drill down to individual cases to ask the question of "what's happening with this child – did we get the measurement right? Or are we failing to serve this client well?"

III. Empower Data over Time

BHAP is built for repeat measures so organizations and health plans can drive outcomes in a positive direction. The software is all about trajectory. While the severity of an individual case as it comes in the door is critical, having a data driven conversation over time is perhaps more important. BHAP enables detailed analysis of overall improvements, or the lack thereof, in key areas, be they depression, anxiety or others and put these numbers in a larger population context or transform through algorithms. BHAP is always "listening" for direction in outcomes.

CUSTOMER QUOTES:

"It's a telescope. It operates from top to bottom – from all our agencies to one child in detail, all with one tool."

"We manage seventy-six agencies with 13,000 to 14,000 children in care all through Objective Arts."

"There is a consistency of product and work model across all of our agencies."

IV. Constantly Generate Questions That Drive Action in the Client's Best Interests

BHAP generates completely standard analytics across organizations regardless of their EHR. Its reporting system is designed by client or plan and pushes data hands-free that differ only in the data, not the measure or the analytic question being probed. For example, a jurisdiction can push unlimited versions of a risk report, identical from one organization to another in its form, but completely different in the data it contains. The uniformity of analytic tools gives a plan or payor the ability to have the same conversation with every provider in its network following the same script.

"All our management tools are the same no matter what we are talking about – a whole agency or a single child. It (BHAP) is completely global."

V. Unify the EHR Universe for the Well-Being of the Client

Every agency should have the ability to choose an EHR that it prefers. BHAP is completely EHR agnostic. In fact, BHAP can accept any data from any system as long as it conforms to a simple predefined format. Agencies can generate reports from data that is part of a protocol like the PSC-35 or CANS, along with related data from the EHR that is not included in either assessment protocol.

"Objective Arts allows us to score clients, so we know whether or not any child is being served with the right level of care."

VI. Be SaaS

BHAP requires an hour to full production readiness. We have run on the AWS Cloud since 2009 in full HIPAA compliance.

"It allows all of our communications to be data driven."

VII. Satisfy Customers

On a recent proposal we scored 239 out of a possible 240 points in the customer rating section of the RFP. Not perfect, but we invite you to talk to any of our customers about responsiveness and durability. We have not had a service outage of any kind in more than seven years.

"It allows you to say to an entire agency – this is how you are doing."

FEATURES

- Highly performant and durable
- Unifies multiple agencies to production in weeks
- OA tech has a long heritage managing PHI for government entities in the AWS Cloud – more than 10 years
- All communication is transmitted over encrypted channels
- All data is encrypted at rest with 256-bit Advanced Encryption Standard (AES-256)
- Uses best of breed Cloud security for its infrastructure
- Carefully managed audit trails

For more information, please contact Steve Grant sgrant@objectivearts.com or Matt Deceunynck at mdeceunynck@objectivearts.com, or by calling 847-417-0535.