

Identifying Target Populations for Improved Performance

Defining Subsets for Segmentation Analysis, Metrics Achievement and Outreach Activity

Alternative payment models such as value-based care (VBC) contracts can have a dramatic impact on the revenues and bottom lines of payors and providers. For the two groups to align requires preparation, a deep understanding of the health and well-being of members or patients and specific strategies that improve quality and reduce costs while enhancing clinical outcomes.

To achieve these aims, payors and providers must look at high cost, high risk or otherwise remarkable segments of their total population and analyze common attributes to determine with what priority the challenges and potential of each group should be addressed. For instance, to ensure members or patients have timely cancer and hypertension screenings, a payor or provider may identify members or patients who have missed annual wellness visits and reach out to prompt an appointment. In addition, providers can use this capability to analyze EHR data and pool patients with suspected medical conditions. Informed updates to their problem lists will direct accurate coding, timely intervention and appropriate recall to mitigate related medical risks and reduce avoidable spend.

How do payors and providers come to understand these cohorts and their needs? They leverage advanced analytics to extract and aggregate members or patients who show common traits.



With Population Builder:



Users can define their own cohorts for clinical goal setting, tracking over time, intervention, etc.



Identified groups can be used across CoreTechs® Dynamic VBC Analytics modules.



Payors and providers can resolve risk-adjusted factor (RAF) opportunities by identifying people who have not had a qualifying encounter in the last 18 months but show risk attributes.



Patients and members can be referred to care management or social assistance programs they need.



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Build your own population in real time. As a foundational enabler of analytics and insights delivered through our CoreTechs® product, Population Builder improves system-wide efficiency, aids clinicians and supports administrative strategies to meet financial and operational goals.

In fact, Population Builder serves three main purposes.

1. It enables focused study of a population of interest to influence VBC contracts, RAF score modifications, chronic care management programs and more.
2. It helps define the appropriate measures for distinct groups and their care. Dashboards reflecting measure performance for these groups can trigger rapid response. Performance improvements can lift the quality of care for the organization overall.
3. It supports workflow creation for outreach and action.

We believe that analytics can play a significant role in improving economic and health outcomes, but one of the key challenges our clients face is knowing where to focus their efforts. We have developed a framework that enables us to partner with clients to determine the highest priority initiatives to focus on and leverage advanced analytics to optimize VBC performance.

CoreTechs® Dynamic VBC Measures and Analytic Insights

- Dynamic measures dashboard that includes high-priority outcomes measures
- Ability to configure outcomes and process measures to reflect organizational performance goals and program processes
- Advanced analytics-driven insights into evolving performance drivers and trends to inform continued prioritization of improvement initiatives and activities

Advanced Analytics Solutions

- Targeted advanced analytics solutions to optimize performance against specific cost and quality measures with a focus on key performance VBC performance areas, including Clinical Quality & Safety, Effectiveness of Care, Care Coordination, Cost Optimization, Network Management and Patient Experience

Advisory Services

- A comprehensive assessment that determines high-impact measures and identifies critical data and analytics capabilities to accelerate value creation, to provide the largest impact on health outcomes and economic performance
- Selection of VBC programs and measures for analytics deployment to drive data-driven insights to drive ROI

Selecting the Right Partner to Optimize Performance

The marketplace for healthcare data and analytics partners is a crowded one. Key to the success of succeeding in a value-driven environment is selecting the right partner. Gray Matter Analytics is intensely focused on helping organizations manage cost and quality measures in value-based contracts to optimize economic and health outcomes.

Our Advisory Services provide clients with integrated services that optimize data and analytics capabilities, enhance organizational infrastructure, and accelerate the development of high-value use cases to better guide decisions and improve performance. Our CoreTechs® Dynamic VBC Analytics product is a subscription-based, Analytics as a Service (AaaS) cloud-native platform and solution suite that deliver pre-built foundational analytics solutions and targeted advanced analytics capabilities to healthcare organizations.

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