

HEDIS® & Prevention

Improve gap closure and HEDIS® performance by leveraging predictive insights to deliver personalized interventions.



Deploy timely, actionable, and relevant outreach informed by 90+ predictive models to empower gap closure based on individual risk and claims data to deliver better health outcomes and quality performance initiatives.

Member-Level Predictions

- Prioritize timing of outreach based upon non-compliance risks and volume of open gaps
- Predict barriers at the individual-level to deploy necessary interventions and personalized support

Engaging Content

- Empower health action and management with compelling, easy-to-consume video content
- Video content integrated within outreach builds health literacy and self-efficacy

Tailored Outreach

- Reduce abrasion by delivering highly relevant, personalized touchpoints based on predictions
- Promote access by addressing barriers and needs with tailored resources and benefits in real-time

Analyze & Optimize

- Understand population-specific and member-level barriers to optimize enterprise performance
- Quantify the impact of member outreach and correlation to health outcomes

Prediction-Driven Omnichannel Program

Engage and orchestrate tailored outreach to educate and activate members to close gaps across key measures.

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
HEDIS® “Drive to Doctor”			HEDIS® “Engage & Focus”				HEDIS® “End of Year Nudge”				
Disease Management Drive high-risk, unengaged members to a PCP and reinforce key health behaviors			Disease Management Provide quarterly reinforcement of healthy habits to maintain target blood sugar and cholesterol levels				Immunization Measures Promote screenings to lower non-compliance risk members with an open gap(s)				
Preventative Screening Measures Proactively promote required screenings to members at risk of non-compliance			Immunization Measures Inform members (or their guardians) of upcoming vaccinations and their importance				Preventative Screening Measures Provide a gentle reminder to encourage flu vaccination to members who have not received it yet				
Follow-Up Measures Drive unengaged BH/SUD members to a qualified provider, strengthening their relationship in event of a MI or SUD ED visit			Preventative Screening Measures Send fit-kits to moderate non-compliance risk members								
			Medication Adherence Measures Engage high risk, non-adherent members with refill reminders								

HEDIS® Solution Results

7.8pp

Increase in gap closure for members flagged as high risk for closing care gaps

17pp

Increase in gap closure for high-risk members reporting access barriers

37%

mPulse benchmark for gap closure improvement across HEDIS® measures