

Adopting Next-Generation Risk Adjustment Strategies to Support Value-Based Success

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THE RISE
ASSOCIATION

We are a network of health care professionals addressing the challenges posed by the emerging landscape of value-based care and government health care reform.

OUR MISSION

Our mission is to provide a community for like-minded professionals to come together for networking, education, and industry collaboration to stay ahead and advance their careers.

ONE ASSOCIATION
THREE COMMUNITIES



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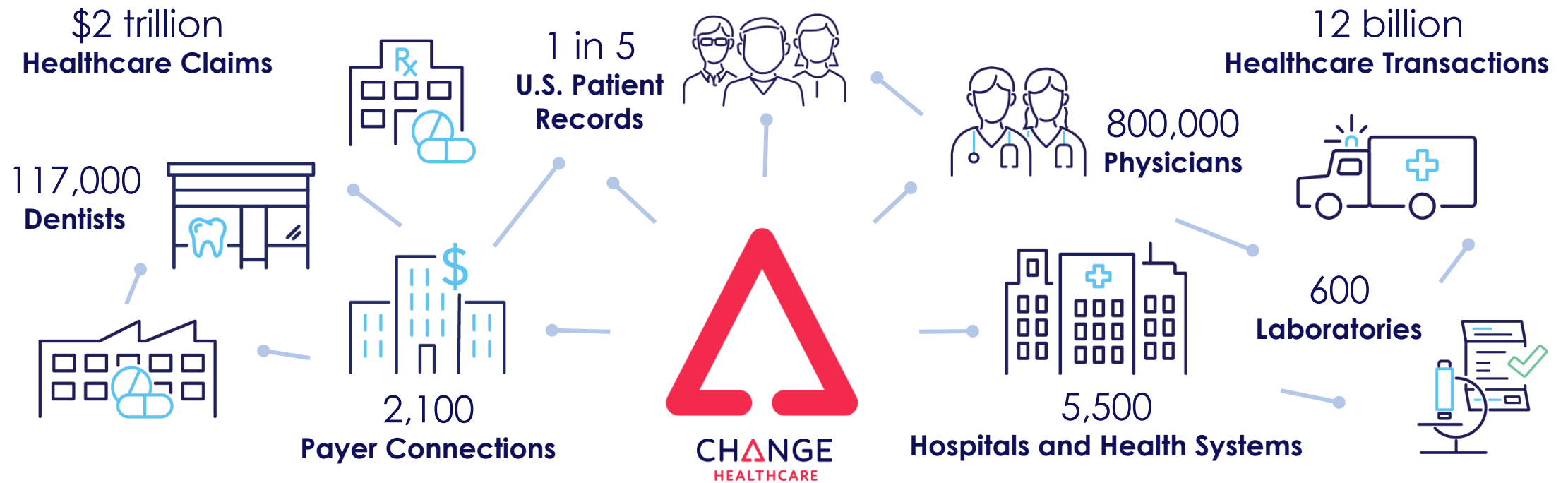
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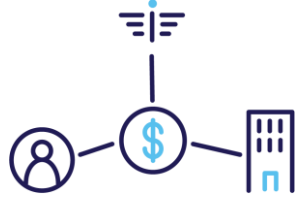
Innovation at the Center of the Healthcare Ecosystem



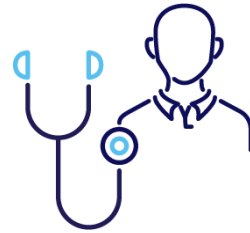
Driven by Market Forces, Data Will Be Key



Financial Pressure



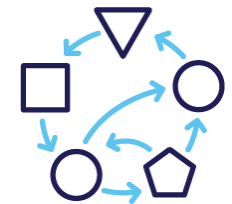
System Inefficiency



Rise of Value-Based Care



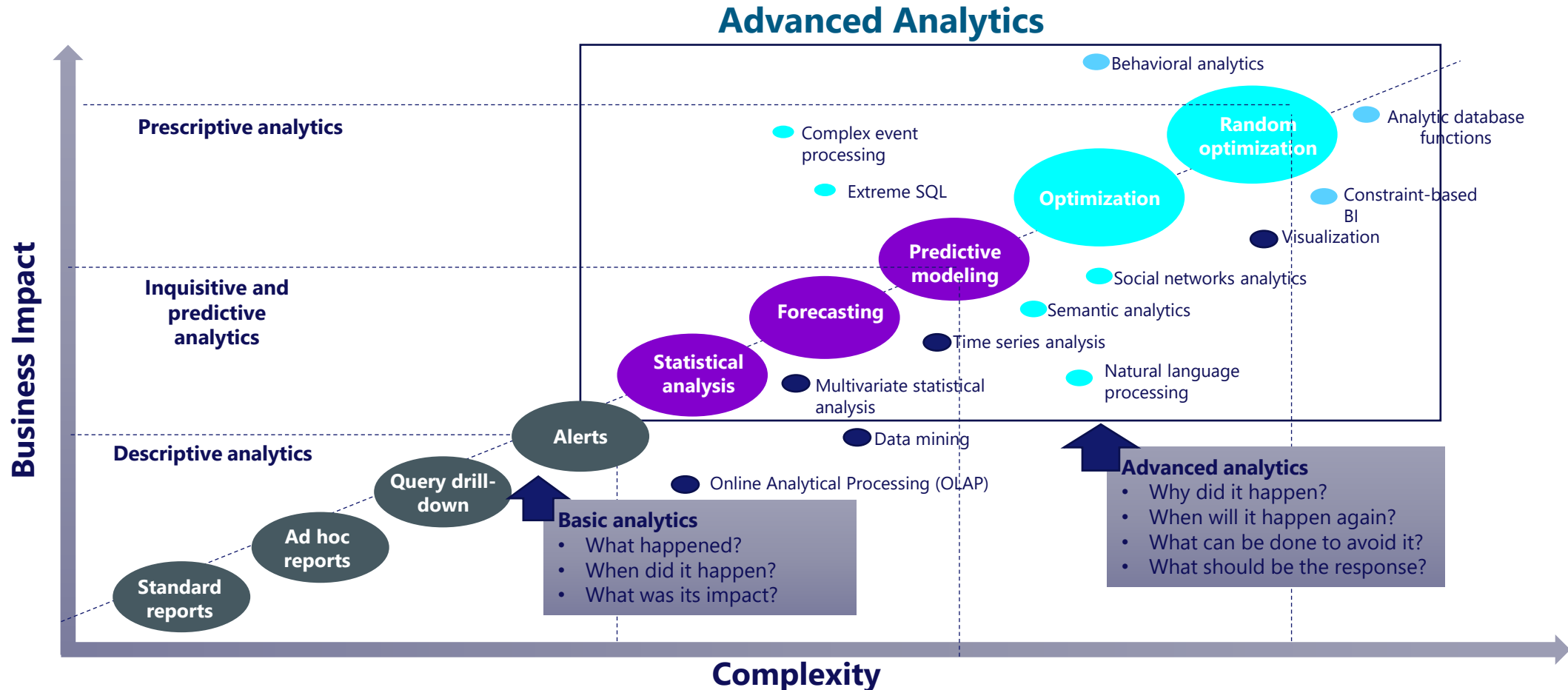
Increasing Consumerism



Information Complexity

DATA

In order to excel in today's healthcare ecosystem, companies need to extract real-time business value from big data.



Areas of Focus

We are embedding AI into our financial, clinical, and engagement solutions to help you run your business better, faster, and more cost-effectively.



Claims Lifecycle Management Process Helping payers and providers create efficiencies and reduce the cost burden throughout the claims process. Examples include: predicting denials, optimizing claims submissions, and providing next-best-action recommendation.



Medical Coding Helping to take the manual process out of proper coding. With machine learning, this action can be completed at significantly faster speeds and at lower costs.



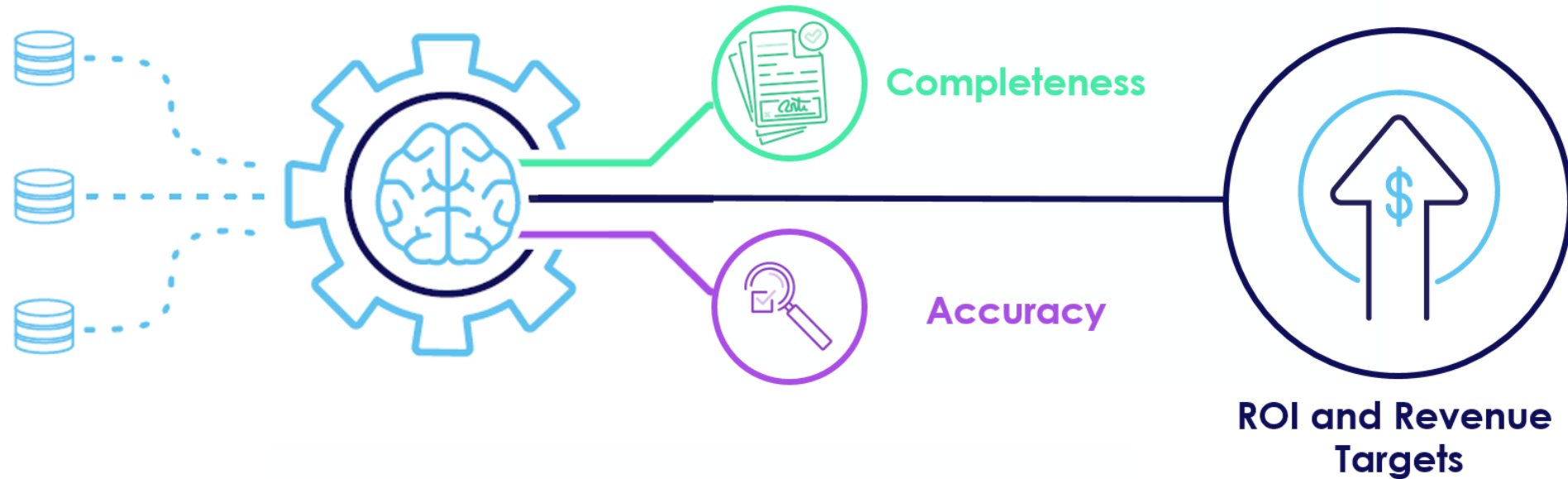
Consumer and Patient Engagement Helping to increase consumer/patient experience and engagement by pairing AI with behavioral science to humanize machine-learning insights.

+ More

Most projects are evaluated with the threshold criteria of providing incremental **client value** through precision augmented by **1000x speed** and **10x cost improvement**.

Modernize Traditional Predictive Models with AI

Identify Member Gaps and Create Optimized Target Lists



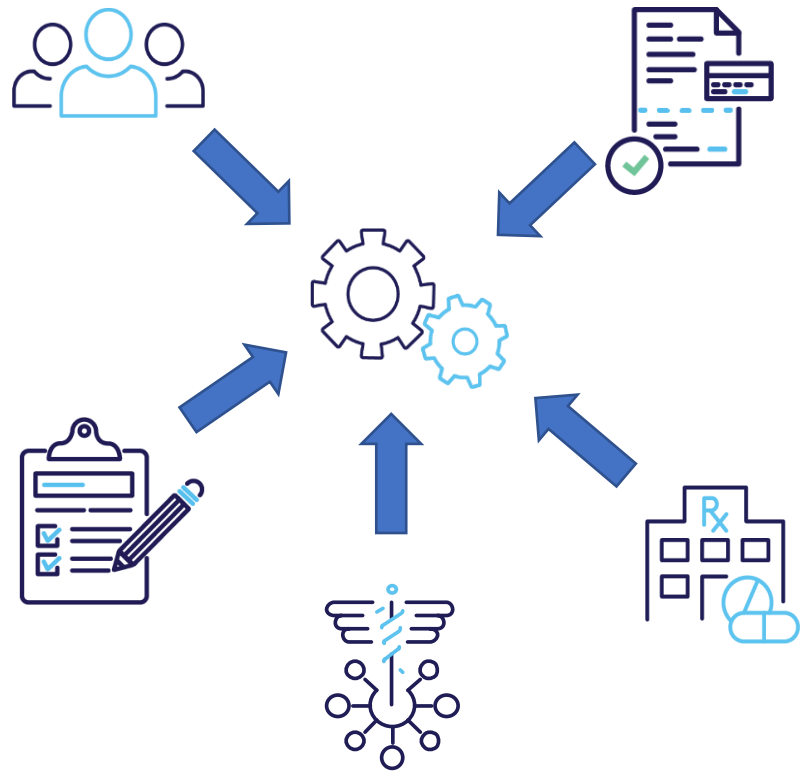
INPUT DATA

PROCESS DATA

OUTPUT RESULTS

Achieve higher-quality predictions on a larger set of members.

Leveraging Machine Learning to Close Gaps



Predict and Close Gaps at Scale

Looks at hundreds of features from data sources, including Member, Provider, Pharmacy, Demographic, and Persistency data to predict data gaps.

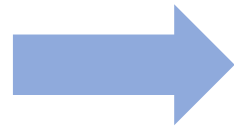
Artificial Intelligence Yields Significant Results

Targeting analytics leverages advanced artificial intelligence (AI) models and extensive data sets including risk adjustment, quality, socioeconomic, and other related data to identify member gaps and create retrospective and prospective target lists.



Artificial Intelligence and Big Data

- AI experts develop sophisticated models that provide flexibility and power to generate higher-quality predictions on a much larger set of members
- AI combined with big data provides a powerful foundation for heightened innovation



Intelligent Selection

- Identifies the greatest recovery opportunity
- Decreases the number of chases to receive the same result
- Enables inclusion of additional members

Artificial Intelligence Modeling Yields Demonstrated Results

Optimized ROIs help ensure revenue targets are met



26% increase in revenue per Medicare chart

Commercial: **1.2%-5.8%** PLRS increase



112% increase in additve HCCs/chart

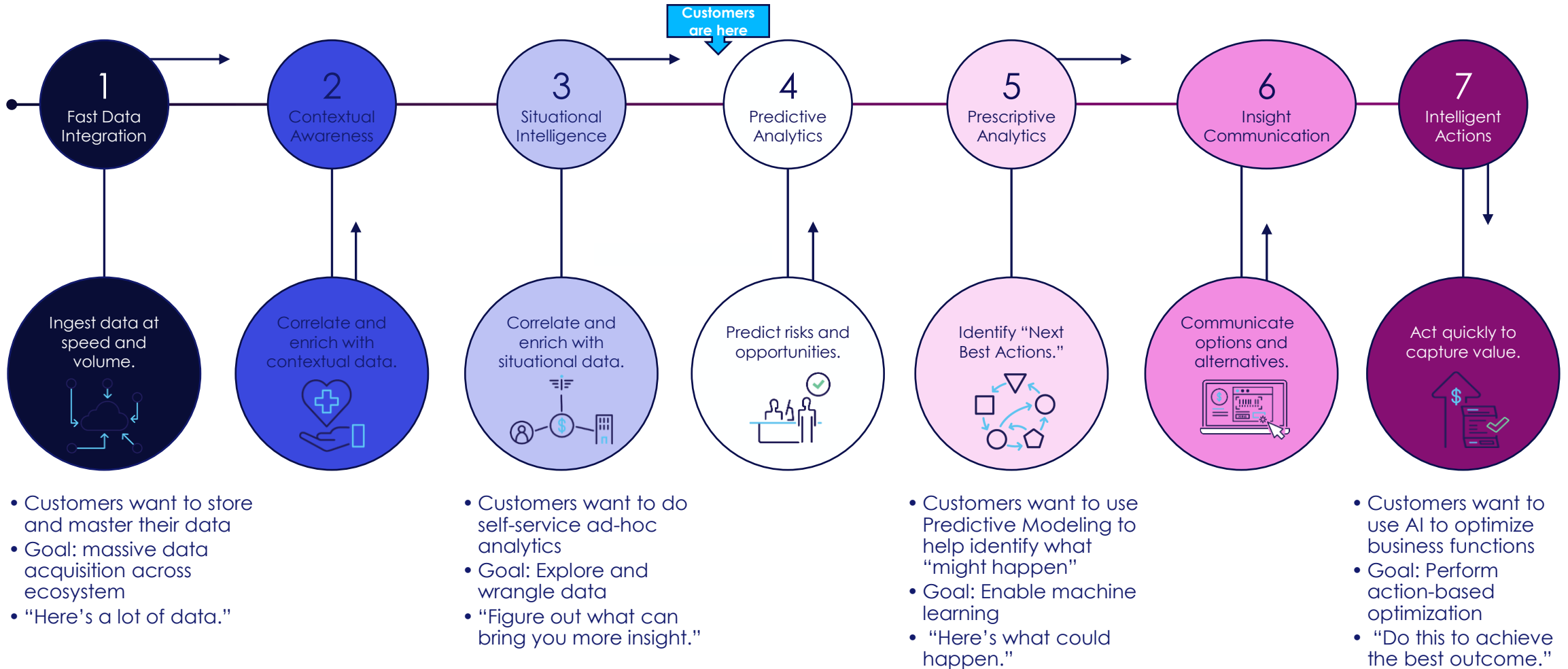
Industry-leading returns



Medicare RA Chase lists have seen **38% increase** in average ROI (9.0 to 12.4)

Source: Change Healthcare internal data and analysis

Our Future: “Insights as a Service”



Contextual data is information that provides context to an event, person, or item. A good example is SDoH.

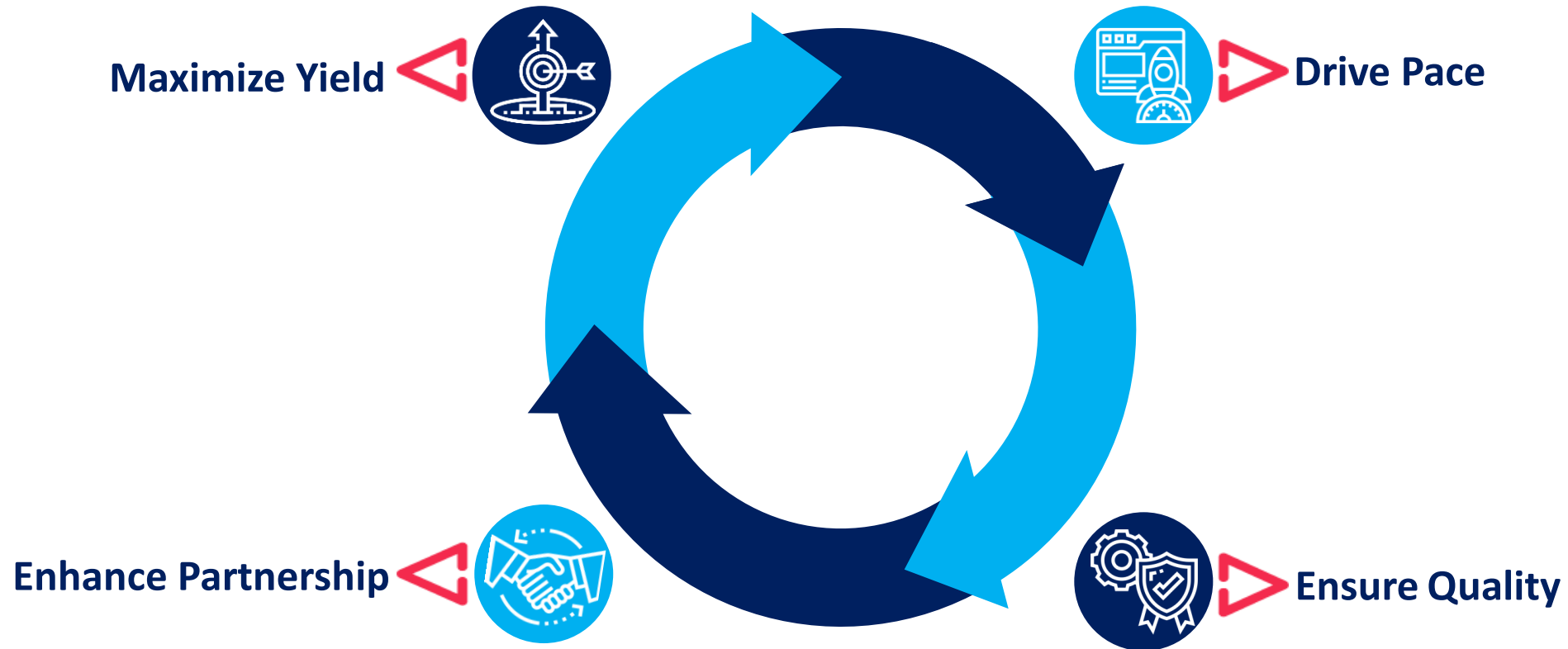
Situational data helps identify customers based on the environment in which they are interacting (e.g., who, what, when, where, why).



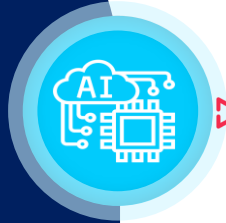
MEDICAL-RECORD RETRIEVAL

Building Blocks for Successful Medical-Record Retrieval

STRATEGY-BASED APPROACH DESIGNED TO:



APPLIED TECHNOLOGIES DRIVING INDUSTRY INNOVATION



▷ Artificial Intelligence (AI)



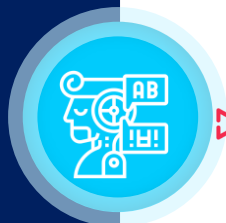
▷ Intelligent Process Automation (IPA)



▷ Behavioral Science



▷ Data Science



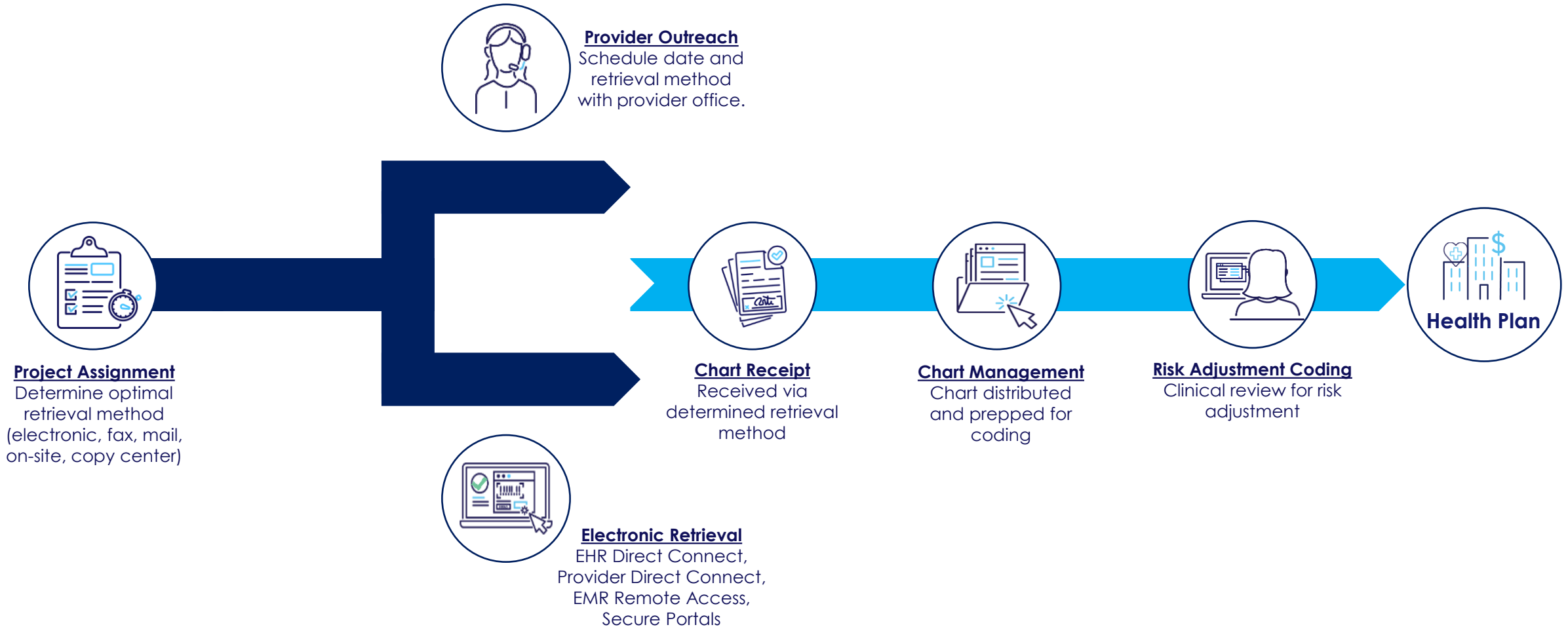
▷ Natural Language Processing (NLP)



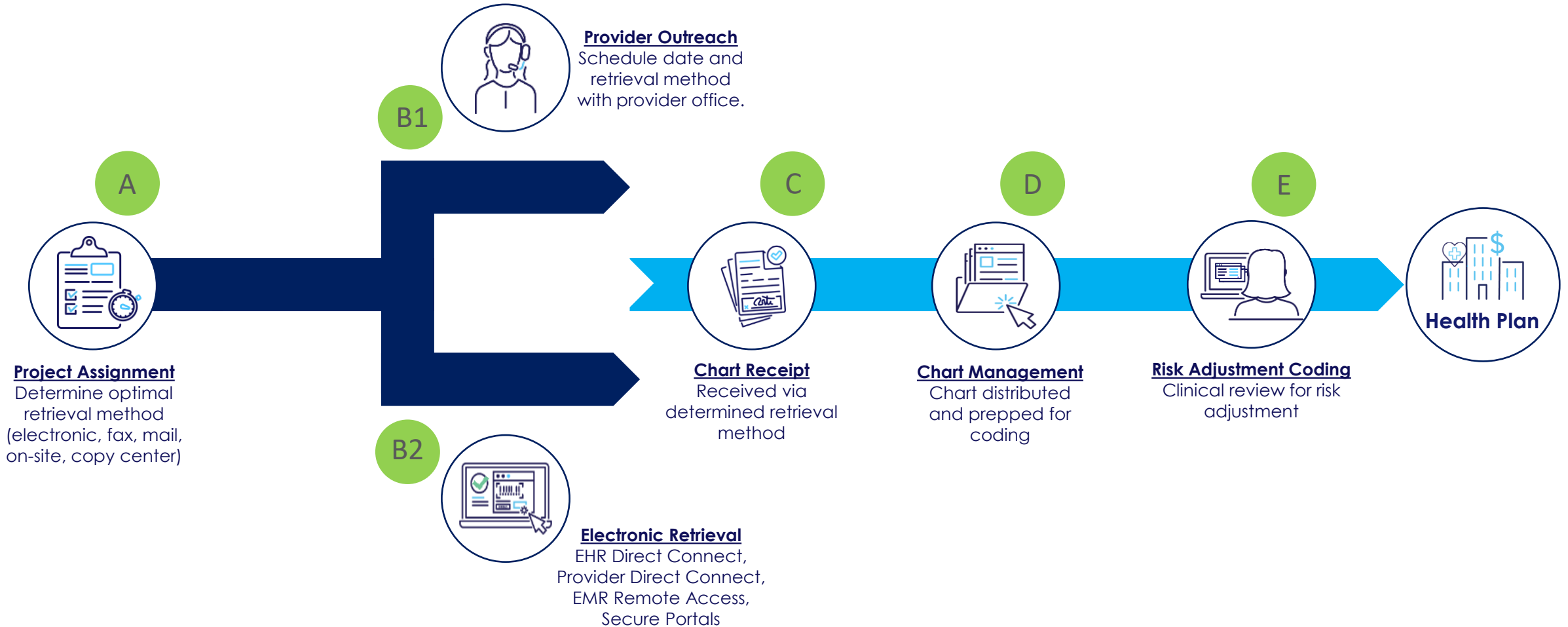
▷ Tech Enablement

Technology Is Only Innovative When It Adds Value.






High Level Overview – Chart-Retrieval Life Cycle



High Level Overview – Chart Retrieval Life Cycle*



Applied Technologies Matrix

	Stage A Project Assignment	Stage B1 Provider Outreach	Stage B2 Electronic Retrieval	Stages C & D Chart Receipt and Chart Management	Stage E Coding
 Data Science	<ul style="list-style-type: none"> › Leverage predictive analytics to draw insights from project files at inception using algorithms. › Detect error patterns. 	<ul style="list-style-type: none"> › Leverage Historical Data Analysis to understand provider behaviors. › Guide call strategies and resource prioritization. 	<ul style="list-style-type: none"> › Leverage algorithms for documentation compliance. › Prioritize and group data to maximize medical-records retrievals. › Tracking & Reconciliation 	<ul style="list-style-type: none"> › Enhance transparency for retrieval status at the medical record, project, and provider levels. 	
 Tech Enablement	<ul style="list-style-type: none"> › Enable API endpoints. › Validate, enrich, and normalize data. › Expedite cleanup and consolidation. 		<ul style="list-style-type: none"> › Technology-enabled back-end record-processing capabilities. › Innovative integration with providers' systems 	<ul style="list-style-type: none"> › SFTP and API integration to facilitate rapid exchange of data › Medical Record Data Cloud 	<ul style="list-style-type: none"> › Optimize capabilities, capacity, and production.
 Behavioral Science		<ul style="list-style-type: none"> › Optimize call scripts and messaging for provider engagement. 	<ul style="list-style-type: none"> › Support strategy and solution design for future iterations. › Optimize call scripts and messaging for provider recruitment. 		
 IPA	<ul style="list-style-type: none"> › Accelerate scheduling pace. › Boost early and overall retrieval. 		<ul style="list-style-type: none"> › Accelerate retrieval pace. › Reduce operational errors and ensure consistency in quality. › Support the most efficient use of resources. › Increase productivity. 	<ul style="list-style-type: none"> › Optimize data processing. › Accelerate chart-intake processes. › Reduce operational errors. › Eliminate medical-record image-transfer downtime. 	
 AI	<ul style="list-style-type: none"> › Identify most effective and efficient retrieval method at inception › Automated and seamless routing of requests to the proper channels for collection 		<ul style="list-style-type: none"> › Minimize avoidable PHI disclosures 	<ul style="list-style-type: none"> › Pre-analyze medical records to prevent delays in Coding › Discover additional opportunities for recapture › Medical Record Indexing 	<ul style="list-style-type: none"> › NLP tools to highlight diagnosis codes for review and assessment

Why Electronic Retrieval Matters



Channels Under the Electronic Retrieval Umbrella



EHR VENDOR - DIRECT CONNECT

Automated solution using a secure and direct connection to an EHR vendor's system

PROVIDER - DIRECT CONNECT

Automated solution using a secure and direct connection to a Provider's EMR system

CLINICAL DATA EXCHANGES

EHR integration solutions, cloud-based interoperability, and API connections

EMR REMOTE ACCESS

HIPAA-aligned remote connectivity

SECURE, ENCRYPTED PORTALS

Secure file sharing solution using dedicated credentials to enable record transfers

THANK YOU

