

Providing superior care management outcomes

WHITEPAPER



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INTRODUCTION



Business and care management (CM) solution context

The British entrepreneur, innovator, and Virgin Group mogul Sir Richard Branson once noted “if you find yourself stuck in the middle, there’s only one way to go, forward”. He could well have been describing the plight of US health plans, who take financial risk for claims largely determined between consumers and providers, comprising 85% of premium revenue. Given that many health plans are dependent on legacy care management solutions, which have recently been shown to miss 90% of the cost of care opportunity,¹ being stuck in the middle with uncontrollable financial risk clearly warrants a giant move forward.

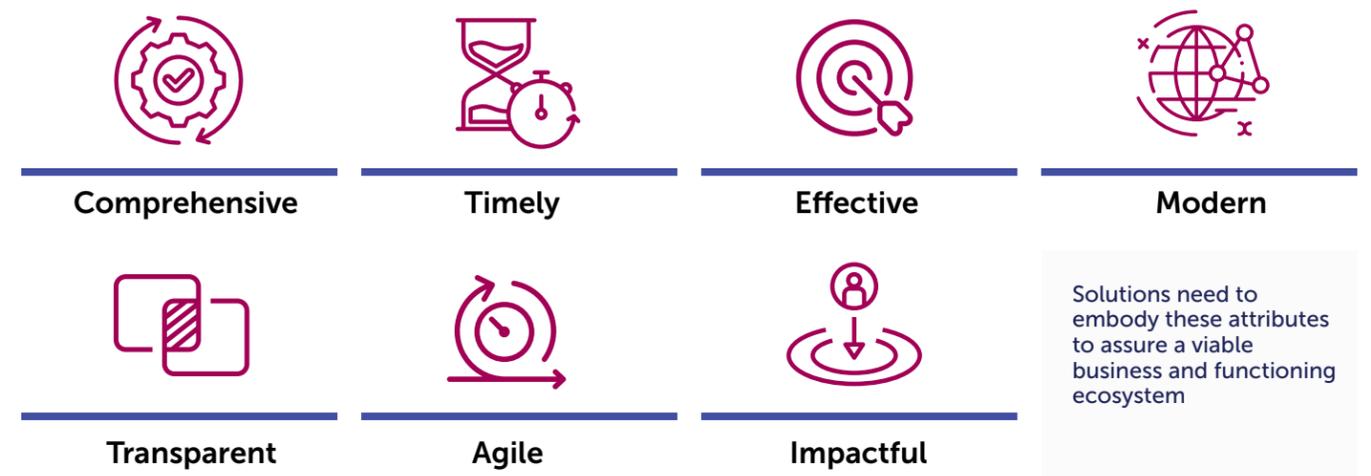
“If you find yourself stuck in the middle, there’s only one way to go, forward”

- Richard Branson



Further exacerbating the position of health plans seeking superior care management solutions is the demands of the modern healthcare consumer and velocity of the digital health marketplace. Consumers demand the same degree of speed, transparency, and user-friendly design in care management engagement that are provided in other personal and business relationships (shopping, banking, travel, wellness, etc.) enabled by omnichannel capabilities.

MEETING THE NEEDS OF THE MODERN CONSUMER

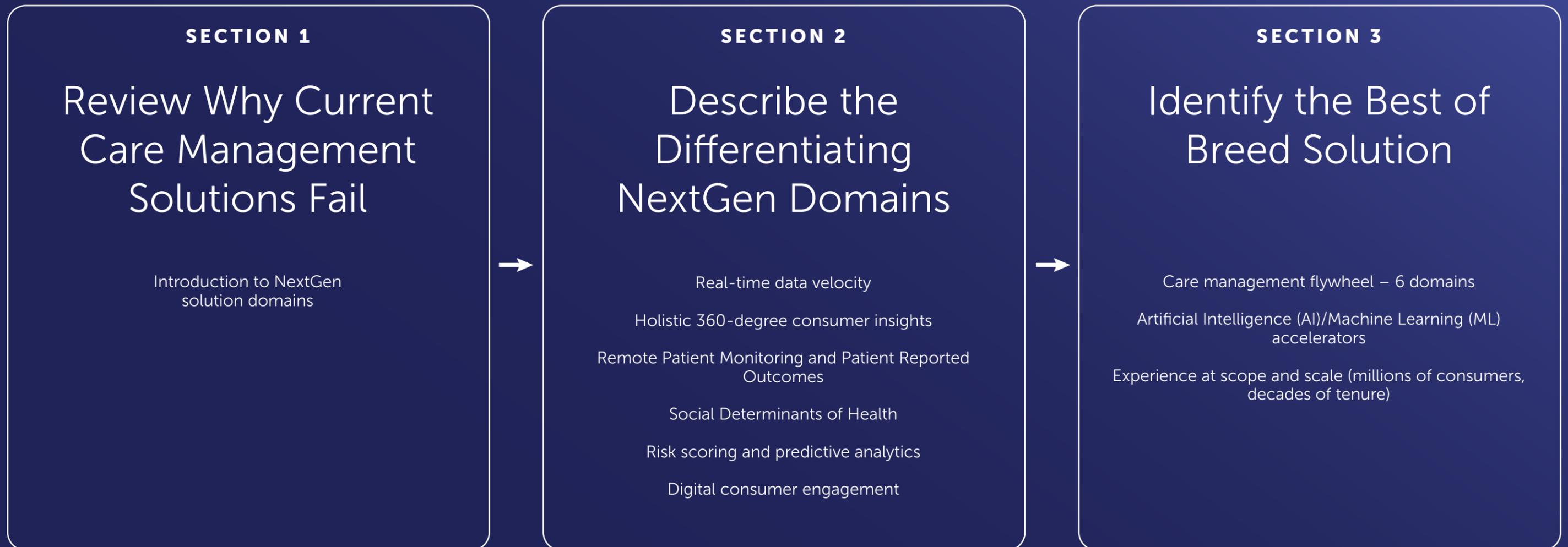


While legacy care management solutions provided value through streamlining workflow and integrating components of the consumer care journey, they were not designed to succeed at the speed and complexity of the current healthcare marketplace. Complexity of disparate data sources and timing, demands of modern healthcare consumer, digital and omnichannel engagement forum requirements, holistic consumer 360 perspectives on health need and actions, and speed of evolution across the ecosystem require a purpose-built, modern care management solution to truly move the needle of healthcare outcomes.

To chart a course to the future to unstick health plans and enable a move forward with purpose-built care management solutions requires a vision for best practice capabilities meeting modern consumer needs.

WHITEPAPER ROADMAP

Solution framework



MARKET LANDSCAPE



Understanding NextGen care management solutions

According to the 2023 Gartner® Market Guide for U.S. Healthcare Payer Care Management Workflow Applications report:

“Business, clinical, and IT leaders are frustrated with incumbent care management solutions because of the difficulty in adapting solutions to changing requirements and implementing new medical management practices.”²

“A new generation of care management solutions is emerging from CRM vendors, visionary incumbents and internal development; these solutions are more forward-compatible with emerging requirements.”²

“In recent RFPs, there has been growing emphasis on a number of issues. These include

- process automation (especially for prior authorization)
- digital member and provider engagement
- retail and home-based care management
- clinical data integration
- health equity
- analytics deployed into workflow
- and integration with member services to support the “health concierge” model.”²

All of these requirements of NextGen care management solutions deliver optimized insights tailored to holistic consumer needs and potential health events, deployed at the time of impact to consumer decisions and actions throughout the continuous care journey. It is this flexible but comprehensive NextGen care management solution that accelerates improved outcomes, thereby fostering learning and agility to evolve concurrently with future consumer and care management program needs.

NextGen care management solutions are powered by six interdependent, mutually reinforcing domains, each of which is further described in the next section.

CARE MANAGEMENT DOMAIN

SUMMARY VALUE PROPOSITION

Real-time data velocity

Currency of intelligence

Holistic 360-degree consumer insights

Focused consumer-centric insights based on analytics integrating consumer data across their care journey

Remote Patient Monitoring and Patient Reported Outcomes

Complementary healthcare data source, direct from the consumer

Social Determinants of Health

Comprehensive whole person perspective on risk factors and interventions. Closed loop referral

Risk scoring and predictive analytics

Prioritized risk and impactability metrics for CM engagement

Digital consumer engagement

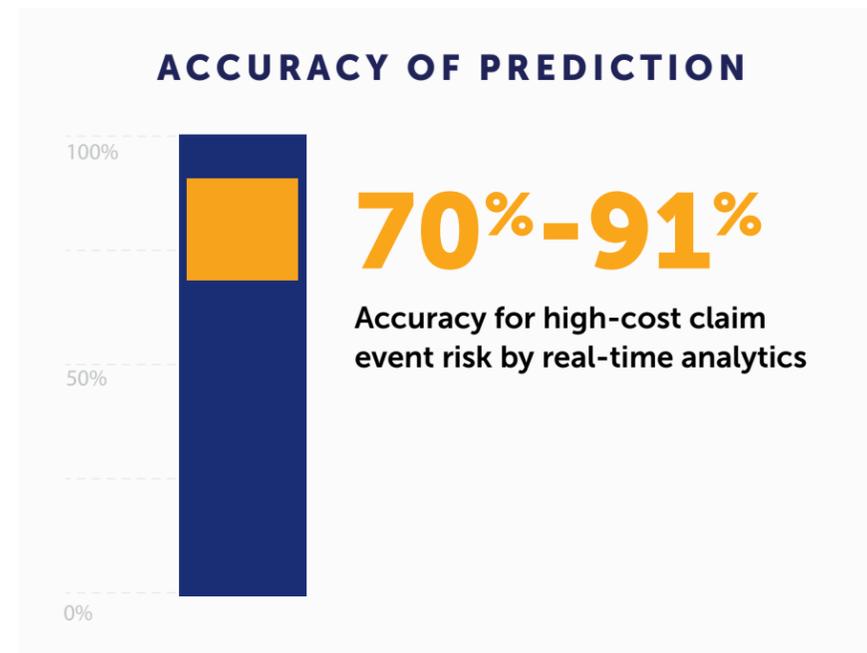
Consumer-preferred tailoring of communications, 24/7 consumer outreach

THE SIX CRITICAL DOMAINS



Why it matters

The expression “an ounce of prevention is worth a pound of cure” could not be more fitting to the care management function. The success of care management in identifying, engaging, and influencing consumer and provider behavior towards optimal health and economic outcomes relies critically on timely insights available to all stakeholders at the point of decision and care. Timeliness is only enabled by real-time consumer, clinical, claims, provider, event, and SDoH data velocity, consistently and intelligently mined for the most impactful next best action. While achieving this aim is difficult, the value is hard to overstate. For example, real-time data enabled analytic models are shown to predict the risk of high-cost claim events for cardiac and other diseases at 70%-91% accuracy³.



Unfortunately, legacy care management source data latency can involve delays of days, weeks, or even months specific to claims data. This data is further challenged by inconsistent, siloed, disparate definitions, sources, and inputs that must be effectively ingested and enriched within the care management system, inhibiting a true timely 360-degree view of the consumer and the anticipated impact and outcome of the next best action.

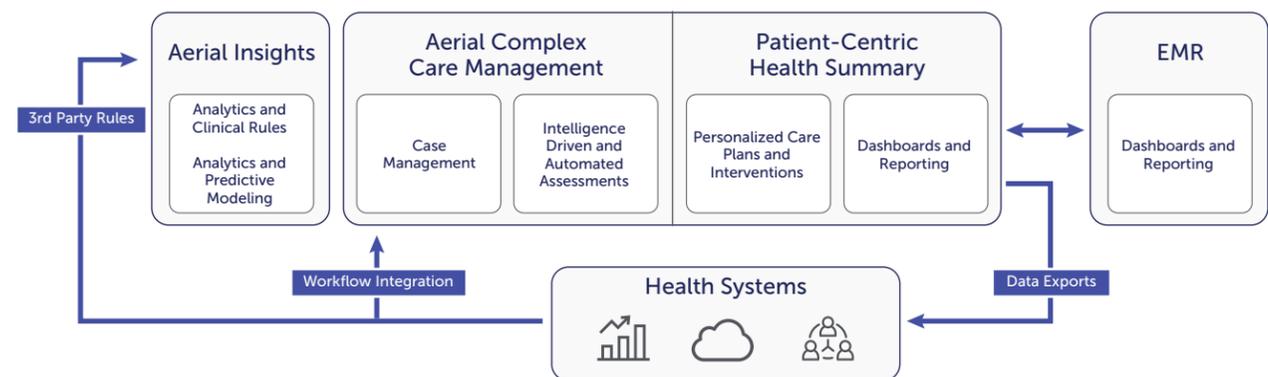
How it's delivered

Accordingly, best of breed care management solutions foster real-time data velocity through tools addressing these challenges thereby promoting consistency, agility, and flexibility of data ingestion, enrichment, analytics, and deployment.

Required capabilities

Specifically, key capabilities include timely data ingestion and enrichment engines, flexible API gateways for agile incorporation of all relevant sources, and strategic third-party integrations. In aggregate, these capabilities allow for an integrated 360-degree consumer view of real-time next best actions based on likelihood and impactability for care managers to engage with consumers and providers towards the best outcomes.

Real-time data velocity ensures optimal intelligence across data sources driving timely engagement



THE SIX CRITICAL DOMAINS



Why it matters

Leveraging the power of real-time data velocity and data insights from RPM, PROs and SDoH, NexGen care management solutions can now begin to lay the foundation of a holistic view of their consumers.

To begin, it's imperative to center around a core definition of "consumer 360" as it relates to care management solutions. What sets a 'gold standard' program apart is not simply aggregating data from disparate systems into a single, consolidated source, it's about having the capability to draw insights from that data on both a historical and an ongoing basis. Consumer growth, retention and engagement are parts of an ongoing cycle and as such, care management solutions need to continuously monitor and match consumer needs and expectations as the relationship with that consumer grows and evolves.

Without the ability to truly understand each consumer, organizations are leaving money on the table and need to find ways to increase consumer engagement to drive profitability. A recent study has shown that only 20% of all consumers at risk for unplanned readmissions are actually identified, 15% successfully reached and of that, only 6% engaged enough to change their behavior to avoid readmission⁴. To compete, organizations need to dramatically increase their reach and engagement rates.



How it's delivered

With the ability to understand consumers with a 360-degree view, a care management solution is now able to focus on key components to driving organization success:

- 1 Identify and improve data quality:**
 With consumer data integrated, organizations can begin to identify and reduce data redundancies and remediate data quality issues.
- 2 Introduce holistic reporting:**
 With 'single pane of glass' reporting, organizations can now clearly understand and analyze individual consumers and begin to properly cohort or segment users to understand their consumer lifetime value and prioritize distinct engagement techniques for each group.
- 3 Optimize engagement efforts:**
 Understanding a holistic view of a consumer allows an organization to cultivate a relationship more efficiently and effectively via specific, appropriate outreach and marketing campaign efforts.
- 4 Enhance customer service:**
 Having the history across all engagement channels from customer service call center, consumer portals and mobile apps can assist in resolving customer questions, concerns and issues from the historic behavior seen.
- 5 Personalize experiences:**
 Creating a true omnichannel experience tailored to each consumer's needs and leveraging communication preferences will ensure they always have the right information, at the right time, in the delivery method of their choice.

Required capabilities

Where care management solutions of today fail is not in the sole feat of combining data sources (though, that isn't an easy first step in itself) but in leveraging that cohesive data set to drive better business outcomes and deliver healthier lives for their consumers.

THE SIX CRITICAL DOMAINS



Ideal care management engagement and outcomes through 360-degree consumer insights

The creation of a true 360-degree view across all data domains: (payer, claims, admission, discharge, and transfer (ADT), labs, pharmacy, clinical, provider, etc.) is now table stakes but the programs that can quickly synthesize the data to produce true insights are those that will stand apart. Furthermore, this sets the foundation for mature, future analytics capabilities which will utilize AI/ML to discern specific populations and risks across innumerable data points (such as condition, location, payers/plans, SDoH and more).

With this domain fully realized, NextGen care management solutions will offer:

INTELLIGENT SEGMENTATION	PREDICTIVE ANALYTICS	CARE GAP CLOSURE	PERSONALIZED ENGAGEMENT	COORDINATED OUTREACH	CARE PLAN ADHERENCE	COST AVOIDANCE
Segment consumers into individual cohorts to understand their specific needs (imperative to supporting the management of chronic diseases such as diabetes, COPD, asthma or hypertension to name a few)	Produce ongoing, real-time analytics and reporting to understand medication adherence and track consumer progress throughout their care journey	Proactively identify a medication refill gap and worsening symptoms through analytics supported by Remote Patient Monitoring devices and Patient Reported Outcomes	Understand this consumer's communication preference (e.g. an identified higher reach rate on weekday morning calls or direct text (SMS) communication)	Engage both the consumer and practicing clinicians to learn more and work together to problem solve and identify concerns	Successfully connect and guide consumers back onto their needed, tailored care plan while leveraging their communication preferences to keep them on their path to better health	Prevent and avoid traumatic, and costly, emergency room or urgent care facility visits while keeping the focus on maintaining care in a more manageable state

THE SIX CRITICAL DOMAINS



Why it matters

While consumer care journeys inherently provide data across the care continuum (from hospital to office, to a home setting), many legacy care management data sources are limited only to clinical settings. By including data from both Remote Patient Monitoring and Patient Reported Outcomes, care management programs can create a more comprehensive view of consumer health across all settings supplementing clinical data.

Remote Patient Monitoring introduces additional data for care management solutions and allows a consumer's care team to monitor and manage their consumers' chronic conditions from outside the traditional care setting using digital medical devices. Benefits from these devices include improved clinical insight, improved healthcare costs, increased consumer engagement, and improved consumer access to care. More importantly, it leads to healthier lives.

RPM can support a diverse range of treatments and enhance many types of care management⁵

- Managing population health, including chronic care management**
- Supervising post-discharge care, covering both principal and transitional management.**
- Facilitating hospital / care-at-home models**

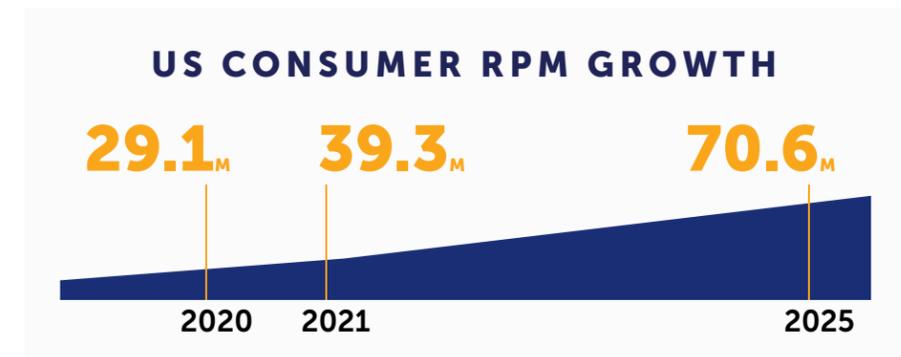
With RPM devices providing passive data points, Patient Reported Outcomes (or PROs) are defined as any report of the status of a consumer's health condition that comes directly from the consumer. Patient Reported Outcomes (on topics such as pain levels, mental health, treatment compliance) are shown to provide multiple benefits including enhanced consumer/physician communication, increased consumer satisfaction, and improved outcomes scoring.⁶

By leveraging data from both Patient Reported Outcomes and connected health devices, care management solutions can, in real time, gain insights into their consumers' health, preferences, and develop targeted wellness programs and interventions tailored to their needs. The ability to not only capture these insights in real time but also act on them at a moment's notice is a major advantage to differentiated care management solutions. Pre-care, in-care, and post-care information to help care coordinators act almost immediately as events occur can lead to better health outcomes and reduced overall healthcare costs.

How it's delivered

The use of RPM has grown dramatically in recent years, with an estimated 29.1 million US consumers using RPM in 2020⁷. This figure jumped up to 39.3 million consumers in 2021 and, in 2025, is estimated to reach 70.6 million.

RPM devices such as blood pressure monitors, blood glucose meters, pulse oximeters, scales and consumer wearables are all used to collect consumer data. Including vital signs, blood glucose levels, and medication adherence, these devices produce data that can be analyzed to uncover trends in health conditions and diagnoses. These devices can provide real time alerts for tailoring of care journeys according to evidence-based medicine guidelines and consumer health status.

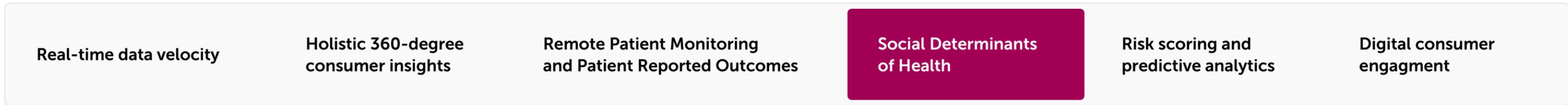


Required capabilities

When captured, analyzed, and interpreted correctly, RPM and PRO data points can reduce and prevent avoidable hospital readmissions. By identifying subtle changes or patterns that stand out in a consumer's typical care journey, this analysis can support closing care gaps and improve consumer outcomes.

The ease of access to both RPM and PRO data, incorporated with their relatively low additive cost, make them an indispensable component to an industry leading care management solution.

THE SIX CRITICAL DOMAINS



Why it matters

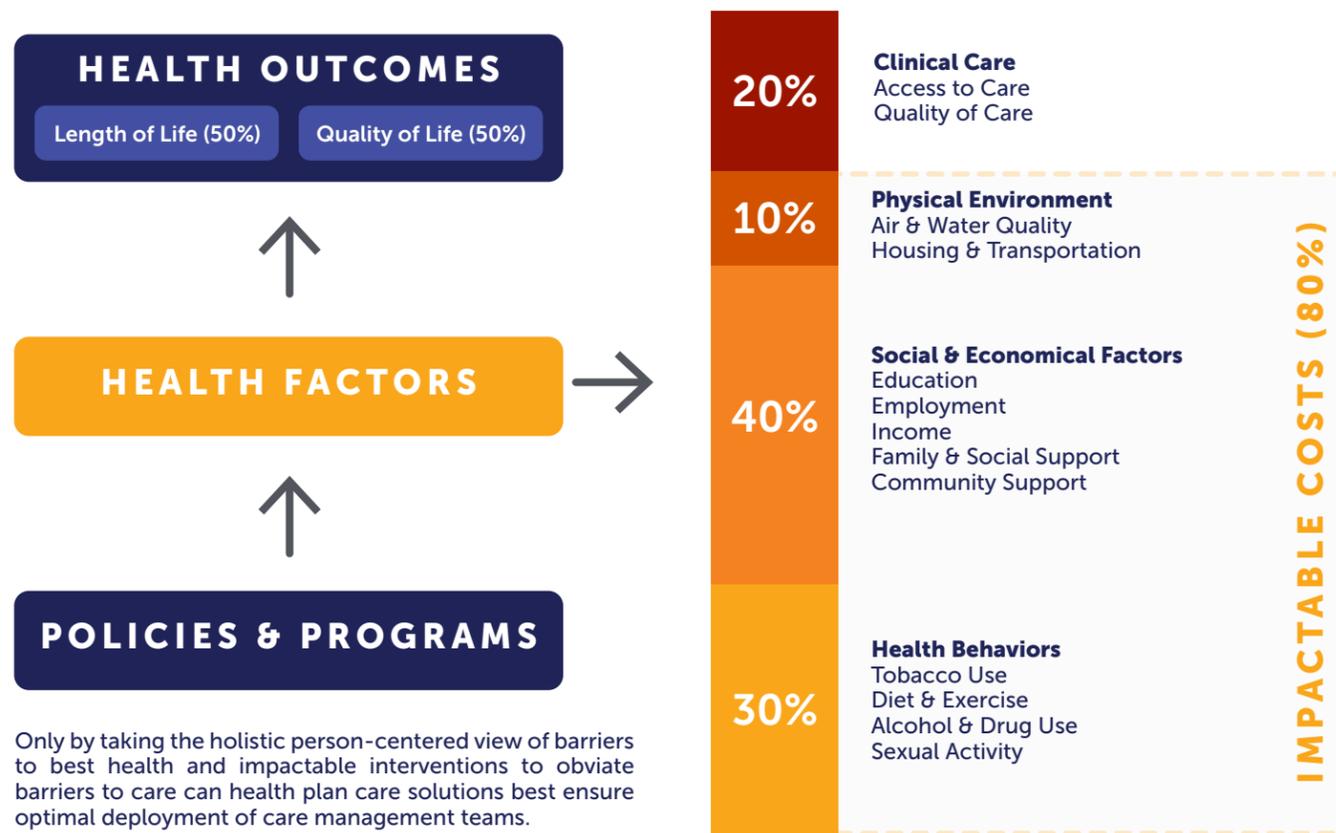
Best practices for deploying precious care management resources necessitate thoughtful application of the findings of Vilfredo Pareto. The Pareto Principle, aka the “80/20 rule” focuses on the 20% of the problem that addresses 80% of the impact. To promote best healthcare outcomes, multiple studies including the landmark World Health Organization (WHO) study show (findings pictured below) that 80% of the impactable healthcare costs are explained by SDoH⁸. SDoH involves mitigating or eliminating social risk barriers to promote care access and evidence-based medicine outcomes, including addressing housing, transportation, nutrition, safety, and counseling (legal, financial, and social support).

How it's delivered

The required capabilities to promote SDoH analytics and management include comprehensive data sources and insights, including risk scoring for social factors such as financial, geographic, logistical, behavioral, and social data collection.

Additionally, SDoH interventions include APIs and integrations for programs available to care managers or providers, such as transportation assistance, social or financial program assistance, interfaces with counselors or advisors, and engagement offers to housing and related programs in health plan networks.

By explicit scoring of SDoH risks and seamless integration of related programs tailored to consumer needs, care management solutions can arm managers with the required tools to efficiently address 80% of the impactable barriers and promote evidence-based medicine care for their consumers.



Required capabilities

Given the combination of inherent structured and unstructured data, and the variety of social risk factors and programs to address those risks, integrating SDoH into overall care management solutions faces multiple challenges.

Best of breed solutions include the following differentiated capabilities:

- Direct integration into CM solutions of risk datasets and intervention program referrals.**
- A comprehensive scoring system merging clinical, mental, and social factors for prioritized engagement and impact assessment.**
- Robust real-time data integration to promote continuous risk scoring and updates based on interventions and timely outcomes.**

THE SIX CRITICAL DOMAINS

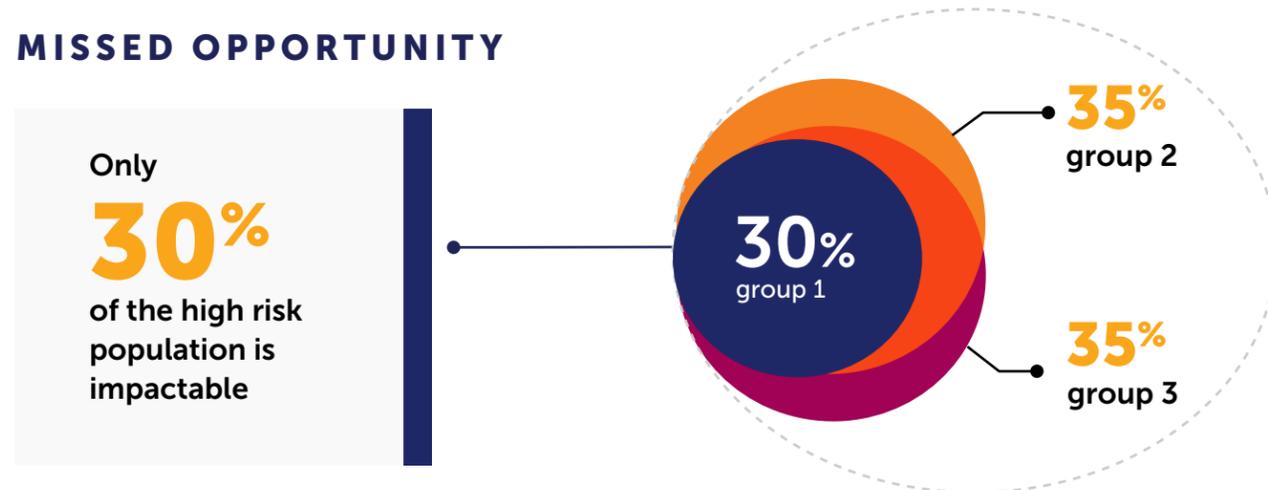


Why it matters

Health plans maximize care management team resources by using predictive analytics. These analytics, based on historical risk scoring, forecast potential future health events for consumers and guide next best actions. While traditional solutions have focused on the highest risk segments with chronic conditions (the top 5% of healthcare costs for that year), recent evidence shows this accounts for only the top 30% of all impactable healthcare costs, missing 70% of the opportunity.⁹

Due primarily to resource and capacity restraints, traditional care management solutions are typically only able to engage a subset of the risk pyramid before reaching capacity limitations. NextGen care management solutions, leaning on efficiency gains introduced through technology, allow health plans to not only increase the number of high-risk consumers they engage but additionally begin to engage a significant amount of rising-risk, moderate and low risk populations. Through these technologic gains, and by introducing digital first or digital only engagement capabilities, health plans can reduce the amount of administrative burden they place on their staff and therefore free up time to engage additional members.

MISSED OPPORTUNITY

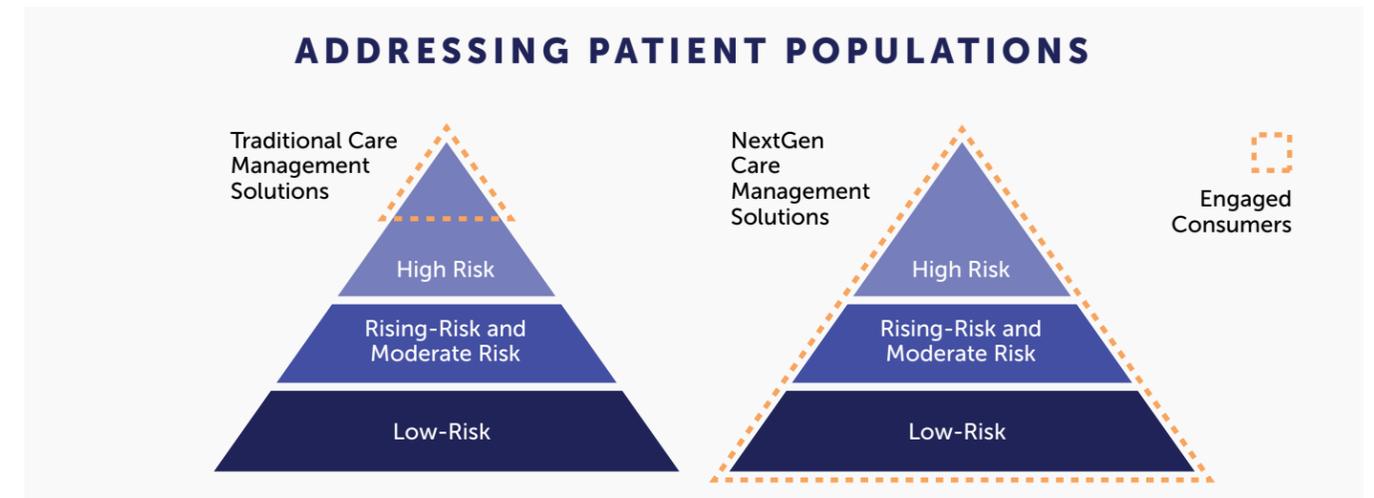


- Impactable, Chronic Condition, High Risk group 1
- Severe Conditions (e.g. Intensive Cardiac, ESRD), Not Impactable group 2
- One Time Catastrophic Event, Not Impactable group 3

Accordingly, optimal risk analytics models consider not only the highest risk but also those who are impactable by care management interventions, as well as those who comprise rising risk segments. (Rising risk segments comprise those consumers who are not in high-risk segments but who are likely potential to become so given unmitigated health events).

How it's delivered

Effective care management analytics require integrated, constantly updated components to provide continuous next best action insights across the impactable risk population.



Required capabilities

Real-time data streams calibrated across input source and data type ensure timely risk metrics. Comprehensive risk scoring incorporating third party market and internal health plan clinical, claims, consumer and SDoH factors comprise a consolidated holistic consumer risk score. Dynamic, tailored work queues with regularly updated risk scores ensure care management teams continually prioritize engagement according to greatest impact.

THE SIX CRITICAL DOMAINS

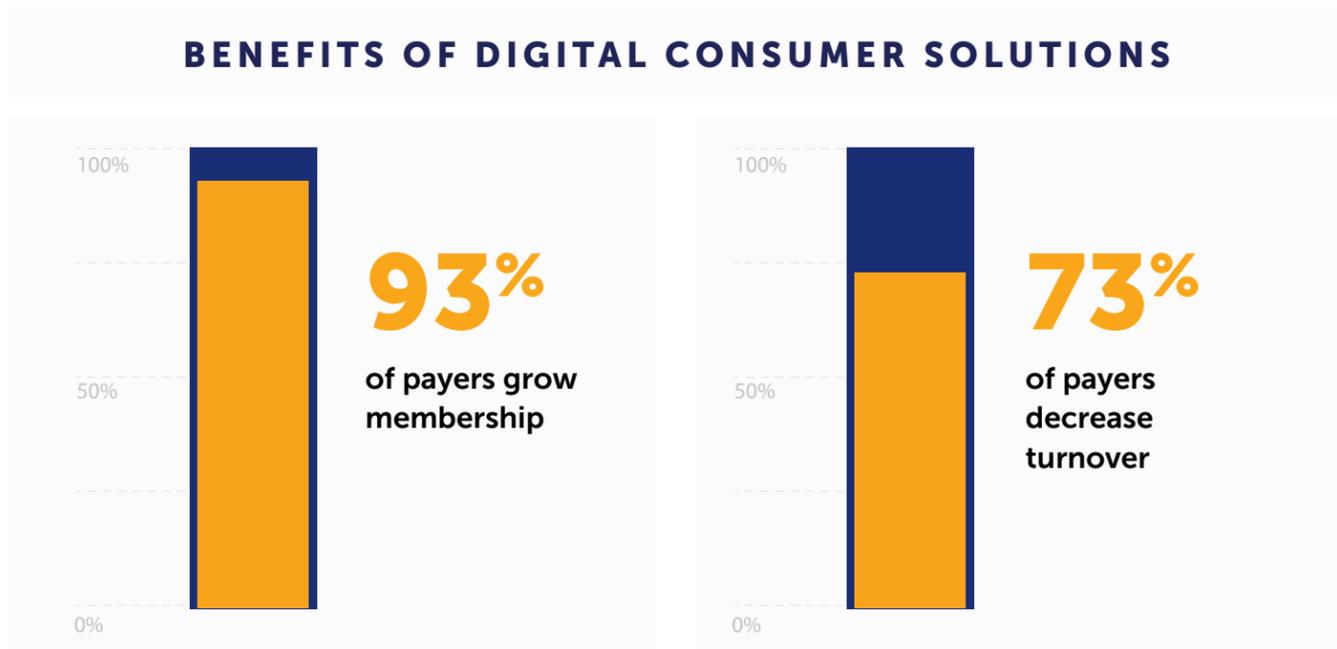


Why it matters

Today, a health plan's relationship with consumers revolves mostly around reactive, episodic care and moments of crisis, leaving consumers between episodes due to lack of connection.

To promote an ongoing personal relationship with consumers, care management solutions need to introduce seamless interaction points, with the ability to understand how each interaction relates to the totality of that consumer's health journey.

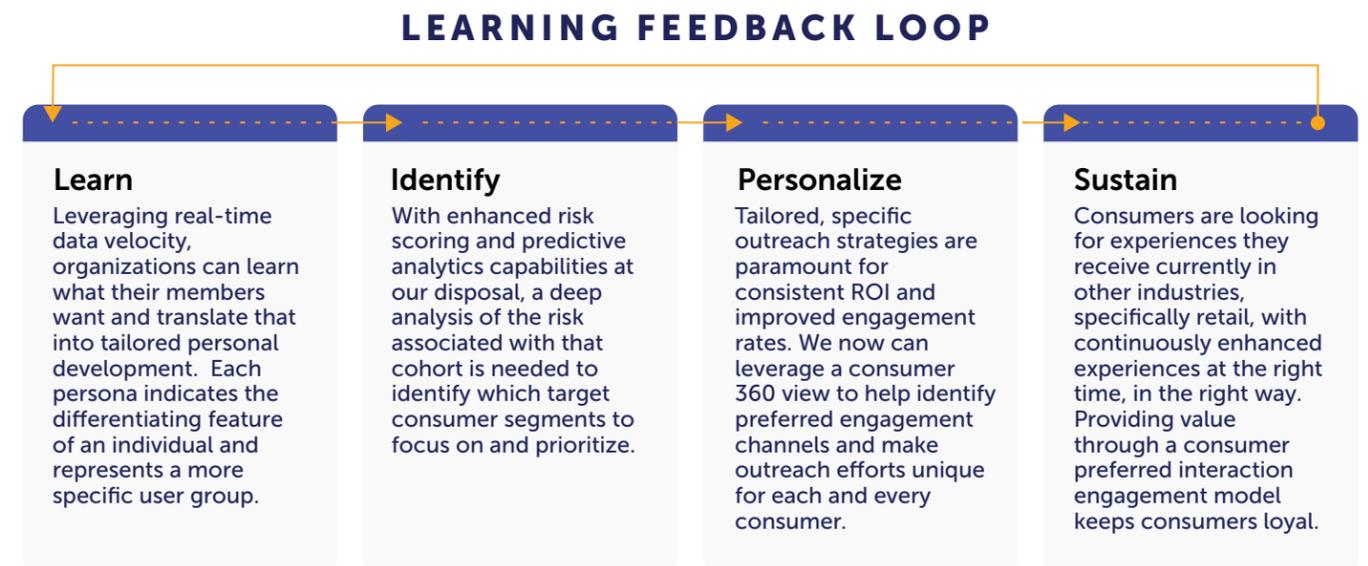
According to a 2021 survey by Zipari and Ipsos, 93% of payers who made investments in digital solutions for consumer engagement noted significant membership increases¹⁰. Additionally, 73% of payers also benefited from a decrease in membership turnover. By improving consumer satisfaction, healthcare organizations can reduce consumer turnover and increase enrollment, which can lead to cost savings.



Promoting digital engagement can improve consumer experience, reduce call center hold times, and can help increase adherence, lower attrition, and significantly reduce administrative burden for staff.

How it's delivered

Engagement, done correctly, is not purely a combination of disjointed, point-in-time communication but should be seen as the development of an ongoing relationship between the parties involved. It can be broken down into a feedback loop, designed with distinct stages in which we really see the capabilities defined in previous domains working in unison to drive better health for our consumers, and better business outcomes.



Best in breed programs maintain the desire to always continue to mature their digital outreach and engagement capabilities further. This requires a continuous reassessment of existing personas and continues this feedback loop to the learn stage.

Required capabilities

Leveraging a consumer 360 view, coupled with enhanced risk scoring and predictive analytics, organizations can create tailored, specific outreach programs, through that member's preferred communication channel. Organizations can now provide a hyper-personalized consumer and clinical experience and introduce capabilities such as video conferencing and direct consumer access via real-time chat to enhance the consumer experience.

ACCELERATING VALUE DELIVERY

The flywheel effect in care management solutions

In his seminal book, Good to Great, author Jim Collins describes the “flywheel effect”, whereby multiple factors working together, reinforcing the momentum achieve increasing accelerating velocity in revolutions towards the objective. The Amazon flywheel model, depicted to the right, revolves around offering low prices to attract a growing base of buyers and sellers, thereby increasing sales volume, improving cost efficiency, and fueling a cycle of continuous growth and profit¹¹



Medecision care management powered by a purpose-built modern healthcare data platform

With the lessons of the care management solution market landscape analysis and insights from the flywheel analogy, Medecision has purpose built a modern healthcare solution that optimizes care management outcomes in three ways:

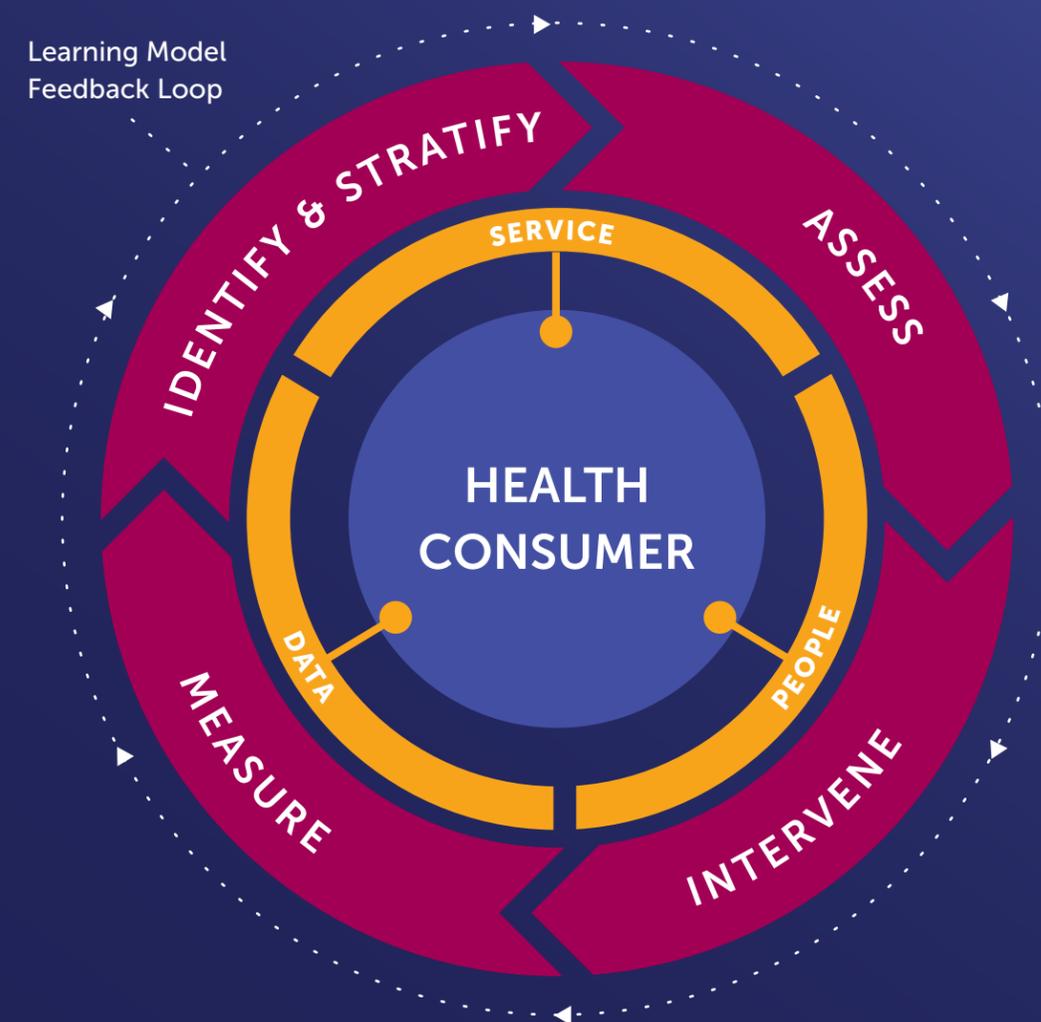
- 1** Including comprehensive capabilities in all six domains, orchestrated consistently in real-time throughout the care management value chain
- 2** Deploying advanced AI/ML models to foster speed at the next level
- 3** Marshalling of health plan experience over decades and millions of consumers

Each of these three learning model accelerators are discussed in turn.



Medecision care management flywheel

With care management solutions, the flywheel also pertains, as shown in the figure below. The experience with effective care management outcomes leads to infusing greater insights into predictive analytics to guide additional care management interventions resulting in more experience and a feedback loop to further improve analytic insights. In other words, as the NextGen care management solution value is directly related to learning model velocity, the factors that increase the revolutions of the flywheel yield faster learning and superior outcomes.



Insightful analytics to identify and stratify consumers informs engagement to assess gaps and next best action to impact, improving outcomes and further informing insights for the next identification and stratification.

With every CM flywheel revolution, the insights improve fostering better outcomes.

MEDECISION VALUE ACCELERATORS



1. Core and AI/ML enablement across six differentiating domains

Real-time data velocity

Holistic 360-degree consumer insights

Remote Patient Monitoring and Patient Reported Outcomes

Social Determinants of Health

Risk scoring and predictive analytics

Digital consumer engagement

CORE ENABLEMENT

Enabled at speed from source to target through APIs, data ingestion, Aerial Care Intelligence, third party integrations, and deployed through data products.

Real-time source of truth for comprehensive person-centric view of consumer health and engagement needs, preferences, and objectives across all health condition and SDoH data throughout the care journey indicating consistent and current next best action.

RPM and PRO collected through Human API and Aerial Connect, integrated through flexible ingestion, incorporated into next best action.

Multisource data ingested and incorporated real-time and incorporated into next best action, including SDoH specific data such as financial, transportation, and social program and counseling services.

Multiple sources of risk scores including third party services for diagnosis and clinical groupers, incorporated into real-time predictive analytics engine to promote next best action at the time of decision-making or care.

Tailored and personalized experiences (such as portals and app interfaces) including direct chat capabilities, configured flexible workflow, consolidated engagement feedback through data and integration services, with next best action delivered through Aerial Care Intelligence.

AI/ML ENABLEMENT

Data ingestion and enrichment engine extracting data from structured and unstructured sources including images, fax, Optical Character Recognition and including clinical and coverage/benefit plan data specific to CM program eligibility and policies.

Automated identification of potential risks and impactable interventions based on comprehensive person-centric dataset, and semi and fully autonomous capabilities for communications and outreach and consumer engagement according to care gaps and the care journey.

Automated identification of care gaps and care plan considerations from RPM and PRO data leveraging pattern recognition to suggest risk profile with human in the loop.

Automated identification of social risks from multiple SDoH sources including transportation, financials, social programs and suggestions for validation of resources and programs to close gaps.

Tailoring of care journeys from risk scoring and segmentation into risk classes and predictive analytics of likelihood of adverse events and impactability from global care management experience base.

Automated enhanced communications to consumers, clinicians with human in the loop including Interactive Voice Response/Virtual assistance and mining of insights and analytics.

MEDECISION VALUE ACCELERATORS



2. Advanced AI/ML capabilities tailored to care management domains

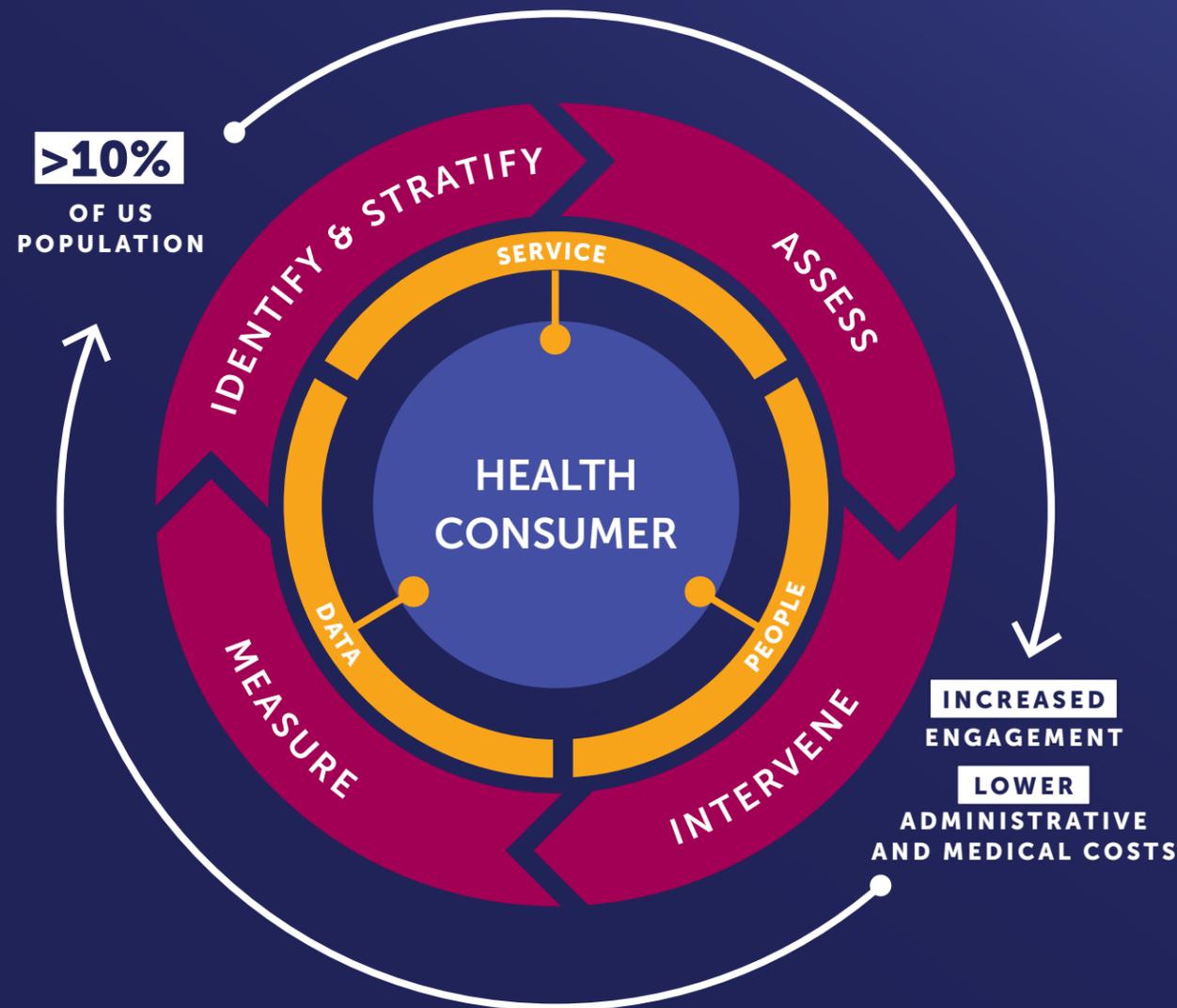
The grid below displays the advanced AI/ML capabilities MedeDecision deploys to augment performance for the six differentiating capability domains of NextGen CM solutions. These powerful automated and artificial intelligence tools not only enhance the power of the individual domains, but also scale the learning cycle speed by orders of magnitude achievable only through automation.

	Real-time data velocity	Holistic 360-degree consumer insights	Remote Patient Monitoring and Patient Reported Outcomes	Social Determinants of Health	Risk scoring and predictive analytics	Digital consumer engagement
CORE CAPABILITIES	<ul style="list-style-type: none"> Aerial Data Platform Real-time Data Ingestion Aerial Care Intelligence for Real-Time Rules Aerial Access 	<ul style="list-style-type: none"> Aerial Data Platform Patient Longitudinal FHIR Store Aerial Digital Member Experience Aerial Analytics 	<ul style="list-style-type: none"> Human API Integration Aerial Access Aerial Care Intelligence Aerial Analytics 	<ul style="list-style-type: none"> Experian SDoH Data Integration Aerial Social Care Coordination Aerial Analytics Aerial Health Summary 3rd Party Integrations 	<ul style="list-style-type: none"> Aerial Data Platform Aerial Self-Service Analytics Aerial Care Intelligence 3rd Party Integrations 	<ul style="list-style-type: none"> Aerial Digital Member Experience Aerial Digital Care Management Aerial Connect
AI/ML CAPABILITIES	<ul style="list-style-type: none"> Aerial Fax AI Automated Benefits Check GenAI-based Medical Policies Data Enrichment and Auto-Approval 	<ul style="list-style-type: none"> Treatment Adherence Tracking Personalized Digital Care Journeys Aerial Next Best Action Engine 	<ul style="list-style-type: none"> Personalized Digital Care Journeys Aerial Next Best Action Engine 	<ul style="list-style-type: none"> Consumer and Provider Outreach Specialized ML Models for SDoH Data Analytics Risk Scoring 	<ul style="list-style-type: none"> Analytics Risk Scoring 3rd Party ML Risks Model Support Intelligent Workload Management 	<ul style="list-style-type: none"> Personalized Digital Care Journeys Consumer Outreach

MEDECISION VALUE ACCELERATORS

3. Experience infused algorithms, analytics, and Aerial Care Intelligence

As the flywheel model shows, the more revolutions of the learning model, the better the care management outcomes are attainable by insights gathered through prior experience. Serving over 10% of the US population, Medecision has evolved purpose-built algorithms, analytics, models, and solution capabilities. This third accelerator amplifies the value from the prior two accelerators discussed above in a continuous improvement cycle.



SUMMARY AND CONCLUSION



Mitigating risk with strategic capabilities

In this whitepaper, we review how health plans assume risks related to healthcare outcomes and claims, which constitute 85% of the premium dollar. These risks are largely determined by decisions made between consumers and providers, over which the health plans have little control. Therefore, care management solutions represent a strategic capability to mitigate these critical risks, by:

- 1 **Improving clinical and economic outcomes through identifying and stratifying consumer segments based on risk and likely events and impactable care opportunities**
- 2 **Assessing care gaps and intervening through outreach to consumers and clinicians**
- 3 **Measuring the performance of targeted interventions**
- 4 **Incorporating those insights gleaned into future analytics models**

While the weight of the evidence suggests that legacy care management solutions are not effective and may leave up to 90% of the value on the table, the market is evolving through multiple generations. The current emerging NexGen solutions are characterized as employing six differentiating capability domains and fostering learning model velocity along the care management flywheel.

Medecision's care management platform demonstrates three critical accelerators to superior outcomes. These include deploying specific tailored capabilities, enabling each of the six domains, providing powerful AI/ML models, and evolving care intelligence algorithms – over decades of experience in serving millions of consumers.

ABOUT THE AUTHORS



PAVEL GREBENSHIKOV - CTO, MEDECISION

With more than 20 years of platform modernizations, cloud engineering and digital tech experience, Pavel leads Medecision's technology group to successfully deliver transformational platform solutions. This involves overseeing the product development cycle from strategy, enterprise architecture, solution design, implementation and testing to efficient production rollouts and operations. He also considers technology trends, evaluates internal and external impact, and anticipates and masterminds the creation of new Medecision products to generate new income streams. A member of the senior leadership team, Pavel advises other C-level executives about business strategies based on the technical expertise and serves as the public face of our technology group.

A graduate of Moscow State University with a B.S. in physics, Pavel recently served as Vice President of Technology Solutions and Cloud CTO for EPAM Systems, one of the global leaders in product development and digital platform engineering services. As a part of his past career at EPAM, he served the Head of Delivery for EPAM Systems' Healthcare and Life Science business unit, providing him with real industry experience and a strong understanding of the unique challenges and opportunities facing health IT companies.



KENNETH YOUNG - PRESIDENT AND CEO, MEDECISION

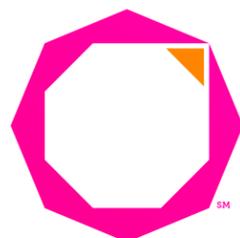
Kenneth Young is an accomplished executive with a time-tested record of successful business performance. As the President and Chief Executive Officer of Medecision, he blends insightful business acumen with strategic planning and leadership to drive change and organizational improvements for growth. His expertise extends across diverse industries, including healthcare technology (ERP and SaaS), life sciences, manufacturing and professional services.

A skilled collaborator and leader, Ken's experience spans executive roles in finance, operations and business transformation. At Medecision, he has held multiple roles critical to the company's success, including Chief Financial Officer and Chief Transformation Officer. Ken spearheaded Medecision's initiatives to enhance financial performance and new business development, accelerate business strategy and drive transformation as an ongoing opportunity that leads to lasting success.

As the Chief Operating Officer and Chief Financial Officer of Vidyo, a leader in video collaboration technology, Ken led the company's strategies to enhance operational efficiencies, improve productivity and maximize profitability.

Prior to joining Medecision, as an experienced, results-oriented senior financial executive, Ken led high-growth public, private, US and multinational companies. While serving in leadership at Grant Thornton LLP, Ken was involved in several merger and acquisition transactions, and oversaw audit and business advisory services for public and private technology, manufacturing and service organizations.

Ken is a graduate of Villanova University. He serves on the Advisory Boards of Healthy Engage and AfterData.ai.



ABOUT MEDECISION

Medecision® is a digital care management company whose solutions and services are used by leading health plans and care delivery organizations to support more than 10% of the US population.

Helping business leaders solve complex challenges and drive better performance, leaving organizations more capable, is at the center of everything we do.

Our healthcare solutions seamlessly connect the healthcare ecosystem to powerful data and insights that drive meaningful consumer engagement and experiences while creating efficiencies that help reduce costs and support more effective care.

CALL TO ACTION

With 85% of premium revenue at risk and legacy solutions failing to capture the majority of value, careful consideration of CM solutions according to a disciplined capability and value analysis is warranted. While this whitepaper provided a high-level market landscape and discussion of the impact of differentiating domains and Medecision enabling capabilities, it does not substitute for diligence in identifying critical care management solution needs, ascertaining specific value levers, and considering the value a modern healthcare data platform such as Medecision could bring to the organization.

Additional materials, demos, and opportunities for further discussion and inquiries are available at www.medecision.com.

ACTION STEPS:

Evaluate current CM solution versus the best of breed capabilities previously discussed.

Assess value opportunity to incorporate Medecision best practice solution.

Reach out for further engagement discussion.

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