



Affinitē Predictive Insights

Real time, AI-informed predictive analytics that drive better outcomes for health plans and their members

API at a glance

Affinitē Predictive Insights (API) is a Data Science-as-a-Service solution for health plans seeking to inject valuable predictions regarding member health and costs into their clinical operations. API helps all health plan types predict which members are at the highest risk for certain health conditions, leading to improved health outcomes and cost savings.

Health Conditions Supported by API Predictive Models

- Undiagnosed Depression
- Ortho with obesity and high risk
- Preterm birth at 20 weeks
- Predicted Renal Disease with hx of obesity and comorbidities
- Predicting costs in top 10% (with and without Rx)
- Emerging high cost for CAD, Asthma, Neuro, Cancer, Diabetes, etc.

HEALTH PLAN CHALLENGES



- Payers are under increasing pressure to identify and impact their customers' populations to prevent costs and/or chronic conditions from worsening.
- Health plans are under utilizing the vast amount of data available to them to strengthen their population health strategies.
- Analytics are reactive and retrospective and fail to identify members predictively.

INTEGRATED SOLUTIONS



Data
Aggregation

Data is aggregated from conventional, unconventional, and operational sources (e.g., SDoH, EMR, claims, etc.).



Predictive
Modeling

Predictive Models address critical business questions and drive improved identification and stratification for rising risk populations.



Intelligent
Automation

Intelligent automation driven by an integrated, advanced rules engine to drive targeted programs across plan populations.



API advantages

- Data science is fully embedded and leveraged within the platform and made available across the payer enterprise.
- Data insights provide unique microtargeting to enable medical management recommendations, drive high-value programs, and support overall population health.
- Real-time, cloud native platform runs off pre-adjudicated claims for the fastest speed to action.

PROBLEM ORIENTED CAPABILITIES

1

Microtargeting member populations enables next-best actions to be initiated across the entire enterprise (UM, CM, Customer Support, etc.)

2

Unsiloing data across the enterprise drives a holistic approach for more effective and efficient outreach and a better member experience.

3

Data science is fully integrated across the VDT platform, so the entire payer organization benefits from easy and secure access to information.

TANGIBLE RESULTS

A large, national health plan wanted to identify high-risk members sooner, streamline referrals with intelligently automated assignments, increase the volume of cases being managed, and improve member engagement.

After one year of implementing Affinitē Predictive Analytics, they saw the following results:

86%

of probable high-risk members identified were not known to the plan.

3.2x

increase in members touched in emerging high-cost group.

13.4x

increase in members successfully contacted in emerging high-cost group.

6.1x

increase in the number of cases referred to CM across groups.

46%

decrease in the number of days to open a case.



VitalData
TECHNOLOGY