

# LEVERAGE THE POWER OF DATA SCIENCE FOR PRESCRIPTIVE, TARGETED INSIGHTS

Now payers can customize their behavioral health care strategy and identify members who need help the most with a powerful, data-driven solution.



In this environment of value-based care, it's more important than ever for health plans to identify and prioritize at-risk members who may require integrated behavioral healthcare. Vital Data Technology's dynamic Affinitē platform enables data to be harnessed to predict outcomes and automate actions in real time, translating to timely interventions and meaningful clinical collaboration that can change the course of a member's health journey.

Affinitē compiles real time, evidence-based data from multiple sources, including recent medical diagnoses, ER visits, prescriptions, SDOH data, as well as other third-party interactions.

Predictive modeling and risk stratification, along with identifying gaps in care, enable the precise targeting of members as high risk and determine next-best actions and care coordination.



## Data Aggregation

- ✓ Conventional data
- ✓ Unconventional data
- ✓ Operational data
- ✓ SDOH



## Compute and Predict

- ✓ Deep analytic stratification and predictive modeling
- ✓ Identify at risk members
- ✓ Predict issues such as substance use disorder



## Identify Care Gaps

- ✓ Ensure members and providers are closing gaps in care
- ✓ Measure calculations updated as often as daily



## Coordinate Engagement

- ✓ Automatically determine next-best actions, such as member outreach or provider referrals
- ✓ Automate sharing of data with a realtime 360-degree member profile

## GET AHEAD OF MEMBER BEHAVIORAL HEALTH WITH A REAL-TIME DATA PLATFORM

Vital Data Technology's data-science driven Affinitē platform has accurately identified thousands of high-risk and high-cost health plan members, enabling earlier and more meaningful outreach and intervention.



### WITH AFFINITE, HEALTH PLANS CAN:



#### Identify and Prioritize High-Risk Members Earlier

Proactively identify members in your population via AI-enabled predictive modeling to intervene earlier in the treatment process and positively impact health outcomes.



#### Leverage a Unified, 360-Degree Member Profile

By ingesting and sharing data from all sources across the healthcare ecosystem, all healthcare teams get the same 360-degree view of the member to make quicker, more informed decisions.



#### Initiative Personalized Care Management

Use automation, machine learning and data science to analyze a member's behavioral history, therapy outcomes, and comorbidities to determine a personalized intervention strategy.



#### Improve Member Engagement with Timely Outreach

Leveraging the most current data to risk stratify members allows healthcare professionals to reach out when the need is highest, which is proven to increase the likelihood a member will engage.



#### Communicate Behavioral Healthcare Data with Everyone at Once

With a singular data structure using real-time data, payers can easily identify service gaps and communicate seamlessly with providers and members. Affinitē's integrated provider portal and member app automatically sync behavioral

### Affinitē in Use



A national health plan member was identified by Affinitē predictive analytics as being high risk for substance use disorder (SUD). This member, an adolescent male, had been previously unsuccessful in seeking referrals for outpatient mental health treatment. Based on the results of Affinitē's analytic stratification and predictive modeling, a referral was immediately added to the care management queue for outreach by a Behavioral Health Case Manager. The member was successfully reached, and outpatient therapy was scheduled for the member that same day.

”

"The referral revealed that several unsuccessful outreach attempts had been made. On the day I called, I'll never forget Derek's mom saying, 'you reached us at the perfect time on the perfect day,' as he was having a tough time."

**Carolyn H.**  
Health Plan Case Manager

“