




## Discovering health stories on members – before they happen

Plans can turn unexpected costs into predicted expenses when they better understand their members. Siftwell can help plans account for member health needs and deliver better member health outcomes through earlier detection, diagnosis, and connection to clinically indicated treatment. Understanding risk is especially critical for new members due to limited data being available.

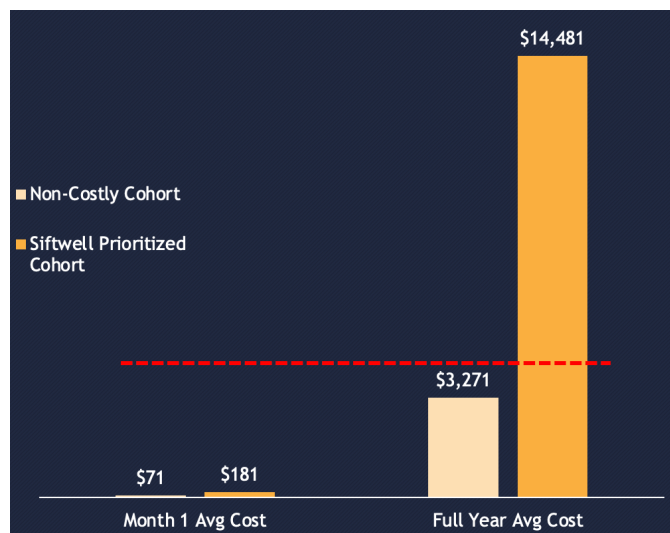
### Case Study

 A Siftwell client with individual and commercial group lives sought to identify who within their new membership was most at risk for developing costly new diagnoses within the next year.

 The plan did not have analytics bandwidth to build, test, and refine internal predictive models, and lacked time, budget, and internal expertise to procure an 'off the shelf' predictive analytics solution that would require strict templated data formats and 9 – 12 month onboarding timeframes. Given the plan's diverse membership, training the models against bias was also top of mind.

 The plan needed a customizable solution that could render a small and actionable list of members to prioritize for care management outreach and provider engagement. With Siftwell, the plan was able to focus their efforts and execute on their care management and analytic goals.

### Siftwell accurately identified and prioritized the new members most at risk for developing complex, costly health conditions



◆ Siftwell created 2 risk cohorts based on only 1-month of claims data

◆ At Month 1, cohort health costs were only \$100 different

◆ At year end, each Siftwell Prioritized Cohort member resulted in 343% more cost to the plan (\$14,481 vs \$3,271), with both cohorts resulting in an average of approx. \$4,300 in cost.

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