GETTING IT RIGHT THE FIRST TIME

Mountain Health CO-OP (the CO-OP) is <u>one of the few remaining ACA-era CO-OPs</u> and a community health plan providing essential coverage for a large, rural 3-state region. It has prevailed by being innovative and using proactive strategies to improve and maintain member health. Risk stratification and population health analysis are integral to any health plan's operations. When these tools are successfully used and implemented, organizations can more efficiently focus their resources, improve member health, and reduce costs.

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> "SIFTWELL BRINGS TO THE TABLE THE LATEST IN AI KNOW-HOW AND MARRIES THAT WITH THE COMMUNITYHEALTH PLAN CONTEXT WE LIVE IN."

Blair Fjeseth
COO, Mountain Health CO-OP

THE PROBLEM

Mountain Health CO-OP's existing predictive analytics vendor, they received with large lists of members at high, medium, and low risk of predicted cost increases. The results were broad and provided limited rationale or information about SDOH, HRSN, or bias mitigation.

They didn't need a "bigger list" of high-risk members. They needed a "better list," one that tied members to specific CO-OP-driven initiatives that could meaningfully impact to their risk trajectories.

THE SOLUTION

Siftwell's models are AI-powered and trained specifically on each client, making outputs richer, more comprehensive, and more intuitive. The CO-OP needed to prioritize their outreach and interventions toward the people who would benefit most—and that those interventions had to be right the first time around.

The solution centered around augmenting the CO-OP's data with SDOH and HRSN datasets to enable a more granular view of which members were at risk for certain outcomes over the next year, and why.
These outcomes included:

- Voluntary disenrollment from the plan
- Non-participation in health care due to solvable barriers such as transportation
- Development of novel comorbidities, at both the diagnosis and condition category (CC) level
- Non-compliance with needed screenings, including breast, colorectal, and cervical cancer screenings

RESULTS

Siftwell's solution enabled the CO-OP with membership insights, but most importantly enabled tangible action planning that is already yielding results.

- Member insights and tangible action planning points
- Membership engagement/retention improvement points
- Staff improvement points

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CHOOSING SIFTWELL: THE RATIONALE

SHARED HISTORY, SHARED VALUES

In a few words: Siftwell has been the CO-OP. Our founders have lived through the unique challenges of managing risk in the public, nonprofit sector. Accordingly, Siftwell's entire approach is built from the ground up to alleviate the client's workload, provide clarity, and deliver practical, timely solutions to their most pressing concerns. Our model was built precisely for plans like the CO-OP.

EXPLAINABLE AI = ACCURACY, GRANULARITY, TRANSPARENCY & ACTIONABILITY

Siftwell's artificial intelligence (AI) models are powerful tools to optimize the existing resources of a smaller health plan. Insights are more accurate, granular, and precise. When we first engaged with the CO-OP, Siftwell ran its models against their existing tool for validation. Below, we share some of the most notable findings:

- Siftwell's models found that high-risk members were bound to cost more than double other tools' predictions.

- Siftwell's models also identified high-risk members the other tools missed. Our algorithms discovered that 47% of members classified by the existing tool as "Moderate Risk" by the prior tool were actually High or Very High risk.

- These members were more likely to suffer from neurologic disorders, mental health issues, and live in small towns, among other factors.

Uniquely, Siftwell's model further segments these higher-risk member cohorts into Member Profiles. This allowed the CO-OP to understand at the "micro-cohort" level:

1. Who these members were

2. What was driving their increased risk trajectory across clinical, social, and other factors

From this actionable data, the CO-OP could decide how to best intervene and track intervention progress longitudinally. Siftwell's team of data scientists and managed care operators worked alongside the CO-OP as needed to interpret results and augment strategy development.

ACTION ORIENTATION

Siftwell considers its job "done" when members are impacted. Providing insights is just the first step, the base of the pyramid, in making that impact. Everything we do is intended to make it as easy as possible for our community-based clients to do what they do best - relate to their communities. And we stand by their side every step of the way.

> "THE RESULT IS THEY ARE VERY MUCH NOT A 'PREDICTIVE ANALYTICS VENDOR' IMPLEMENTING SOME SOFTWARE AND THEN LETTING US HAVE AT IT AND FIGURE OUT WHAT TO DO. MY EXPERIENCE WITH THEM HAS BEEN THAT OF AN INTEGRAL PARTNER—THEY'RE AN EXTENSION OF OUR TEAM."

Blair Fjeseth
COO, Mountain Health CO-OP

ETHICAL CONSIDERATIONS

It was important to the CO-OP that any AI-driven initiative was built ethically and with special attention to potential bias.

- Comparing emerging-risk cohorts to "data twins"

- Collecting diverse data sources

- Building features to ensure certain demographic groups are not over-indexed in predicted results

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