

# OUTREACH OUTCOMES

## THE PROBLEM WITH DATA

From the numbers to the nurses to the web-enabled scales, insurance companies are overwhelmed with data. It comes in waves, it never ends and it piles up.

- Actuaries
- Data Processors and Analysts
- Case Managers
- Field Nurses
- EMRs and EHRs

Data is coming in from everywhere, ready to be consumed, analyzed and benchmarked. There is even an optimistic name for it...

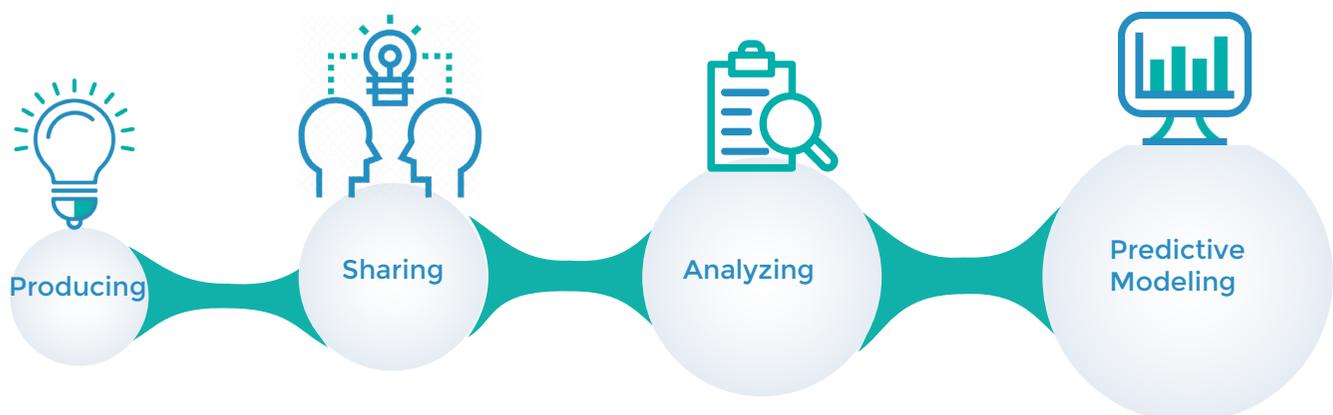
## ACTIONABLE INTELLIGENCE

The evolution of data continues to be quite interesting. Producing it was the first step. Entire industries, including health care, were amazed at the sheer volume of data that can be produced about a client. Then came sharing and analyzing – departments were created that merge financial and medical data leading to insights regarding care and evidence-based decision making. Then came predictive modeling, the value gained by understanding how the past predicts the future of a client. It's intelligence. It's actionable...but by who?

**Actionable Intelligence answers several questions:**

- *WHAT* needs to be done?
- *WHEN* and *WHERE* should we do it?
- *HOW* will the solutions be delivered?

*But Actionable Intelligence of this type does not answer the missing question... **WHO** takes the **action**?*



# SOCIAL DETERMINANTS

There is no longer any doubt that the social determinants of health play a very large part in our overall well-being.

# RISK FACTOR IDENTIFICATION

Putting together an assessment that will uncover the necessary information and marrying it seamlessly with the medical information can provide a much more robust tool for serving the client's "whole person." The predictive nature of the right set of tools is invaluable for meeting the client's needs, regardless of what they are.

Outreach Outcomes is a system which utilizes both in-person and telephonic surveying to obtain the most pertinent information available. This tool also utilizes risk factor identification, as well as social determinants of health which are lifestyle indicators. Outcomes generates predictive, timely and personalized intelligence and deploys *people* to actually solve problems - both before and after they occur.



ECONOMIC STABILITY



FOOD



EDUCATION



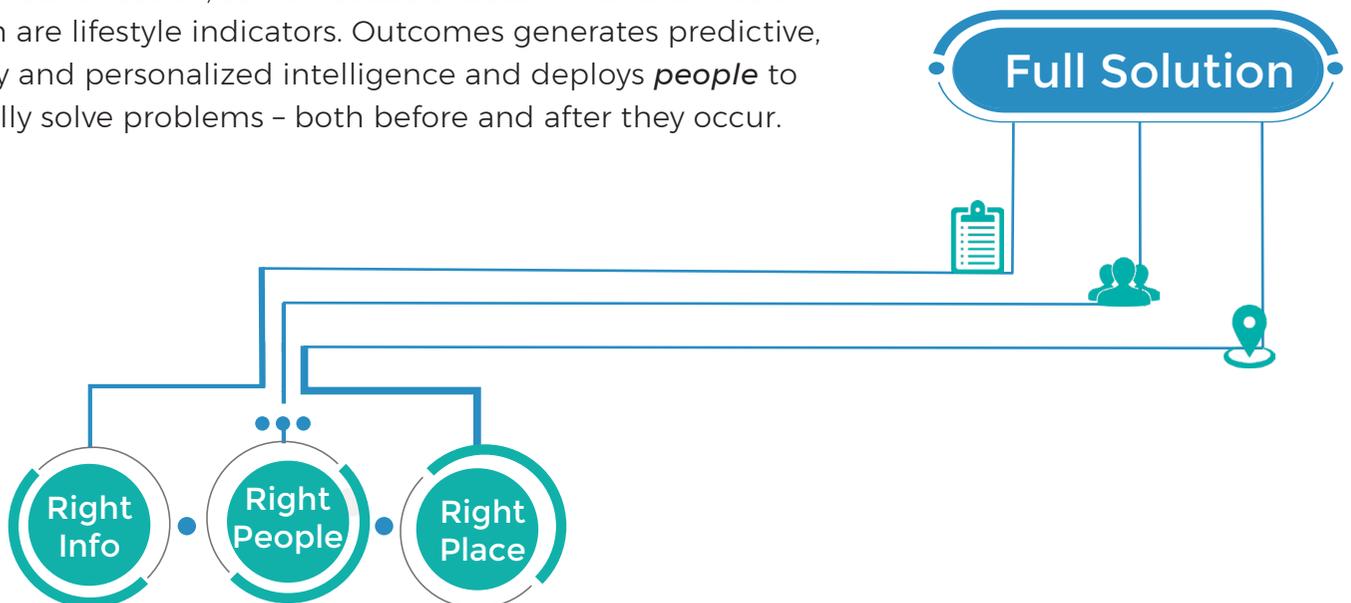
COMMUNITY



PHYSICAL ENVIRONMENT



HEALTH CARE SYSTEM

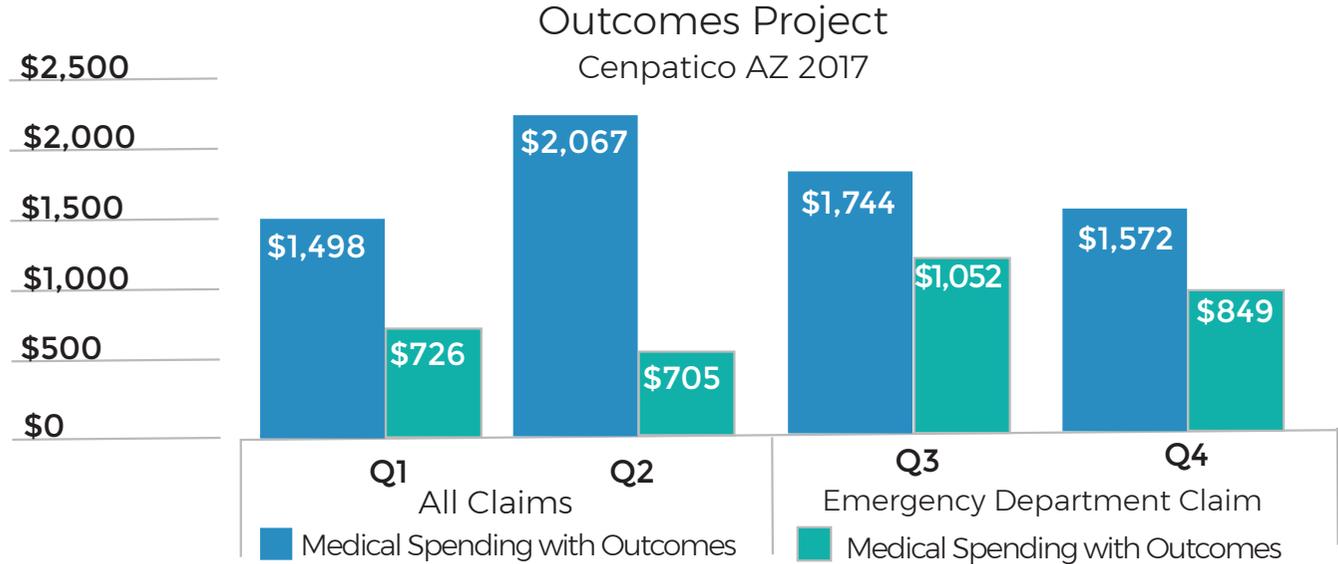


# CASE STUDY

In 2017, an early version of the Outreach Outcomes case management system was deployed in the Phoenix Arizona area. Subjects were clients of a nationwide insurance company working in the Arizona Health Care Cost Containment System (AHCCCS) which is Arizona's Medicaid system.

Data was gathered from the State's Health Information Exchange (HIE), and married with the client EHR and the MCO's medical spend data on the clients. Utilizing data analytics, predictive modeling and outcomes based strategies, clients received care telephonically; in person and in their health care setting. An individual case plan was developed for each client according to his or her needs, both clinical and psycho-social.

A sampling of the outcomes are listed below:



# OUTCOMES GOALS

Outreach Outcomes utilizes a client's EHR data and medical history as well as their psycho-social data. Elements of Artificial Intelligence are utilized to generate predictive analysis but the most valuable component of the program is the personal touch. Outcomes engages the client personally in several ways:



The goal of Outreach Outcomes is to provide a safer, happier life for clients and a more cost effective, less-expensive medical spend for their insurance company partners.

State of the art technology, predictive analytics and a caring personal touch ensure Outreach Outcomes provides the sought after outcomes needed in the health insurance space.



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