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Applied Health Analytics recruits The Advisory Board Company – Southwind executive partner to lead consulting

NASHVILLE, TENN. – April 17, 2014 – Applied Health Analytics, LLC, population-health management consultant and developer of a sole-source, evidence-based software platform that provides business-process support and engagement tools to hospitals and health systems to help them lower healthcare delivery costs, improve outcomes and move services that focus on acute care to ambulatory health interventions, has hired Craig Smith as president.

In his role, Smith provides consulting and solutions services to hospitals and health systems across the country. He works with C-level executives to assess and create the strategies and operational infrastructure needed to increase revenue and market share of fully insured consumers in the commercial (employer) market. The result is increased volume to health systems service lines, including primary care physicians and occupational health programs.

“Hospitals and health systems face a myriad of issues as they navigate the transition from volume to value. As part of this movement we’ve seen many systems make significant investments in their physician alignment strategies, including increased physician employment, the development of clinically integrated networks, and the creation of ACOs. There have likewise been major investments in technology to prepare hospitals and health systems for better care coordination across settings to improve outcomes and efficiency,” said Smith. “All of this happens against the backdrop of the emergence of health exchanges in which the enrollees’ health status may create significant adverse selection to the risk pool. The early indicators suggest that both the exchanges and ACOs are attracting those with health issues, either because they are older, less healthy or perhaps both.

“All of this creates a situation in which mitigating risk is best served through thoughtful and deliberate outreach. By focusing on the local commercial market, health systems have the opportunity to work with a broader demographic to create solutions to keep the healthy, healthy, and improve the health of those at risk while simultaneously supporting the system’s strategic initiatives and investments,” continued Smith.

“The founders at Applied Health Analytics have decades of experience building technology infrastructures and guiding and connecting health systems with the resources needed to build revenue. I look forward to working with systems to help leverage additional revenue-building programs into their existing strategies, especially those pertaining to physicians,” he adds.

Smith previously held the position of executive partner at the Southwind division of [The Advisory Board Company](#) where the first-year contract value of new client acquisitions increased four-fold during his tenure. Smith has more than 16 years of healthcare experience, including providing health systems with consulting services focused on physician alignment, compensation modeling and redesign services, revenue cycle and technology solutions, clinical integration, ACO strategy development and population health management initiatives. Smith has 15 additional years in business development and client account management in financial services. Craig earned bachelor’s degrees in political science and economics at Brown University.

“Craig brings significant experience to our company through his work, more recently at The Advisory Board Company, helping health systems transition to a value-based care model that delivers revenue,” said Robert Chamberlain, cofounder, chairman and CEO at Applied Health Analytics, LLC. “We are excited about the breadth and depth he gives to our team.”

Applied Health Analytics’ Software-as-a-Service, business-support platform, [BeneFactorIQ](#), provides an efficient and interactive framework for commercial-market health initiatives, which may include onsite and mobile services. The agile application risk-stratifies data within population groups to target individuals with the most need, who incur the most healthcare costs, to ensure they receive appropriate interventions. BeneFactorIQ includes the Clinician Engagement and Support that provides a platform for ongoing care management, Metric-Based Incentive Designer and incentives tracking, solutions, Claims View, communications and feedback facilities.

[About Applied Health Analytics, LLC](#)

Founded in 2009, Nashville-based Applied Health Analytics, LLC provides consulting and software services to hospitals and health systems to help them lower healthcare delivery costs, improve outcomes and move services that focus on acute care to ambulatory health interventions. A joint-venture partner with Vanderbilt University Medical Center’s Dayani Center for Health and Wellness, Applied Health Analytics advances the role of hospitals and health systems as they engage employers to enhance individual health and increase share among commercial populations. The company experienced 391-percent growth from 2012 to 2013 and a 94-percent client renewal rate, due to its market-responsive development and attention to client services.

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