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Applied Health Analytics expands leadership team and services with an eye on 2016 growth

NASHVILLE, TENN. – Feb. 10, 2016 – Nashville-based Applied Health Analytics, LLC has expanded its leadership team in response to increased demand for strategies that help health systems grow downstream revenue as they move from a Fee-For-Service to a Value-Based Care model. Applied Health Analytics helps improve population health by working with health systems to drive new, fully insured and self-funded lives to primary care physicians and appropriate services lines by pinpointing individual risks, identifying and engaging potential patients and marketing services through aligning risk with hospital offerings.

In addition to co-founders Robert Chamberlain, chairman and CEO, and Eliot Houser, CIO, the leadership consists of the following team members:

- Gene Lane, Senior Vice President, Market Operations
- Patrick Ragsdale, Vice President, Research and Development
- Craig Smith, President, Business Development
- Bill Van De Griek, Senior Vice President, Training and Client Services
- Anita Van Melle, Senior Vice President, Account Management
- Holley West, Executive Vice President, Communications and Operations

The company also expanded how it collaborates with health systems. Depending on specific needs, health systems can now engage Applied Health Analytics in four ways:

- Consulting: Commercial Market Strategy Audit, Review and Recommendations
- Technology: Positioning Health Systems as the Preferred Provider of Population Health Services
- Interim Management: Orienting and Deploying an Effective Commercial Market Strategy
- Strategic Leadership: Consulting, Technology and Professional Management

“Cumulative learning is one of the pillars upon which our company is built,” said Robert Chamberlain, chairman and CEO at Applied Health Analytics. “After years of helping health systems navigate new incentive and reimbursement programs, we recognize that clients may also need for us to provide in-market, leadership, either in the form of interim management, where we send a senior-level, Applied Health Analytics teammate into the system to temporarily fill gaps they may have in business development, marketing or administrative assistance, or in the form of strategic leadership, where we run the commercial market strategy for the system.”

Response to our new engagement structure has been positive, putting Applied Health Analytics on track to potentially double in size in 2016,” continued Chamberlain.

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The company plans to release new offerings in 2016 that will enable greater data integration, measurement and efficiency to health systems targeting the commercial market as part of its population health strategy.

“I am excited for the direction Applied Health Analytics is headed,” said Chamberlain. “Our service and product offerings will provide client health systems everything they need to compete with industry disruptors to deliver quality care while rebuilding their market share.”

About Applied Health Analytics, LLC

Founded in 2009, Nashville-based Applied Health Analytics, LLC provides strategy to health systems interested in supporting primary care and service line strategies, growing revenue, improving reimbursement quality and supporting population-health management initiatives. 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.

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