

FOR IMMEDIATE RELEASE**Contact:** Holley West, APR
Applied Health Analytics
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NASHVILLE, Tenn. – Nov. 7, 2017 – Population health management strategy and software company Applied Health Analytics, LLC announced the introduction of Claims View, enhanced claims integration to its bIQ population health management platform, with the purpose of providing a 360-degree view of a member's health.

"Health system executives are asking for tools to help their population health strategies become more prescriptive," said Robert Chamberlain, chairman & CEO at Applied Health Analytics. "They need to be able to collect biometric and behavioral data, identify those with health risks, prescribe and incentivize personalized interventions, communicate to stakeholders and measure impact.

"Health behaviors are directly linked to the cost of health care. Coaches and clinicians need mechanisms to track utilization (be it ED visits, prescription usage or primary care visits) and pinpoint gaps in care to be truly effective in changing behavior and improving health outcomes. Employers, especially those that are self-funded, need to be able to track their overall health spend, identify gaps in care, optimize medication adherence and ensure each member is following the most appropriate care path," continued Chamberlain. "Claims View will be a true asset to our health system clients as they look for ways to meet community health needs from the demand side."

Applied Health Analytics positions hospital and health systems as the leading provider of population health management services in the communities they serve. The company partners with health systems across the United States to deliver evidence-based, risk stratification and member engagement technology developed to identify, manage and mitigate individual health risks to enhance the health of targeted populations.

Claims View allows health system clients to pair preventative care with the monitoring of the most appropriate utilization to meet the full need of population health strategies. It also supports systems' primary care, Clinically Integrated Networks, ACO expansions and service line growth initiatives.

"The claims integration on which we are pleased to serve as a development partner with Applied Health Analytics, will allow us to truly see what happens to cohorts over time, as improvements to health and the behaviors that impact it, occur incrementally," said Christine McMillin, Regional Director of Managed Care and Wellness at UnityPoint Health, based in Des Moines, Iowa. "The number one tool in our arsenal to create sustainable health improvement is one-on-one coaching. Empowering our coaches and clinicians with the data necessary to view short, mid and long-term risk indicators and, in the moment, see individual consumption that may require a mid-term shift in a cohort's personalized care program, is pivotal."

"Approaches to using data to improve care continues to be siloed," concludes Chamberlain. "Claims data plays an important role in the prediction of cost and provides an accurate view to monitor and impact utilization. Claims View equips health systems with the information and tools necessary to fully engage employer groups offering seamless data interoperability within a single software platform. Health systems can now engage the commercial market and provide meaningful analytics, interventions and utilization management delivered locally by the true provider of care."

[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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