

TECHNOLOGY EMPOWERING
HEALTH SYSTEM
COMMERCIAL MARKET GROWTH
TO DRIVE REVENUE AND
ENHANCE PAYOR MIX



POPULATION HEALTH MANAGEMENT AS A STRATEGIC ADVANTAGE

For employers, cost trajectories in health benefit expense are unsustainable. Employer frustration with double digit, year-over-year benefit expense is well past the tipping point and is forcing many to take drastic measures that are disrupting today's healthcare delivery model. Record profits reported by insurance carriers, PBMs and benefit consultants have employers rethinking these relationships. They now look to healthcare providers who understand how to leverage their expertise in risk identification and management to deploy a more efficient employer-centric, population health management service line.

Understanding the needs of the "demand side" is vital to a successful commercial market strategy. Applied Health Analytics' experts know what employers want. We work with health system leadership to align appropriate resources, personnel, and existing services to launch or enhance its commercial market "Service Line." Following Applied Health Analytics' leadership, health systems earn the trust and win the business of local employers.

Providing an end-to-end solution for population health management services, a partnership with Applied Health Analytics will achieve the following outcomes:

- Increases referrals to the system's employed physician enterprise, including both PCPs and specialists.
- Positions the health system to satisfy increasing employer demand for population health services, particularly among those choosing a self-funded health plan design.
- Produces a targeted distribution channel for the development of narrow networks, on-site clinics, direct contracting and expansion of bundled payment initiatives.

APPLIED HEALTH ANALYTICS PROVIDES END-TO-END SOLUTION FOR D2E POPULATION HEALTH MANAGEMENT SERVICES THAT CONSIST OF THREE KEY QUALITIES:

1

ALL HEALTHCARE IS LOCAL

For an individual, the highest quality care is best obtained through a relationship with a community-based healthcare provider. Just as a hands-on relationship with a local provider familiar with one's medical and family history, lifestyle and individual preferences is key to individual health, so too is the relationship between an employer's workforce and the local health system.

2

TRUSTED BRAND

In an emergency, we all turn to the local health system for care. Health systems are valued members of the community and relied upon to provide quality care for our loved ones. Like no other "vendor," health systems offering employers population health initiatives that link risk with appropriate local resources have proven to provide the optimal alignment of individual health risk with a health system-based service provider.

3

TESTED AND PROVEN STRATEGIES

Applied Health Analytics' technology platforms have been reviewed, selected, and trusted by leading healthcare executives from premier organizations across the United States. For years, health systems have relied upon Applied Health Analytics' experience and technology to support their direct-to-employer service line and gain a competitive advantage over rival systems.



DEVELOPING A COMMERCIAL MARKET STRATEGY

Applied Health Analytics provides system-specific strategies for the structure, resources, budgets, and tools needed to implement a successful direct-to-employer service line. Our deliverable includes:



STRATEGY LEADERSHIP & MANAGEMENT

Applied Health Analytics has proven that, armed with the right strategy, technology and execution, hospitals and health systems can leverage their brand to successfully partner with employers and positively impact the health of the workforce.

INTERIM MANAGEMENT

Applied Health Analytics provides interim, in-market leadership when new initiatives are launched. We feel this is vital as the supporting team is identified, trained and deployed to execute the initiative and give it the greatest opportunity for a successful result.

STRATEGIC LEADERSHIP

Applied Health Analytics provides full-time professional management and execution of commercial market strategy. Our team recruits, trains and manages the health system representative who understands their unique role and optimizes execution of the commercial strategy.



TECHNOLOGY EMPOWERING CHANGE THROUGH INNOVATION

blQ™ is Applied Health Analytics' proprietary software platform that links the population health interests of employer groups with the health care services of client health systems. Developed in concert with leading healthcare experts across the country, blQ™ provides a comprehensive data analytics, care management and consumer engagement platform proven to identify and mitigate health risks to positively impact employer health benefit spend while supporting the revenue growth and payor mix objects of supporting health systems.

Working with information obtained from health risk assessments, biometric screenings, and employer-originated claims data, blQ's™ predictive risk stratification engine and suite of applications empowers healthcare educators, clinicians, care management teams and population health management professionals to identify, engage and effectively measure impact within a single technology platform.



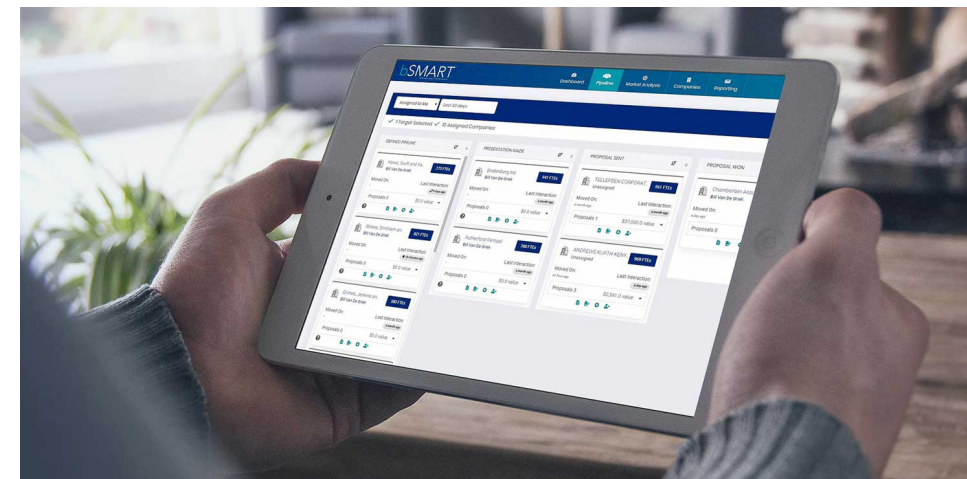
bMetrix[®] is a proprietary software application that automates the collection and transfer of biometric values obtained through on-site screening events. The application takes biometric data obtained through CardioChek[®] and Cholestech LDX[®] devices and automatically transfers this data into Applied Health Analytics' population health management platform, bIQ[™].

bMetrix[®] is designed to allow screening teams to customize workflows and is flexible to support any screening process. Since bMetrix[®] seamlessly integrates with bIQ[™], values are immediately uploaded and made available to clinicians and screening participants. Screening results are provided via print format, electronic summary and via individual portals. Similarly, employers sponsoring screening events receive summarized aggregate reports detailing risk characteristics unique to their population, identification of gaps in care and a predictive analysis of health benefit expense resulting from high-risk value.

- **DEVICE-FRIENDLY:** Supports the most popular screening devices, including CardioChek[®] and Cholestech LDX[®].
- **CUSTOMIZED:** Allows the customization of workflows supporting different screening approaches.
- **ACCURATE:** Eliminates the need for paper and related transcription errors.
- **SECURE:** Protects PHI and significantly reduces exposure to HIPAA violations via the electronic collection and transfer of biometric data.
- **EFFICIENT:** Proven to increase the flow of members through the screening process by 30%.
- **ONLINE REGISTRATION:** Members participating in the screening event can easily select the day and time of their participation using a calendar created by the screening organization.
- **POWERFUL:** Seamlessly integrates with Applied Health Analytics' population health technology platform permitting robust member engagement and aggregate reporting.

INCREASED EFFICIENCY	DATA ACCURACY	SECURE
Supports the most popular screening devices, including CardioChek [®] and Cholestech LDX [®] , making screening events more efficient and eliminating the need for paper.	Eliminates errors resulting from the transcription of biometric values and member information.	All communication and storage are secured by industry standard encryption with SSL/TLS and is HIPPA-compliant.

bSMART[™], Applied Health Analytics' Sales Management and Report Technology, is a pre-populated sales pipeline management application designed for health systems, brokers and organizations targeting employers as potential customers. This easy-to-use application aggregates data from several sources and provides a pre-populated, comprehensive listing of employers that includes valuable information such as health insurance profile, benefit consultant affiliation, and premium. Within bSMART[™], users can actively record and manage the sales process, and produce reports measuring individual and team performance.



PRE-POPULATED PROSPECT DATA

Pre-populated prospect data that includes executive contacts, health insurance carrier, healthcare claims cost and broker alignment.



ASSIGN, MANAGE AND MONITOR SALES

Pipeline status for prioritizing targets, tracking prospects and reporting. Automated notifications and alerts for appointments, follow-up reports, status changes and important updates.



SEAMLESS INTEGRATION

Ability to generate proposals directly within the application, eliminating the need for third-party software or manual data entry. Full integration with the bIQ[™] Population Health Management platform, allowing for expedited client onboarding and seamless setup.

GO TO MARKET SUPPORT

Selling into the commercial market must be a professional endeavor best executed with an accurate understanding of the marketplace and its characteristics:

1. **How many employers** are in my service area, and which represent the best opportunity?
2. **Is the employer's** plan fully funded or self-funded and who is the benefit consultant?
3. **When is the employer's** contracting and open enrollment date? Who are the decision makers?

4. **Do they currently** engage a vendor for population health management services?

For these reasons, the go-to-market strategy must be deployed, oriented and executed in an efficient, manageable and trackable manner. Representative personnel must be capable and skilled in the demonstration, messaging and benefits associated with the health systems employer-facing, population health management service line.



BUSINESS DEVELOPMENT PARTNERSHIP

Applied Health Analytics provides sales training for our client partners, and we support the sales strategy by leading in-person and on-line sales presentations. We assist clients in engaging with prospective employers, brokers, and benefit consultants through in person meetings, presentations, and seminars.

TRAINING

The Applied Health Analytics client development program and training allows hospitals and health systems to utilize the full capability of bIQ™ population health management software. Our comprehensive training program includes one-on-one, group, telephone and e-learning options, and is ongoing as application upgrades and enhancements are released, or new personnel are introduced to the initiative.

MARKETING ASSISTANCE

Our Applied Health Analytics marketing and communications team provides branded infographics, program overview booklets and educational material to assist our clients' marketing efforts with employers and community partners.

WHAT OUR PARTNERS SAY

"Applied Health Analytics' software platform completely supports our employer initiative. Our salespeople, health coaches, client services personnel and system leadership all benefit from its intuitive design, analysis and functionality. It sets us apart and keeps us ahead."

– Unity Point Health at Work



"Our commercial strategy is front-and-center to achieving our payor mix objectives. Last year, we touched over 41,445 employees through our HRA, on-site screening events, coaching capability and the closing of care gaps. Primary care physician referrals were up considerably and represented annual recurring revenue of \$9.8 million."

– Employer Solutions, Atrium Health



"Our employer strategy has helped develop relationships and laid the foundation for our Centers of Excellence and risk-based contracting strategy. We've earned a trusted seat at the table with employers. They trust our input and seek our advice."

– The Christ Hospital



Founded in 2009 as a Joint Venture with Vanderbilt University Medical Center, Nashville-based Applied Health Analytics, LLC provides a range of proprietary technology and support services to empower health system's population health, value-based care arrangements, employer-centric strategies, and risk-based contracting initiatives. Applied Health Analytics positions health systems as the preferred provider of population health management services to drive commercial market share and enhance payor mix.



Corporate Headquarters: 480 James Robertson Parkway / Nashville, Tennessee 37219

Main Line: (615) 665-8825 / **Toll Free:** (888) 271-6089 / **Help Desk:** (855) 581-9910 / **Support:** (888) 271-7645

appliedhealth.net