

BEHAVIORAL HEALTH SOLUTION BRIEF

# LEVERAGE THE POWER OF DATA SCIENCE FOR PRESCRIPTIVE, TARGETED BEHAVIORAL HEALTH INSIGHTS

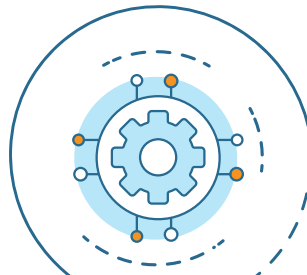
Now payers can customize their behavioral health care strategy and identify members who need help the most with a powerful, data-driven solution.



As payers place a growing emphasis on behavioral health in the wake of COVID-19, the need for integrated solutions to support new initiatives has come into focus. Current challenges to more effective behavioral health programs include:

- the lack of integrated physical and mental health information and services
- slow and inefficient collection, organization and leverage of data to provide a true holistic member view
- relative inability to micro-target members or predict potential issues using data science
- a lack of real-time tools to coordinate care between diverse stakeholders

Vital Data Technology's dynamic, cloud-based Affinitē solution leverages data science and AI-embedded automation to predict outcomes and automate actions in real time, bridging the gap between stakeholders and translating to timely interventions, more meaningful clinical collaboration, and better outcomes for plans, providers, and members alike.



## Data Aggregation

- ✓ Conventional (e.g., claims, Rx)
- ✓ Unconventional (e.g., Census, CDC)
- ✓ Operational (e.g., case mgmt. notes)
- ✓ SDOH



## Compute and Predict

- ✓ Deep analytic stratification and predictive modeling
- ✓ Identify at-risk members
- ✓ Predict issues such as substance use disorder



## Care Gap Analytics

- ✓ Ensure members and providers are closing gaps in care
- ✓ Measure calculations updated as often as daily



## Coordinate Engagement

- ✓ Automatically determine next-best actions, such as member outreach or provider referrals
- ✓ Automate sharing of data with a real time 360-degree member profile

# GET AHEAD OF MEMBER BEHAVIORAL HEALTH WITH A REAL-TIME DATA PLATFORM

Vital Data Technology's data-science driven Affinitē platform has accurately identified thousands of high-risk and high-cost health plan members, enabling earlier and more meaningful outreach and intervention.



## WITH AFFINITE, HEALTH PLANS CAN:



### Identify and Prioritize High-Risk Members Earlier with Data Science

Proactively identify members in your population via AI-enabled predictive modeling to track mental and physical health correlations and intervene earlier in the treatment process.



### Leverage a Unified, 360-Degree Member Profile

Bridge data feeds from different participating plans to ensure healthcare teams get the same 360-degree view of the member to make quicker, more informed decisions. Easily track important metrics like ER visits, overdoses, and MME data.



### Initiate Personalized Care Management

Use automation, machine learning, and data science to analyze a member's behavioral history, therapy outcomes, and comorbidities to determine a personalized intervention strategy. Measures for gaps in care delivered daily.



### Act Faster for Better Member Engagement

Leveraging the most current data to risk stratify members allows healthcare professionals to reach out before a mental health condition worsens, which is proven to increase the likelihood a member will engage.



### Communicate Behavioral Healthcare Data with Everyone at Once

With a singular data structure, ensure providers see member cohorts across the spectrum of care. Affinitē's integrated provider portal and member app automatically sync behavioral health data to create a unified view.

## Affinitē in Use



A national health plan member was identified by Affinitē predictive analytics as being high risk for substance use disorder (SUD). This member, an adolescent male, had been previously unsuccessful in seeking referrals for outpatient mental health treatment. Based on the results of Affinitē's analytic stratification and predictive modeling, a referral was immediately added to the case management queue for outreach by a Behavioral Health Case Manager. The member was successfully reached, and outpatient therapy was scheduled for the member that same day.

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"The referral revealed that several unsuccessful outreach attempts had been made. On the day I called, I'll never forget Derek's mom saying, 'you reached us at the perfect time on the perfect day,' as he was having a tough time."

**Carolyn H.**  
Behavioral Health  
Case Manager

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