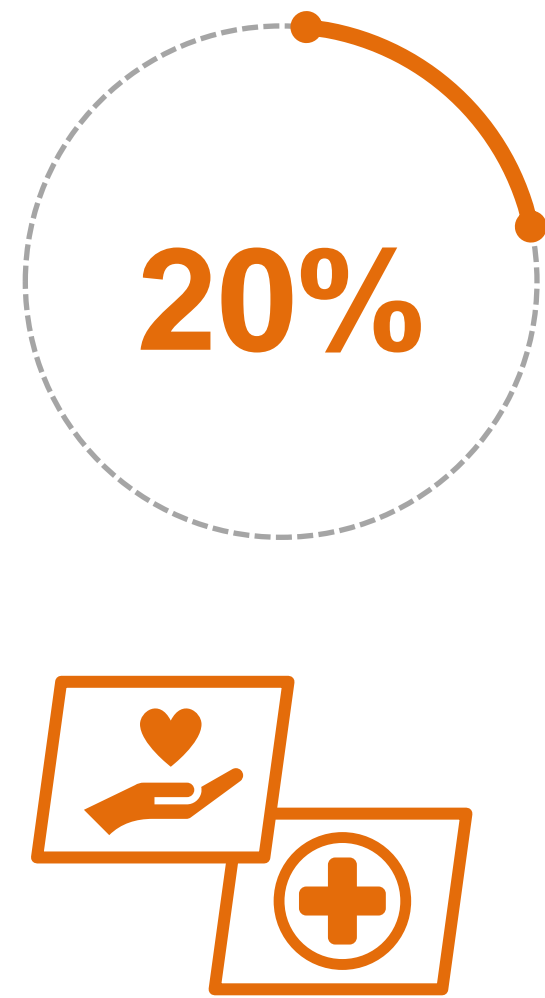# GUIDEWELL

USING DATA SCIENCE & BUSINESS INTELLIGENCE TO GUIDE AND MEASURE THE IMPACT OF HEALTH EQUITY INTERVENTIONS

BUSINESS PROBLEM

According to the **American Hospital Association**, **only 20% of a person's health and well-being is related to access to care and quality of services** they receive.

20%

80%

Staggeringly enough, it is believed that a person's **social and environmental factors** drive **80% of health outcomes**.

Building **effective** Health Equity interventions all starts with **data.**

Co-locating **publicly available and purchased datasets** with our **internally available assets** *(such as demographics and claims data)...*
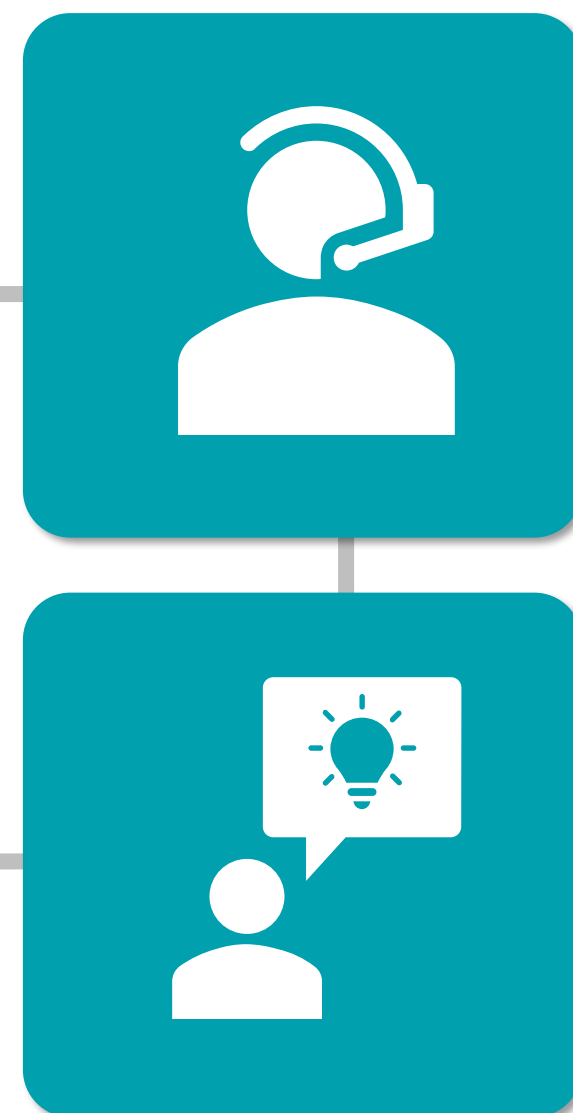
PUBLIC | DERIVED

INTERNAL
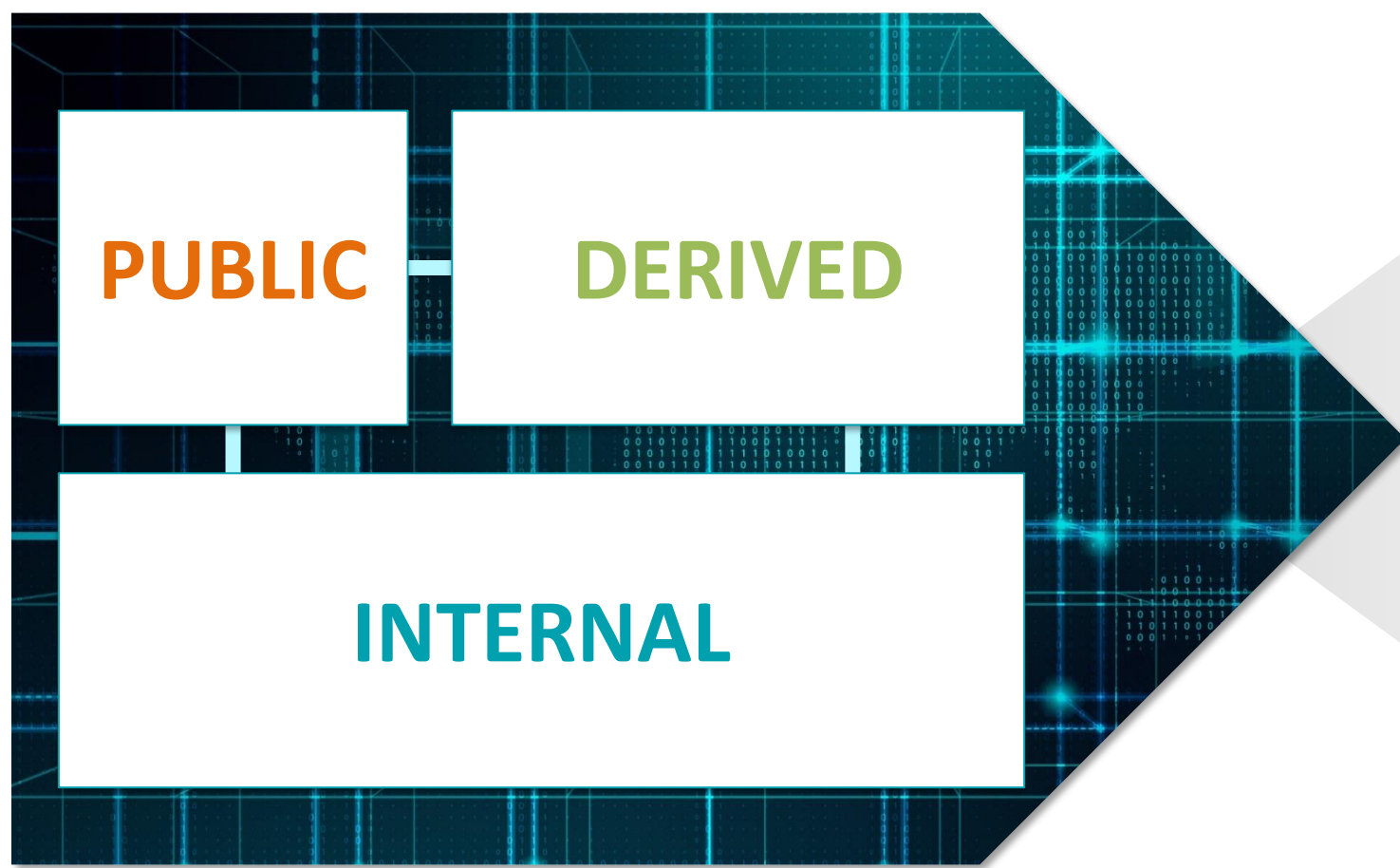
... creates a **comprehensive dataset** for our members that enables business actions.

Prescriptive & predictive **analytics.**

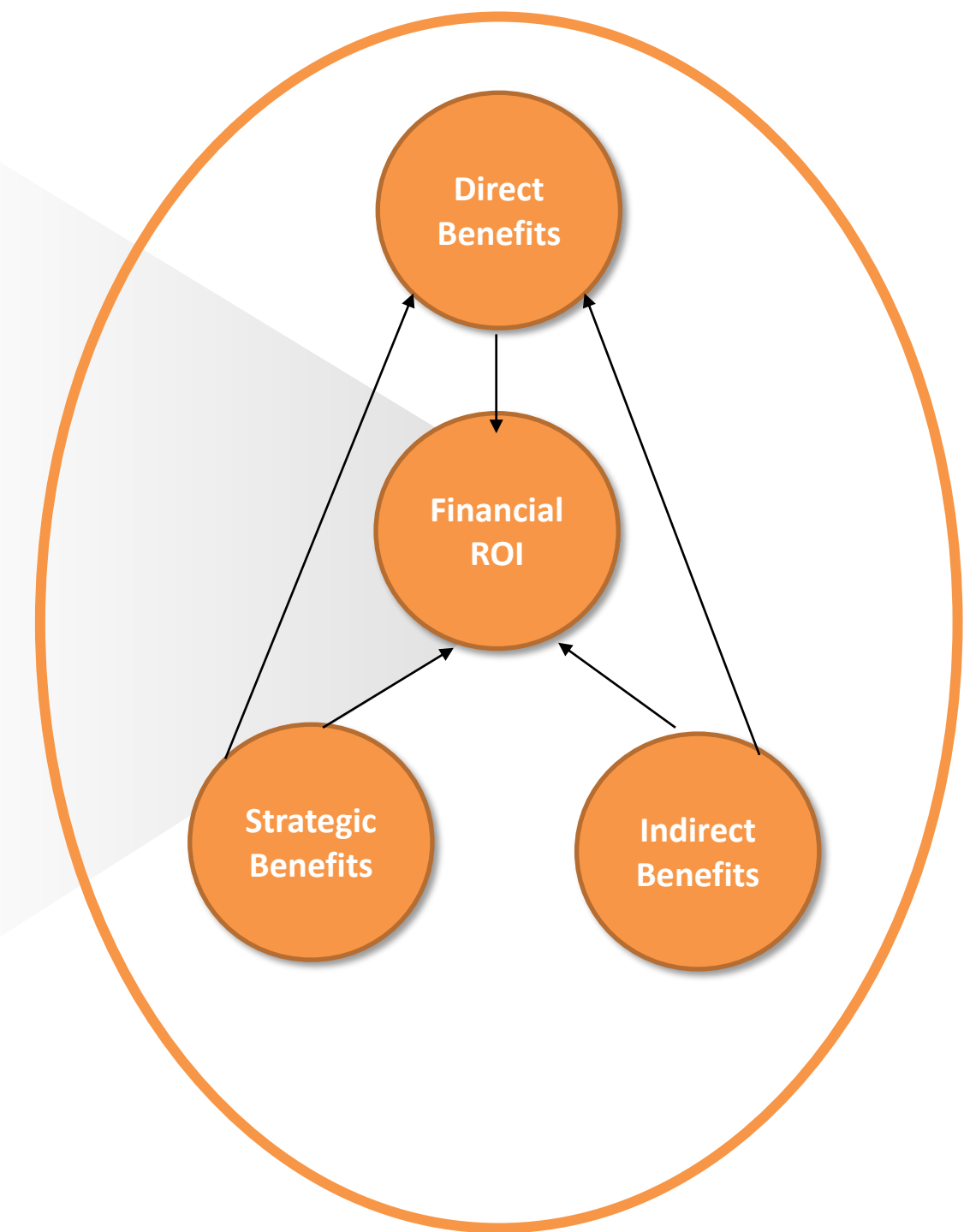Prioritize **member engagement** based on need.

Identify which **resources** to deliver to which member at which time.

Identify the best way to **engage and support** members.

Expanded ROI Framework

Direct Benefits

Financial ROI

Strategic Benefits

Indirect Benefits

Path Forward

Having the **appropriate data and insights** related to our member's **social and environmental characteristics** is fundamental to achieving health equity...

It is only by **focusing on health equity** that we will ultimately fulfill the GuideWell mission to **help people and communities to achieve better health**.

Having a robust Data Platform

Having a comprehensive and hyperlocal understanding of our members all starts with data. While there needs to be renewed focus on what data is collected at all our member touchpoints, there is some work that can be done in this space concurrent to the re-examination of our business practices.

Social Determinants Dashboard

We can use data visualization tools such as PowerBI and/or ArcGIS Technology (ESRI) to enable our business partners to quickly identify our most vulnerable members and where there may be disparities in health outcomes.
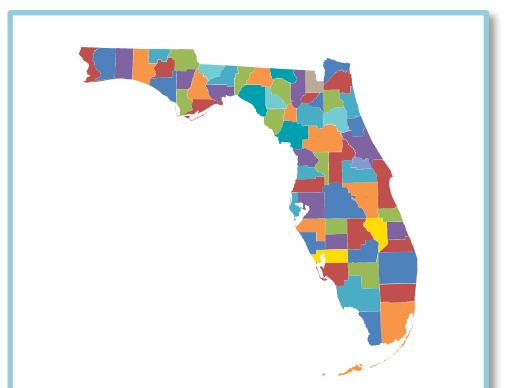
Advanced Analytics

Use **data-driven insights** and new strategy & to guide existing efforts; Use **predictive modeling** to validate current strategy; Improve **prioritization of members** for intervention through development of **Risk Score**; Maximize impact of limited clinical resources and **ensure those members at greatest risk are receiving critical preventive outreach.** Conduct **program evaluation and ROI evaluation** of interventions.