IBM **Watson Health**™

Take your member intelligence to the next level with socio–demographic analytics

Your members are complex

To optimize your business, you need to understand your members on a deep level. But claims data will only get you so far. And health risk assessments — with their limited participation — won't help you understand your members' lifestyles, attitudes and behaviors.

Socio–demographic data: the complete picture

IBM Watson Health can provide a complete picture of your current and prospective members by integrating information on member lifestyles, attitudes and behaviors with claims data.

Claritas PRIZM® Premier lifestyle segmentation system	**IBM Watson Health PULSE™ Healthcare survey**	Claims data from **IBM Watson Health MarketScan®** reserch databases and other sources

Solving real–world problems

Socio-demographic data can help health plans solve a number business problems, including:

Analyzing existing populations: Compare cost and utilization patterns to understand where outreach and programs need to be designed

Targeting members with chronic health problems to close gaps in care

Reaching members: Segment members into clusters with other members of like interests and attitudes, to design communications for the greatest impact

Socio–demographic data in action

Understanding new entrants
This health plan relied primarily on claims-centric, retrospective, time-lagged and incomplete data on their new members.

The plan partnered with IBM Watson Health to integrate socio-demographic data into their database and to develop a comprehensive picture of members to effectively acquire, activate and retain member populations.

Health and socio–demographic profile

The plan learned that for new entrants in a given month:

have **not graduated** from college	**89%**	
are in fair or **poor health**	**80%**	
are **low earners** or **lower middle class**	**69%**	
live in small towns or **rural areas**	**36%**	
on average, cost this much more than the **average member**	**25%**	

Health and lifestyle factors

Compared with the U.S. average, we found that the new plan entrants were:

16%	more likely to be unable to **pay for care** in the next three months	
5%	less likely to receive an annual **cholesterol screening**	
35%	more likely to be unable to effectively deal with **stress**	
11%	less likely to **use the internet** to look up healthcare information	
10%	more likely to have **poor eating habits**	

Contact us to learn more.