Be the boss of your data.

Introducing robust, off-the-shelf analytics that can help you optimize your existing IT investments and accelerate time to value.

Flexible Analytics for Payers:
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- Solution architecture →
- Analytics and packages →
- Support services →
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- Start a conversation →
Make moving quickly from data to insights the new norm.

Welcome to an enterprise analytics approach that puts you (and keeps you) in charge — delivering the powerful business insights your stakeholders need, when they need them, while making the most of your enterprise data warehouse and IT investments.

With Flexible Analytics from IBM Watson Health™, you can finally make your data work for you.
A changing healthcare marketplace.

Healthcare payers are facing a changing marketplace that demands business model transformation and the redesign of operational processes. In this new paradigm, breaking down data silos and developing an information-centric strategy can help payers compete.

There's no longer time to wait and see. You need to understand and act.

Enterprise analytics are the bridge that can connect a payer’s growing collection of claims, clinical and operational data to critical insights necessary for data-driven decision making across the enterprise.

From member health and engagement to utilization and cost-driver analysis.

From provider collaboration to operational efficiency improvements.

To help make sense of enterprise data, payers are investing in next-generation enterprise data warehouses and big data analytics solutions — but these investments may still not be delivering the information needed to drive business transformation.
In many cases, you may have the data you need but may be struggling to analyze it in a meaningful way. Approaches to enterprise analytics that may be falling short include:

1. **Building and maintaining analytics in-house**, which can consume valuable time and resources that could be allocated to higher-value activities — like discerning business needs and interpreting analytic data to deliver user-friendly answers.

2. **Deploying a best-of-breed approach**, which can require payers to piece together disparate methodologies licensed from multiple vendors, and can lead to disconnected data and analytic context.

3. **Outsourcing data analytics**, which can limit a payer’s ability to choose which analytics to run and when, constraining reporting frequency and timeliness of analytic results.

We now offer a more flexible, integrated solution.
A new approach to enterprise analytics.

With Flexible Analytics, you can add time-tested methodologies to your enterprise data warehouse by licensing the analytics you need, when you need them — helping you accelerate time to value by reducing the time and resources required to analyze enterprise data and meet the needs of your business operations. Flexible Analytics is designed to:

- Offer flexibility and scalability
- Expand your analytic capabilities in alignment with business priorities and technology initiatives, scaling as needs shift, without changing your underlying IT infrastructure

- Build on existing investments
- Integrate time-tested analytics with your enterprise data warehouse and business intelligence (BI) tools and derive more value from your IT investments

- Accelerate time to insight
- Embed analytic content directly into your enterprise data warehouse to help reduce analytic latency and speed time to value

- Decrease maintenance
- Reduce the time and resources required to maintain and update analytics — we keep the methodologies current, so you can focus on value-added activities with greater impact

- Mitigate analytic disconnects
- Leverage inter-connected algorithms that build upon and enhance each other for a cohesive and consistent approach to analytics

- Drive analytic efficiencies
- Run multiple methods at once to make an efficient use of both professional and technical resources

How it works →
Your IT environment, our analytics.
And you in charge.

With Flexible Analytics, you keep your data on-premises, safely behind your firewalls, and have complete control over the frequency and timeliness of analytic queries, helping you meet the needs of your business operations.

**Here’s how it works.**
Flexible Analytics integrates with your existing Extract, Transform and Load (ETL) software, data model and BI tools, allowing you to add an advanced analytics layer without changing your underlying IT infrastructure.

Using your ETL software and a local web service, you can call on Flexible Analytics anytime you want to run specific methodologies on data extracts from your enterprise data warehouse, and transform output files into your data model. Leverage your existing BI tools to provide results to business users and inject actionable insights into their decision-making process.
Specific business priorities. Precise answers.

With Flexible Analytics, you can select just the analytics you need, or take advantage of packaged solutions designed to address specific business needs — giving you the flexibility to adjust your solution as needs change.

- Care Management
- Financial Analysis
- Provider Performance Insights
- Employer Group and Executive Reporting

Customize your solution
Flexible Analytics can be purchased a la carte as individual components.

**Analytic methods**
- Medical Episode Grouper
- Risk-Adjusted Medical Episode Grouper
- Outpatient Event Grouper
- Inpatient Admission Grouper
- Cost of Care Model
- Primary Care Provider Imputation
- Service Categories
- Disease Staging
- Quality Rules Engine
- Risk of Hospitalization
- Population Classification

**Data intelligence**
- MarketScan® benchmarks
- RED BOOK pharmacy reference
- Code sets

**Rules packages and Editor**
- Physician Focus
- Disease Management
- Health Plan Focus
- Medicaid Focus
- Client-Specific
- Rules Editor

You choose
Flexible Analytics for Care Management

Designed to help you:

- Segment member data into specific populations for targeted outreach
- Pinpoint members who will receive the most benefit from engagement and identify action-driving opportunities
- Assess the clinical, behavioral and financial impacts of programs and explore program design improvements

Care management is not just a necessity for improving member health — it’s also a critical strategic capability as you look for ways to contain costs and differentiate offerings from the competition.

The Flexible Analytics for Care Management package can help you identify populations, understand their needs, put outreach action plans in place, and evaluate the impact of your care management programs on member lives and the bottom line.

Includes:

**Analytic methods**
- Inpatient Admission Grouper
- Risk-Adjusted Medical Episode Grouper
- Cost of Care Model
- Disease Staging
- Quality Rules Engine

**Data intelligence**
- RED BOOK pharmacy reference
- Code sets

**Rules packages**
- Disease Management
- Physician Focus

Read descriptions of the components →
Flexible Analytics for Financial Analysis

Designed to help you:

1. Identify medical and pharmacy resource utilization and other factors that are impacting costs, so you can prioritize the right strategies for improvement.
2. Determine the ROI from specific health and wellness programs, so you can analyze what’s working and what’s not.
3. Understand your costs, financial risk and other trends compared to peers and national averages.

Payers today need as much data-driven insight as possible into financial and operational performance — including potential risks — so they can manage those risks and build a long-term path for success in a fast-changing industry.

The Financial Analysis package provides an array of cost and utilization measures that are service- and episode-based, as well as predictive models. These can help you evaluate current and future risk, benchmark performance and understand underlying drivers that can impact profitability.

Includes:

- Analytic methods
  - Inpatient Admission Grouper
  - Risk-Adjusted Medical Episode Grouper
  - Cost of Care Model
  - Disease Staging
  - Service Categories
  - Quality Rules Engine

- Data intelligence
  - MarketScan benchmarks
  - RED BOOK pharmacy reference
  - Code sets

Read descriptions of the components →
Flexible Analytics for Provider Performance Insights

Designed to help you:

- Manage individual physician performance with scorecards based on clinical measures.
- Improve performance concerns by drilling down to a specific physician’s panel of patients and developing lists of care gaps for each patient.
- Conduct fair comparisons of providers, accounting for patient severity and comorbidities.

With the shift from volume to value, healthcare payers are turning to pay-for-performance models to help address cost and quality. This has led to heightened interest in evaluating physician performance to drive higher-quality care at lower costs.

The Flexible Analytics for Provider Performance Insights package helps you compare the performance of network providers, drive behavioral change and close potential performance gaps.

Includes:

- Analytic methods
  - Inpatient Admission Grouper
  - Risk-Adjusted Medical Episode Grouper
  - Cost of Care Model
  - Disease Staging
  - Service Categories
  - Primary Care Physician Imputation
  - Outpatient Event Grouper
  - Quality Rules Engine

- Data intelligence
  - RED BOOK pharmacy reference
  - Code sets

- Rules packages
  - Physician Focus

Read descriptions of the components ➔
Flexible Analytics for Employer Group and Executive Reporting

Designed to help you:

- Generate insights that show your plan’s impact on costs, utilization, quality and population health
- Address special reporting needs and provide answers to specific questions
- Provide context by comparing customer costs against national and regional benchmarks

Rising costs and increasing competition have put pressure on healthcare payers to provide reliable, accurate and timely information to employer customers.

The Flexible Analytics for Employer Group and Executive Reporting package helps you respond to the reporting needs of employers and demonstrate the value of your services.

Includes:

**Analytic methods**
- Inpatient Admission Grouper
- Risk-Adjusted Medical Episode Grouper
- Cost of Care Model
- Disease Staging
- Service Categories
- Quality Rules Engine

**Data intelligence**
- MarketScan benchmarks
- RED BOOK pharmacy reference
- Code sets

**Rules packages**
- Health Plan Focus

Read descriptions of the components →
Components

Inpatient Admission Grouper: Captures the cost and utilization associated with an in-patient stay, using five broad classifications: surgical, medical, maternity/newborn, psychiatric and substance abuse, and other/unknown — enhancements important for supporting comparisons to normative data and between providers.

Medical Episode Grouper: Groups inpatient, outpatient and pharmaceutical claims into clinically homogenous units of analysis to help provide a complete picture of care for a single condition or illness. The methodology can be used for a range of applications, including provider profiling, disease management, quality improvement, and cost and use analysis.

Risk-Adjusted Medical Episode Grouper: Combines information from the Medical Episode Grouper methodology with the Cost of Care Model to better predict expected episode costs.

Cost of Care Model: Classifies patient clinical conditions into disease categories and calculates the risk of healthcare resource consumption for specific populations. The model provides concurrent and prospective predictions, helping to measure cost-effectiveness of care and inform payment negotiation discussions. Both commercial and Medicaid models that are designed to account for variability in the Medicaid population are available.

Disease Staging: Identifies a patient’s disease and corresponding severity, ranging from conditions with no complications or problems of minimal severity to death. The method severity adjusts patients to assist in evaluating cost-effectiveness and quality of care across multiple disease conditions or providers.

Quality Rules Engine: Calculates complex industry-standard quality measures that reflect evidence-based medicine and help evaluate the completeness of care delivered. The method handles sophisticated logic to look across eligibility, claims, condition-specific data and the physicians providing services to a patient. Packages of clinical rules can be licensed for use with quality-related event (QRE).

Outpatient Event Grouper: Combines outpatient claims to form an event (representing a single treatment encounter in an outpatient facility setting) for analysis. This method helps determine the cost of outpatient events to help benchmark utilization and price variation, steer members to appropriate care settings and negotiate with providers.

Service Categories: Assigns all healthcare services to a standard set of mutually exclusive groupings that sum to the total. The methodology eliminates overlapping definitions and accounts for all services, allowing users to see how healthcare dollars are being spent and evaluate the success of programs across the care continuum.

Primary Care Physician Imputation: Identifies the manager of a patient’s care for health plans that do not assign a primary care physician (PCP) to a member. The method uses claims data to assign a provider who acts as the member’s PCP.

Risk of Hospitalization: Identifies patients at high risk for acute inpatient hospitalization. The models emphasize hospitalizations that are potentially avoidable through appropriate outpatient care in order to assist care managers in prioritizing those patients with specific chronic diseases (asthma, diabetes, congestive heart failure and chronic obstructive pulmonary disease) for potential intervention.

Population Classification: Assigns members to mutually exclusive, time-sensitive clusters based on anticipated care management intervention potential, which supports the ability to stratify patients for appropriate care and provide insights on entire populations. The model takes into account characteristics of disease conditions currently present, recent significant changes in health status, short-term acute situations, lack of engagement with primary care, high patient complexity and patient utilization behaviors.
Components

Analytics and packages

Overview Solution architecture Analytics and packages Support services Why Watson Health? Start a conversation

Analytic methods → Data intelligence Rules packages and Editor →

MarketScan benchmarks: Provides a rich set of metrics, based on one of the most published sources of private-sector healthcare utilization and expenditures in the industry, to compare your performance to other relevant norms.

Code sets: Includes diagnosis and procedure code descriptions and aggregates.

RED BOOK pharmacy reference: Gathers information from nearly 650 pharmaceutical manufacturers, wholesalers and repackagers; provides nearly 150,000 unique National Drug Codes; and retains more than five years of average wholesale price information.
We have developed a number of rules packages, all of which are defined in accordance with national standards or evidence-based guidelines. The following packages can be selected for inclusion with the Quality Rules Engine methodology:

**Physician Focus:** Includes clinical rules endorsed by nationally recognized entities such as the National Quality Forum. Most of these rules are based on criteria defined by the National Committee for Quality Assurance, American Medical Association, Physician Consortium for Performance Improvement and others.

**Disease Management:** Includes clinical rules related to chronic conditions most often associated with disease management programs, covering both recommended and non-recommended services for these conditions. The conditions include asthma, chronic obstructive pulmonary disease, congestive heart failure, coronary artery disease, depressions, diabetes, hypertension and low back pain.

**Health Plan Focus:** Includes the Health Plan definitions from the National Committee for Quality Assurance. Based on HEDIS (Healthcare Effectiveness Data and Information Set) 2016 measures.

**Medicaid Focus:** Includes quality measures for the adult and children’s Medicaid populations. These rules assist states with reporting to the Centers for Medicare & Medicaid Services and provide plans insight into the quality of healthcare that patients enrolled in Medicaid receive.

**Client-Specific:** Allows clients to create custom rules packages to meet business needs.

**Rules Editor:** An application that allows a user to view existing logic behind the quality rules, customize standard rules or create new rules from scratch. The application is designed to allow users to easily create complex steps that are frequently required within clinical rules that are difficult or impossible to create within a traditional BI tool.
You’re focused on maximizing your investments. We’re focused on helping you get there.

Whether you’re considering a customized or packaged solution, our team of technology and analytics specialists can provide the implementation and ongoing support you need to help make the most of your investment.

**Enterprise data warehouse implementation**
We can help you craft and execute a plan for integrating Flexible Analytics with your data warehouse across a variety of technologies and service-level needs, including data integration and data modeling.

**Business intelligence implementation**
Whether you need help developing dashboards, pinpointing report sets or measures, or integrating custom frameworks into your BI tools, our team can help, based on best practices and listening to your specific needs, so you can move quickly from information to action.

**Ongoing support**
Take advantage of the continuing support we can provide across your project lifecycle, from taking the lead so you can deploy internal resources elsewhere, to data assessments and general analytic support as an extension of your team.

**Support at a glance:**
- Data integration
- Data modeling
- Reports and dashboard development
- Measures consulting
- Analytic data quality assessments
- Project management

**Is it time to talk?** Start a conversation →
Experience, passion and innovation. Because your work demands it.

At IBM Watson Health, we believe today’s determined professionals — whether in informatics, the C-suite or on the frontlines of patient care — must be freed from unnecessary complexities holding them back.

Driven by the same passion and spirit as our clients, we provide you with technology and expertise that you can use to power thriving organizations and solve short- and long-term challenges.

When you work with us, you get the benefit of our more than 40 years of industry-wide healthcare data and analytics experience and a staff of subject matter specialists with deep clinical and analytic experience, ready to offer assistance and guidance.

Of course, you also get the time-tested methodologies, robust technology offerings and innovations, and cognitive capabilities of the IBM Watson Health teams.

IBM Watson Health aspires to improve lives and give hope by delivering innovation to address the world’s most pressing health challenges through data and cognitive insights.

Ready? Let’s do this together →
With you in control, your enterprise data can deliver on its promise.

You’ve likely invested in an enterprise data warehouse.

But is it delivering the insights necessary for stakeholders across the organization?

And as information needs and data sources expand even more, are you well positioned to utilize that infrastructure to support quick-changing demands and confident decision making?

With Flexible Analytics, the answer can be yes.

Start a conversation.
If you’d like to learn more and view a demo, please contact us today.

Email watsonh@us.ibm.com
Visit truvenhealth.com/payer/flexibleanalytics