

AI-Enabled Patient Engagement

Machine-learning-based AI can inform patient outreach by helping to identify high-risk patients and prioritizing the Next Best Action for each patient.

NEXT BEST ACTION

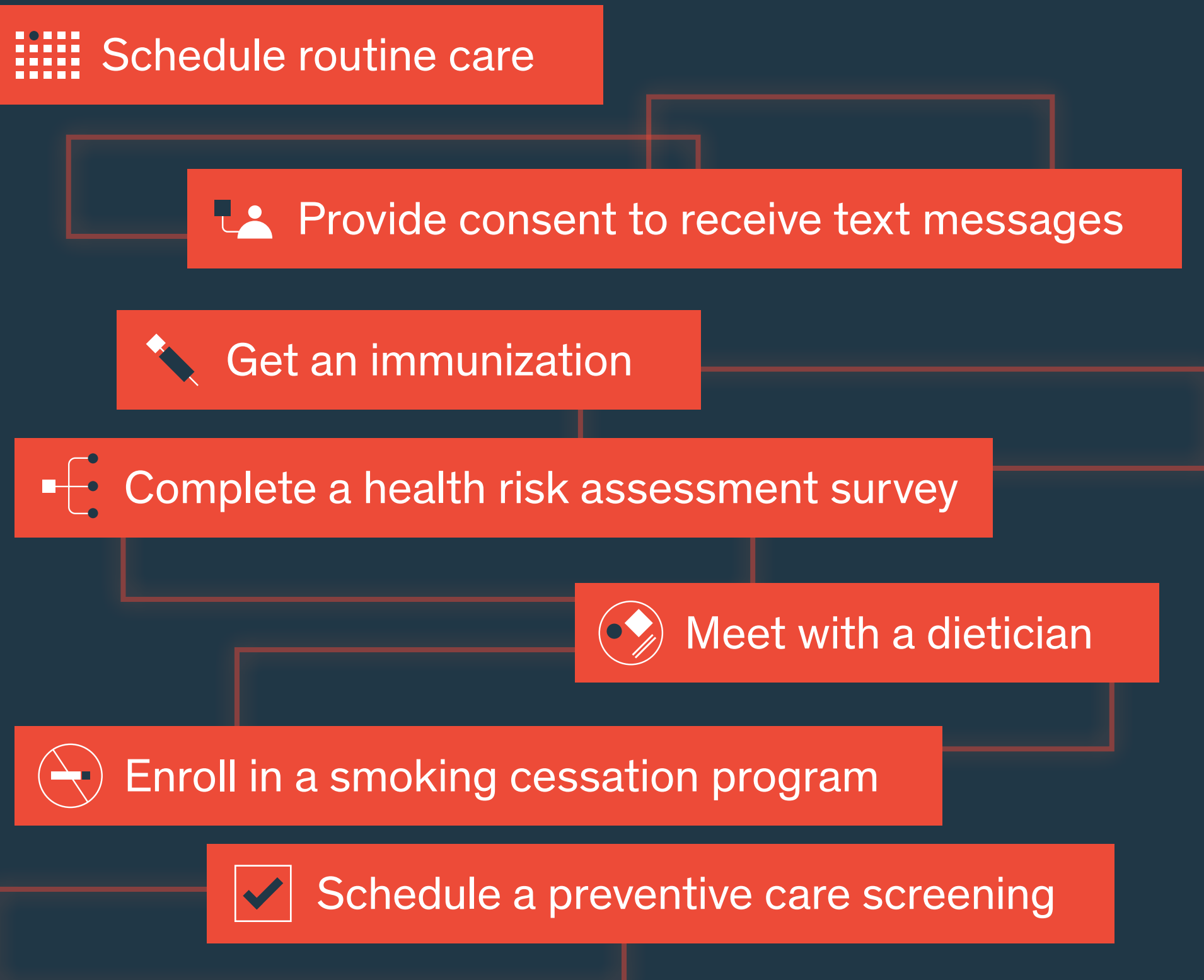
Predict Needs & Prioritize Actions

AI-driven propensity models can identify at-risk patients and determine appropriate Next Best Actions.



What are Next Best Actions?

Next Best Actions (NBAs) are high-impact actions patients should take based on their personal health risk factors, such as:

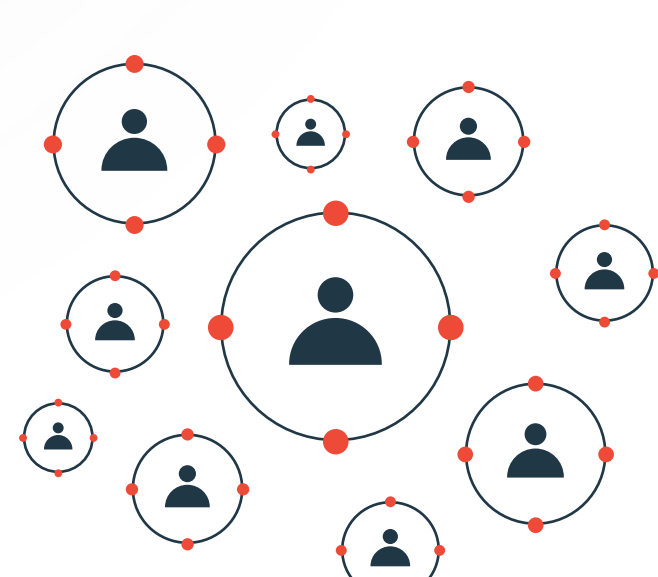


Using NBAs to Engage Patients

Successfully using NBAs to improve patient engagement requires:

- Data from multiple sources (EMR, Claims data, pop health data)
- Fair and ethical AI models to predict which patients need which services
- Next best actions are prioritized to maximize patient outcomes and lifetime value
- Reliable algorithms that predict the most impactful outreach channels
- Relevant and engaging content for personalized outreach

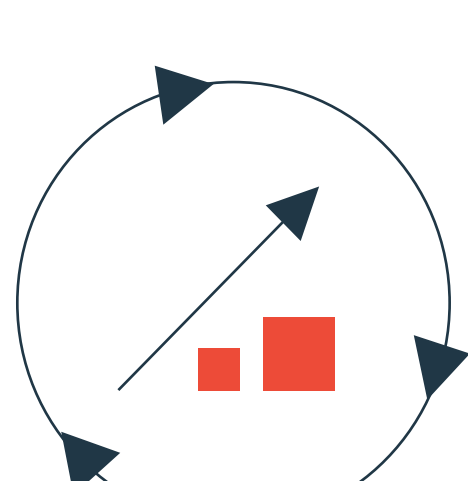
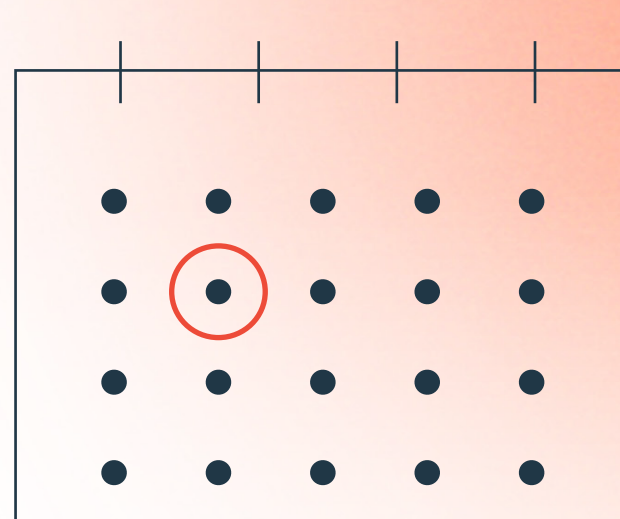
Real Results



3M+ patients engaged by Actium's NBAs

10X

more likely that patients identified by Actium's clinical models will make any type of healthcare appointment



2X+

referral appointments generated by patients who engage on Actium's platform and book an annual wellness appointment