actium

A Breakthrough Patient Segmentation Approach

How AI can create highly targeted patient audiences
for better contribution margins and efficiency

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If you're not proactively driving your highest-risk patients to your available appointment slots, now is the time to start.

Health systems across the country are faced with limited appointment inventory while simultaneously feeling pressure from payers to increase the value of care they deliver. That means systems must prioritize outreach to their highest-risk patients in order to improve health outcomes and maximize clinician time.

The good news is that health systems already have the data they need to increase value-based care. Artificial intelligence (AI) powered algorithms, combined with your EMR data, can identify optimal patient audiences for outreach and help you scale that outreach to meet the goals of your entire health system. AI-powered patient audiences allow you to prioritize your appointment inventory and move the needle on your quality metrics, star ratings, and revenue growth.
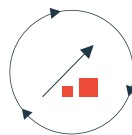
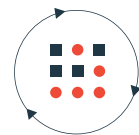Leading health systems know that healthcare is on the precipice of massive transformation.

IN ORDER TO STAY COMPETITIVE IN AN INCREASING VALUE-BASED ENVIRONMENT, AI CAN GIVE HEALTH SYSTEMS THE EDGE THEY NEED TO:
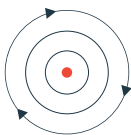
MEET PERFORMANCE AND QUALITY GOALS

DRIVE CONTRIBUTION MARGIN

OPTIMIZE CAPACITY UTILIZATION

# Passively Filling Appointment Slots Isn't Working

HOW IS YOUR HEALTH SYSTEM OR CLINIC PRIORITIZING PATIENTS TO FILL YOUR LIMITED APPOINTMENT INVENTORY?

What if you could fill appointments in a way that would result in the greatest value to each patient and provider alike? Your system could begin to optimize your patient case mix to benefit high-risk patients and maximize clinician time.

FACTORS CONTRIBUTING TO PATIENT RISK LEVEL:

- Age
- Diagnoses
- Family health history
- Social determinants of health
- Lifestyle
- Smoking status
- Blood pressure and cholesterol level

Health systems are under pressure to provide high-value care and reduce costs while increasing quality outcomes. However, a passive approach to filling appointment inventory will not result in value-based care because it fails to prioritize appointments for certain segments of the patient population.
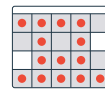
LIMITED APPOINTMENT INVENTORY

HIGH PATIENT DEMAND

PRESSURE TO PROVIDE VALUE

CAPACITY SCENARIOS

This scenario models a system's patient mix with limited capacity. Even though prioritizing high-risk patients has a greater impact on quality of care, in this scenario, 70 percent of high-risk patients are not receiving needed services.

Patient Mix with Capacity Constraints

- # High Need Patients
- # Medium Need Patients
- # Low Need Patients
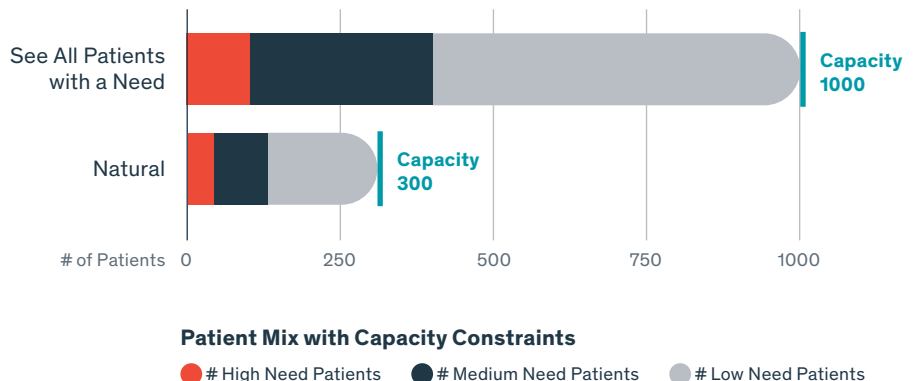
Strategically Balancing Supply and Demand

Health systems and clinics can take a proactive approach to filling appointments with high-risk patients, thereby increasing the value of each appointment. One standard approach is prioritizing outreach to segments of the patient population based on standard clinical guidelines.

For example, you could reach out to all female patients between 50 and 74 years of age for a biennial breast cancer screening, or for overweight adults ages 40 to 70, you can reach out to schedule a diabetes screening. You also could reach out to any Medicare patient who has not had an annual wellness visit in over 12 months.

This segmentation approach is a good first step to reaching patients most in need of certain services. Additionally, focusing outreach around preventive care can help to identify any other health issues early, increasing patient lifetime value as well as quality metrics.

However, this manual approach to reaching patients casts a wide net. And the large number of patients it can produce can make it incredibly time-consuming to conduct outreach. As a result, more of your high-risk patients will fall through the cracks.

PROBLEMS WITH THE STANDARD APPROACH TO OUTREACH

⊗ **LIMITED CAPACITY**

The more patients you target, the greater chance limited appointments will be filled with patients who are not high-risk

⊗ **DEPTH OF RELEVANCE**

Patients targeted are more likely to receive irrelevant information

⊗ **OUTREACH**

The cost of outreach is significant, and casting a wide net can decrease contribution margin to your system or clinic

AI-Powered Patient Segmentation

Leveraging artificial intelligence to develop prioritized patient audiences flips the standard patient segmentation approach on its head. Instead of casting a wide net — and risking reaching patients with irrelevant information — AI delivers highly precise patient audiences for your messages. This makes your outreach efforts quicker — requiring less time and fewer resources to fill appointments — and more effective at closing care gaps and driving revenue.

Take the example of cardiovascular outreach: A strategic effort to identify patients in need of a cardiovascular intervention results in vastly different results depending on the method of outreach.

	MANUAL	AI-POWERED	DIFFERENCE
Number of Patients Identified for Outreach (males over 45 and females over 55 without a cardiovascular appointment in the last year)	1.3M patients	165K patients	↓85% fewer patients identified
Number of Patients Required to be Seen per One in Need of Intervention (cardiovascular surgery or procedure)	325 patients	77 patients	↓4X fewer patients required
Time to Fill 1,000 Appointments[a]	167 days	84 days[b]	↓50% decrease in time
Expected Revenue from Interventions[c]	$53K in revenue	$225K in revenue	↑4.25X increase in revenue

In the example above, leveraging AI for patient outreach drastically reduced outreach time (and any relevant costs associated with your outreach efforts). It was also three times more effective at reaching relevant patients — in this case, patients in need of a cardiovascular intervention — driving more than four times as much revenue to the system.

A. Assuming one person making 30 outreach calls a day
B. Assuming 40% response rate due to improved targeting efforts
C. Assuming $17,000 per procedure

Highest Value for Providers and Patients

AI-powered patient audience segmentation ensures that your highest-risk patients get priority — allowing you to move the needle on quality of care, improve the health of your patient population, and generate downstream revenue.

AI-powered patient segmentation can:

- Fill appointment inventory and generate FFS revenue
- Improve quality of care by reaching patients most in need of interventions
- Generate quality bonuses
- Decrease cost utilization with higher-value appointments
- Reduce readmissions and improve star ratings
- Minimize outreach costs with more targeted audiences
- Increase competitiveness and market share

Actium Health leverages AI to transform patient segmentation. Here are some of the other ways Actium Health can transform your system or clinic:

- ⊘ Intelligent setup designed to break down data silos
- ⊘ Advanced AI models built on your own unique patient data
- ⊘ Insights tailored to your unique goals
- ⊘ Prioritized patient outreach lists
- ⊘ Automated, always-on campaigns
- ⊘ Exportable patient lists for one-off campaigns
- ⊘ SMS communications that maximize patient activation
- ⊘ Dynamic throttling to drive volume where you need it — and avoid overbooking
- ⊘ Enhanced reporting and attribution for marketing ROI and direct revenue impact

"Working with Actium Health didn't help us meet our marketing goals; it helped us redefine them. Now, we reach the right patients, at the right time, driving them to the care they want and need while developing a lifetime relationship with our existing patients."

Ryan Younger, VP Marketing at Virtua Health

INTERESTED IN LEARNING MORE ABOUT AI-POWERED PATIENT SEGMENTATION?

Touch base with the Actium Health team today at info@actiumhealth.com.

Where Others See Patient Data, Actium Health Sees Human Potential

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