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PredictRisk ™ for Health Care & Population Health Management

Health intelligence for marketing, wellness, and disease prevention
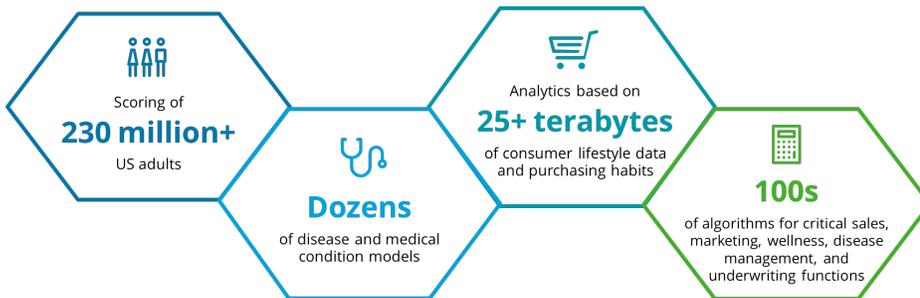
PredictRisk™ generates health insights to help health care companies and population health management identify at-risk populations, launch targeted marketing initiatives, and customize prevention, wellness, and precision care programs.

What if you could treat at-risk individuals before they become sick? Identify appropriate markets for drug rollouts? Find and retain customers, based on both need and profitability? And gain a deeper understanding of risks for better pricing assumptions? You can, with PredictRisk.

The PredictRisk difference

PredictRisk incorporates health intelligence and risk insights with lifestyle data to drive targeted patient care initiatives and more effective sales and marketing campaigns. It combines the capabilities of big data and predictive analytics with Deloitte's patented algorithms, leading practices, and decades of experience in the health care and insurance industries. Identifying, reaching, treating, and insuring the masses effectively to provide proactive, preventive, and personalized care becomes possible when health risk is part of the equation.

PredictRisk data intelligence

Scoring of
230 million+
US adults

Dozens
of disease and medical
condition models

Analytics based on
25+ terabytes
of consumer lifestyle data
and purchasing habits

100s
of algorithms for critical sales,
marketing, wellness, disease
management, and
underwriting functions

PredictRisk benefits

PredictRisk helps health care and pharmaceutical companies, and organizations looking to improve population health management, power smarter decisions and stronger results:

PredictRisk in action

Growing individual market share profitably

A multistate health plan created a targeted marketing campaign using PredictRisk's predictive analytics that assessed prospects' health risks, likelihood to buy, and profitability. The result? Individual memberships increased by 300 percent over two years, and the segment's medical loss ratio was reduced by more than 800 basis points.

Start the conversation

Visit **www.deloitte.com/us/predictrisk** or contact us at **predictrisk@deloitte.com** for more information.

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STRATEGY	SALES & MARKETING	PRICING	WELLNESS & DISEASE MANAGEMENT	PRECISION HEALTH
Drive strategic planning (e.g., drug and plan rollouts) and better understanding of the end consumer	Find, market, sell to, and retain customers with a focus on need, fit, customization, cost, and profitability	Understand the risk of the insured population for more effective plan and contract pricing	Identify at-risk populations for wellness outreach, improving health and managing cost to serve	Create better and more tailored care journeys for individual patients