

Insights for Integrity

Dialogues with Dan Olson

Risk indicators and social media sensing to identify emerging fraud

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Throughout my career, I've attended a great many program integrity (PI) conferences. Most recently, I've attended the National Health Care Anti-Fraud Association (NHCAA) conference. As a conference attendee, I had the opportunity to view and listen to sessions featuring top-of-mind trends in investigations and hear great examples of how public and private organizations are collaborating to drive innovation.

Our Deloitte session, *Using Risk Indicators and Social Media Sensing to Identify Emerging Fraud*, is an example of how innovation can be used to help tackle ongoing complex fraud concerns. This session was led by two of our investigators (Fernando Alvarez and Antonio Valdes) and featured a government health care example. Through the combination of broad and targeted social media risk sensing, PI professionals can monitor digital and social media platforms in order to flag narrative and conversations related to potential fraud, waste, and abuse (FWA). The additional perspective on changes as well as online social media conversations can help PI professionals to identify suspicious online activity to uncover new and emerging FWA trends.

By establishing a risk sensing approach, organizations can triangulate the information with claims data, enabling staff to substantiate social media chatter that may signal potential fraud. These data can help determine if investigation or administrative action is appropriate. Some of the key features of social media risk sensing are:

- ➡ Identify keywords commonly associated with FWA activity.
 - ➡ Develop queries for configuring sensing tools, which will aggregate and analyze large data sources to facilitate a broader, more efficient surveillance of potential bad actors in the online and on social media.
 - ➡ Focus initial efforts on digital social media engagements, versus just media stories, to capture specific instances of suspicious behavior so that the team could identify the broader methods.
 - ➡ Aggregate large data sets associated with FWA-related terminology.
 - ➡ Analyze outputs to illuminate conversations, topics, sources, etc., where FWA schemes are commonly perpetrated.
 - ➡ Identify conversations or entities that exhibit suspicious behaviors or online conversations/posts.
 - ➡ Identify key sources or channels used to conduct suspicious activities.
- Drill down into conversations or communications to corroborate activity via health care claims data triangulation and provide FWA leads for further investigation.

What does this all boil down to? Let's face it...the bad guys out there are smart and getting smarter. To try to catch bad actors before they strike programs, organizations should look to continually innovate and automate to design new defense measures. The method described above is one example PI professionals can up their game by connecting current and risk sensing data to help determine proactive measures.

So, what are your PI teams doing to up your game? Share your ideas and experiences using [#InsightsforIntegrity](#).

Beyond the above, my warmest wishes to you and your families for a wonderful holiday season.

-Dan

P.S. Please join me during our January vlog as we conduct an interview with Fernando Alvarez and discuss some recent case studies using this approach!

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