

# Understand the Individual Experience to Improve Patient Outcomes

*Granular and predictive data is mission critical to improving your community's health*

## The future of healthcare is rooted in data and analytics.

The healthcare industry is rapidly transforming with a focus on value based - yet - precise care. The priority is on improving people's health and wellness, overall patient treatment, adherence to care plans and long-term quality of life. If you want to run a profitable insurance business, healthcare organization or wellness company, your journey to achieving better outcomes for your members, patients, and customers starts with data.

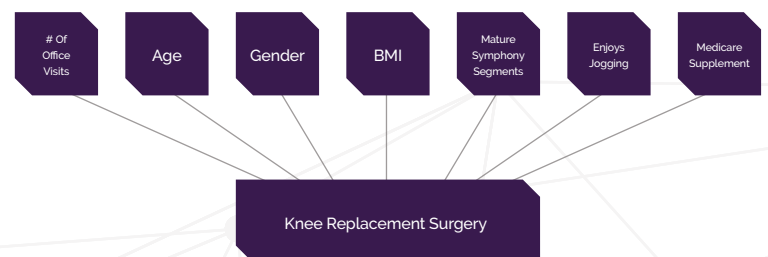
Fortunately, there is no shortage of healthcare data available today. In fact, many insurance and healthcare organizations find themselves in a tough position; they are data-rich but analytics-poor. That's where AnalyticsIQ comes in. Not only do we provide accurate health, wellness and lifestyle data you can't find anywhere else, but our modeling and analytics expertise can help you develop custom data solutions. Start reaching the right people across the right channel at the right time in their health journey based on their specific needs.

## Customize your approach and help people live their best life.

Our HealthIQ data is both accurate and highly predictive. Many savvy organizations want to curate a personalized experience, care plan, or trend response through custom models and analysis. In healthcare, developing a propensity model requires robust data and analytics to identify specific needs or trends.

For instance, healthcare organizations may use a combination of healthcare diagnostics, demographics, lifestyle and interest data to predict the likelihood a patient is a candidate for a knee replacement.

### Propensity Model to Predict Future Patient Needs



## Our HealthIQ data empowers healthcare organizations to:

- Personalize communication and service to individual patients
- Analyze and understand population trends
- Increase medical adherence and utilization
- Improve outcomes with insight into social determinants of health

## Let's talk.

Are you ready to start using sophisticated data to improve outcomes for your patients and customers? Our flexible approach makes it easy. Whether you are looking to analyze population data, build custom propensity models, or optimize communication with patients across channels, AnalyticsIQ can be your partner. Contact us today at [sales@analytics-iq.com](mailto:sales@analytics-iq.com).

