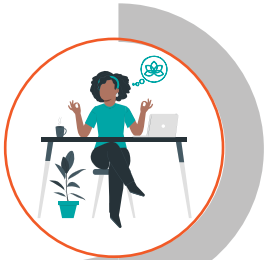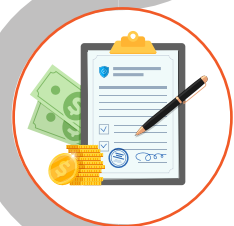# Predict Behavioral Health Needs to Shrink Avoidable Utilization and Bolster Wellness

- Assess risk with data including social determinants of health

- Address behavioral health comorbidities to reduce cost of care

- Prevent avoidable admissions and ED utilization

- Deliver the right care at the right time

GRAY MATTER ANALYTICS®
LESS INTUITION... MORE EVIDENCE®

Chicago • New York • Atlanta
graymatteranalytics.com
info@graymatteranalytics.com
312.957.7604

Leverage Data to Effectively and Efficiently Improve Outcomes Through Quality Care

Behavioral health care is finding a place in value-based contracts. It has taken pressures such as **psychiatrist shortages**[1] and an increased burden on primary care providers to diagnose and treat behavioral health needs to integrate relevant coverage, compensation and services in value-based care models. But encouraged by **leading physician organizations**[2] and the **National Committee for Quality Assurance**[3], primary care providers and specialists increasingly are empowered to save money, reduce avoidable utilization and prevent comorbidities through shared risk agreements.

Delayed behavioral health care threatens avoidable morbidity and poor physical health, which can cost healthcare systems, plans and patients more. Performance metrics and pay incentives are driving the inclusion of behavioral health assessments in primary care, appropriate in-network referrals and standarized tools for tracking care delivery and health and well-being outcomes before conditions become more complicated, urgent and expensive.

However, a dearth of data hinders efforts by payors and providers to amplify behavioral health care and appropriately time interventions. Advanced analytics through predictive models can help identify at-risk members or patients so payors and providers can educate with communications to diminish unhealthy habits, reach out to schedule routine and preventative clinical care and engage to drive medication adherence.

Advanced analytics can remediate the lack of quantitative data on behavioral health, unstructured data yet untapped for payor or provider insights and inaccessible data in silos so payors and providers can track the full cost of care and recognize opportunities to decrease expenses while supporting positive health outcomes. Through advanced analytics, healthcare organizations can leverage data from disparate sources – including unstructured data – to receive actionable insights regarding next-best actions for patients, treatment plans and resource utilization.

[1] https://www.aamc.org/news/growing-psychiatrist-shortage-enormous-demand-mental-health-services
[2] https://www.healthleadersmedia.com/telehealth/physician-groups-call-behavioral-health-integration-primary-care-practices
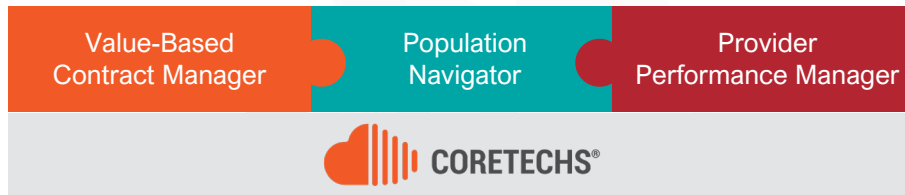[3] https://www.healthleadersmedia.com/clinical-care/achieving-quality-behavioral-health-care

Learn more ↓

Combined with artificial intelligence, an advanced analytics healthcare platform enables healthcare organizations to adopt a proactive approach to behavioral health problems that can:

- Minimize the impact of behavioral health issues on physical wellness
- Mitigate future healthcare costs
- Improve clinical outcomes and quality
- Advance member engagement
- Improve efficiency
- Expand contractual impact
- Increase health equity

Value-Based Contract Manager	Population Navigator	Provider Performance Manager

CORETECHS®

We believe that analytics can play a significant role in improving economic and health outcomes, but one of the key challenges our clients face is knowing where to focus their efforts. We have developed a framework that enables us to partner with clients to determine the highest priority initiatives to focus on and leverage advanced analytics to optimize VBC performance.

CoreTechs® Dynamic VBC Analytics and Insights

- Dynamic dashboard that includes high-priority outcomes measures
- Ability to configure outcomes and process measures to reflect organizational performance goals and program processes
- Advanced analytics-driven insights into evolving performance drivers and trends to inform continued prioritization of improvement initiatives and activities

Advanced Analytics Solutions

- Targeted to optimize performance against specific cost and quality measures with focus on key VBC performance areas, including: Clinical Quality and Safety, Effectiveness of Care, Care Coordination, Cost Optimization, Network Management and Patient Experience

Advisory Services

- A comprehensive assessment that determines high-impact measures and identifies critical data and analytics capabilities to accelerate value creation, to provide the largest impact on health outcomes and economic performance
- Selection of VBC programs and measures for analytics deployment to drive data-driven insights and ROI

Selecting the Right Partner to Optimize Performance

The marketplace for healthcare data and analytics partners is a crowded one. **Key to succeeding in a value-driven environment is selecting the right partner.** Gray Matter Analytics is intensely focused on helping organizations manage cost and quality measures in value-based contracts to optimize economic and health outcomes.

Our Advisory Services provide clients with integrated services that optimize data and analytics capabilities, enhance organizational infrastructure and accelerate the development of high-value use cases to better guide decisions and improve performance.

Our CoreTechs® Dynamic VBC Analytics product is a subscription-based, Analytics as a Service (AaaS) cloud-native platform and solution suite that delivers pre-built foundational analytics solutions and targeted advanced analytics capabilities to healthcare organizations.

Contact us to learn more.

GRAYMATTER ANALYTICS®
LESS INTUITION... MORE EVIDENCE®

Chicago • New York • Atlanta
graymatteranalytics.com
info@graymatteranalytics.com
312.957.7604