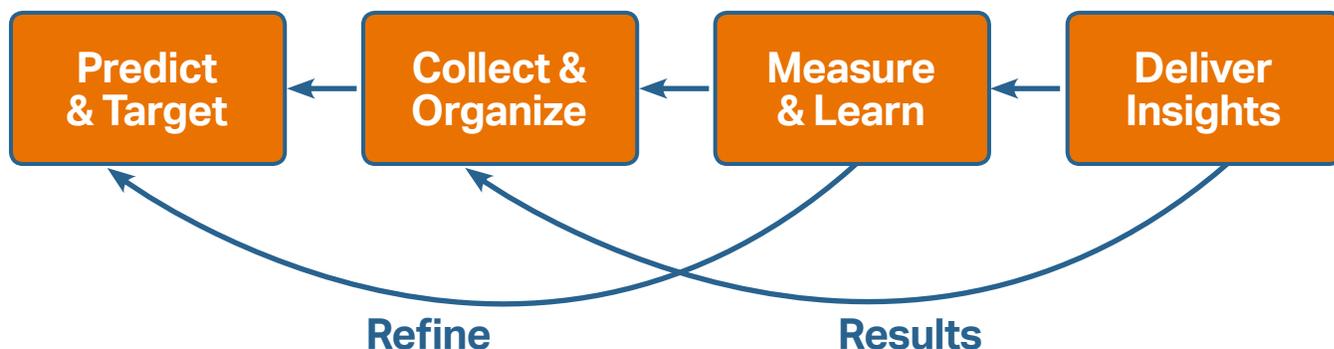


# Data Sciences 101



## How data drives our process

Data and analytics are deeply ingrained into every step in our process of driving high-value behaviors for plans, from targeting members to measuring results for future communication cycles.

### Step 1: Predict and target

The key to moving the needle on HEDIS measures is finding the members with the greatest propensity to take action and whose care gaps are most valuable to the plan’s quality scores. Predictive analytics and third-party data allow us to segment member populations and target based on health compliance profiles and action predispositions.

Based on data science and behavioral analytics, we build an engagement plan designed to optimize channel marketing and incentive level.

### Step 2: Collect and organize

As the communication plan is executed through our engagement platform, and using best practices in consumer marketing, our data warehouse builds a comprehensive picture of member interactions.

### Step 3: Measure and learn

That data—the data based on your specific members and their experience with the program—is used to improve upon future member interactions. Because the entire process happens alongside program execution, insights gleaned from current members can be used to improve the program in future communication pieces.

### What data delivers

Member engagement and incentive programs that are deeply rooted in data and analytics consistently deliver higher ROI. At NovuHealth, we focus on driving high-value behaviors that are measurable, improvable, and attributable. Our clients receive clear results demonstrating how their budget fits into the MLR numerator, where their dollars are being spent, and the results of the program as often as on a daily basis.

**DATA-DRIVEN PROGRAMS = GREATER ROI**

To see client studies and learn more about how data analytics can help boost your member engagement numbers and quality scores, contact us.