MEMBER CASE STUDY

Leveraging data science for real-time, automated member insights

Vital Data Technology's data science-driven Affinitē platform has accurately identified thousands of high-risk and high-cost health plan members, enabling earlier and more meaningful outreach and intervention.
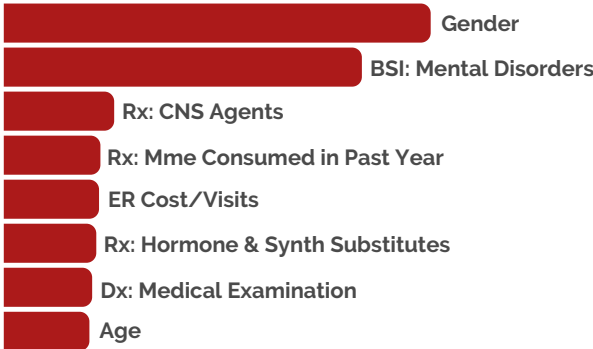
clinical profile

DEREK L. - 16

- Adolescent male living in remote area with single mom
- History of anxiety and depression
- Isolated and homebound due to COVID-19

Relative Importance of Predictors of SUD Diagnosis Incorporated into Predictive Modeling and Workflow Automation

- Gender
- BSI: Mental Disorders
- Rx: CNS Agents
- Rx: Mme Consumed in Past Year
- ER Cost/Visits
- Rx: Hormone & Synth Substitutes
- Dx: Medical Examination
- Age

CHALLENGE

This national Blues plan member was identified by Affinitē predictive analytics as being high-risk for substance use disorder (SUD). The member's mother had previously been unsuccessful in seeking referrals for outpatient therapy.

SOLUTION

Affinitē compiles real-time data on a member from multiple sources, including recent medical diagnoses, recent ER visits, prescriptions and prescription interactions, SDoH data, as well as other third-party information. Taken together, case managers use this information to determine who is high risk, and initiate interventions to keep these members healthy and engaged with their plan benefits.

RESULT

The predictive model identified the member as one at risk for SUD and the referral in the queue prompted the Behavioral Health Case Manager to attempt outreach. The Case Manager was able to reach Derek's mother and successfully schedule outpatient therapy for him that same day.

The referral revealed that several recent unsuccessful member outreach attempts had been made. On the day I called, I'll never forget Derek's mom saying, 'you reached us at the perfect time on the perfect day,' as he was having a tough time.

Carolyn H.
Health Plan Case Manager

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