



■ Business Impact

More than 40 percent of the American population – 130 million people – have a chronic illness, such as diabetes, congestive heart failure, depression or asthma.

■ Challenges

- **Rising medical costs.** The average age of the managed population is rising, and multiple conditions are being found per member – both of which lead to higher costs.
- **Plan members often don't stay in compliance.** Regardless of the reasons, falling out of compliance often leads to further complications and, ultimately, higher costs.
- **Employer skepticism.** The ROI of disease management programs has been difficult to prove due to the inability to quantify health outcomes and cost savings, leaving employers skeptical of the value of such programs.
- **Increased outreach demand by employers.** Medical management programs must reach beyond chronic conditions to reach more employees, and this increases the demand for outreach capabilities.
- **Lack of timely, meaningful information sharing.** Reporting processes fail to deliver timely, relevant information to internal users and external plan managers.

How can we reduce costs and provide members with the very best health care?

YOUR GOAL: Identify and engage members who could gain the most from proactive health management

Chronic illnesses such as diabetes, congestive heart failure, depression and asthma account for the majority of US health care expenditures and play a major role in rising health care costs through hospitalizations, emergency room visits, poor medication compliance and deviations from treatment plans. However, such illnesses could also be managed – and real cost savings achieved – if care management resources were employed to ensure that those at risk take the appropriate steps at the right time.

Health insurers depend on members to hold up their ends of an agreement – from making and keeping appointments to staying on schedule with medications, etc. Ultimately, success or failure in improving health is largely up to the member. Some plans send periodic communications to remind and influence members to stay in compliance. Such communications are not very effective, but their effectiveness could be improved significantly with a more targeted message and method of communication.

In addition, the ability to dive deeper into data could help uncover hidden trends and nuggets of information. For example, members with chronic diseases who have mental health co-morbidities are far more costly than expected because they are less likely to comply with their medication plans. Knowing what members to support can make all the difference in the world.

OUR APPROACH

Better compliance depends on successful member communications, and that requires an understanding of member behavior and preferences. SAS approaches the problem by delivering software and services to help you:

- **Improve the relevance and effectiveness of member communications** using advanced analytics to understand and predict member behavior, create risk analyses and identify those members most likely to respond to programs.
- **Significantly improve the probability of a member staying in compliance** by automating a member communication and response system that lets the plan interact with members over their preferred channel at the time and frequency required.
- **Develop a consolidated view of plan compliance** by analyzing the results of member interactions and using that information to improve communication methods.
- **Uncover hidden trends and information** on how diseases, procedures, co-morbidities or services relate to each other, using unsupervised learning algorithms to cull through data and surface issues that were previously unknown.
- **Gain a greater understanding of the typical pathways that people experience** when undergoing particular treatments by using association analytics to look at how diseases progress through a utilization pathway.

SAS gives you an unlimited opportunity to uncover useful information that can improve the quality of care while reducing costs.



THE SAS® DIFFERENCE: A complete picture of member behavior and preferences

SAS gives you a complete picture of member behavior – not fragmented facts on behaviors and motivators. Only SAS delivers:

- **Superior data integration capabilities** that let you pull data from nearly any source and transform it to identify members with the highest risk of noncompliance.
- **The most powerful predictive analytics available**, enabling you to uncover trends and establish triggers that send early warning alerts when a member's behavior is about to change.
- **Automated member communications** that let you take full advantage of more relevant, intelligent and predictive insight, so you can send the right communication to the right member at the right time.
- **Intuitive, Web-based reporting** that lets you easily communicate critical member and plan information to the right people within your organization.

With SAS, you can help members better manage their conditions and reduce the upward trend of medical costs.

CASE STUDY: A company with a new health and condition management approach

Situation

Consider Joe, a diabetic, who sometimes forgets to take his insulin – a habit that has sent him to the emergency room several times over the past 10 years. Joe recently engaged with a health and condition management program that takes a proactive approach to helping members stay in compliance with individual plans by automatically contacting them in their most preferred manner. Joe, for example, receives text messages reminding him to take his insulin. If he doesn't respond, a second message is sent, and he gets a follow-up call on this cell phone if he still fails to respond.

Solution

The health and condition management program uses SAS to:

- Gain member insights and use segmentation – age bracket, gender, location, etc. – to develop targeted messages that maximize response rates and plan compliance.
- Interact with members over preferred channels at the time and frequency required using automated member communications.
- Develop a consolidated view of plan compliance by capturing and analyzing the results of member interactions.

Results

- Greatly improved member communications, resulting in increased plan compliance.
- Overall plan effectiveness is analyzed and its performance reported – down to the individual member level – providing information on which segments of the population are staying in compliance and why.

What if you could ...

Ensure plan effectiveness

What if you could evaluate plan effectiveness – at both a high level and a very detailed level – and know with certainty which segments of the population are in compliance, and why?

Automate communications

What if you could automatically send messages to members reminding them when it's time to take their medication or make an appointment – and receive confirmation whenever they comply?

Gain insight into the unknown

What if you could create a catalog of relevant predictive models that could show, for example, which chronic disease sufferers with mental health co-morbidities were most likely to be noncompliant with their mental health prescriptions, which would allow for early targeted outreach?

Engage in data-driven decision making

What if you could apply the concept of data-driven decision making to health and condition management by uncovering utilization or cost issues present in the population, rather than generating preconceived hypotheses that are later proven or disproven?

You can. SAS gives you THE POWER TO KNOW®.

SAS FACTS

- SAS has served the health care industry for more than three decades; we have employees with in-depth domain knowledge and experience, and our solutions meet the specific needs of payer and provider organizations.
- SAS has been in business since 1976 and today has customers at more than 45,000 sites worldwide.

Learn more about SAS software and services for health care at:
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SAS Institute Inc. World Headquarters +1 919 677 8000

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