Predict Social Determinants of Health Risk

Our AI-Powered Model Helps Customers Develop New Strategies to Reduce Costs and Improve Population Health
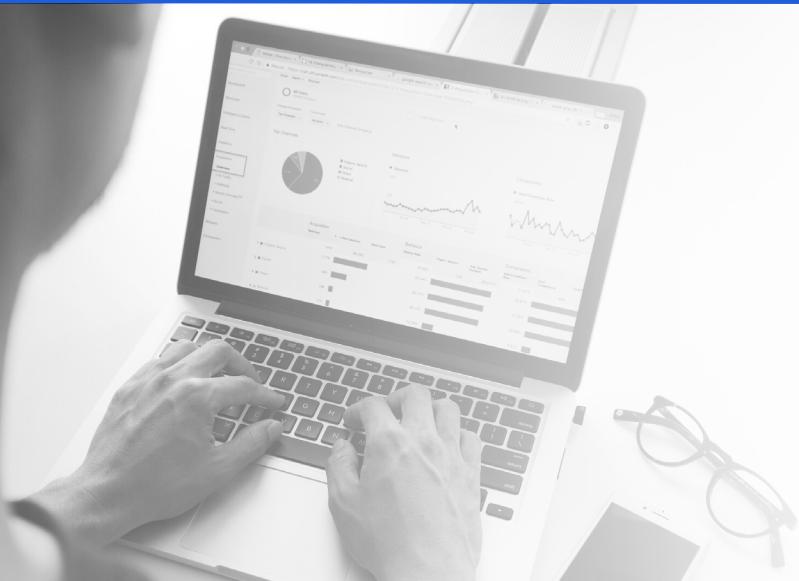
▶ THE PROBLEM

There's long been widespread recognition that factors outside a clinician's control — the Social Determinants of Health (SDOH) — have a major impact on healthcare outcomes and total cost of care. It's been less clear what healthcare organizations can do about it.

THE **SOLUTION**

Certilytics built an AI-powered model that not only predicts a patient's SDOH risk but also leverages deep learning to tell you what's driving that risk and what you can do about it, at both the individual and population levels.
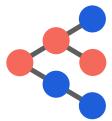
## The Certilytics Patient SDOH Index (PSI) Score:

At the Patient Level

- Predicts each patient's SDOH risk on a scale of 0-100

- Leverages deep learning to create a SDOH "persona" for each patient that tells you which factors are driving risk to support personalized intervention strategies

- Answers not just the "who" and "where" of SDoH risk, but the "why" and "how" — Why is a given patient high risk? How can we reduce that risk?

- Enables patient risk stratification to optimize the allocation of medical management resources

At the Population Level

- Enables data-backed decision-making into non-clinical resources that have the greatest impact on health outcomes and cost

- Measures which SDOH factors have the greatest impact on adverse clinical outcomes for better prioritization of outreach initiatives

- Aggregate data provides unique, actionable insights into SDOH risk across a population

- Identifies SDOH "hotspots" for more targeted resource allocation, such as educational initiatives, placement of new clinics, or targeted telehealth outreach

MODEL SCHEMATIC
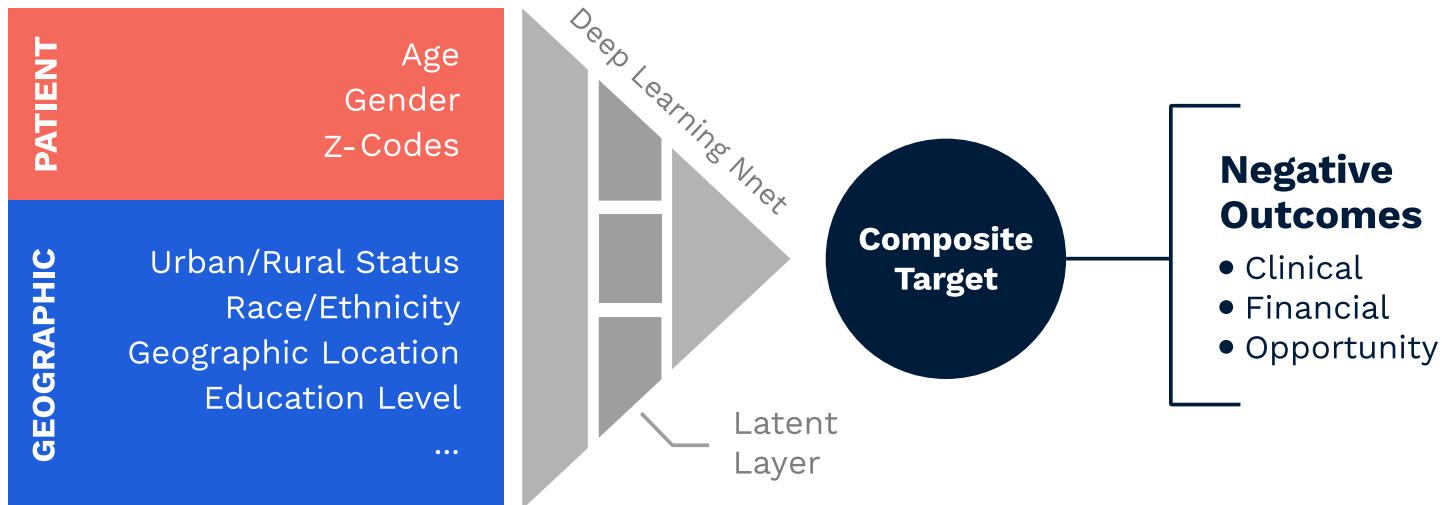
The underlying PSI model uses patient and county level SDOH data to predict the composite target with a deep learning neural net architecture.

Unlock the opportunity in your data

" *By understanding SDOH risk, health plans, employers, and provider health systems can better meet goals such as advancing health equity, boosting member engagement, improving population health and well-being, and driving down costs. Healthcare leaders now have an AI-powered approach for testing hypotheses prior to implementing new programs or partnerships to ensure they're creating real value.*

— **Kevin Prybol, Certilytics Senior Vice President, Data Science**

certilytics

Where Data Meets Opportunity

Learn More

For a free consultation with our team of experts, contact us:
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