
AWS
re:Invent

ANT243-S

Healthfirst driving digital transformation through data & analytics

Ken Schwartz

Vice President,
Enterprise Analytics
Healthfirst

Kishore Durg

Senior Managing Director,
Accenture Cloud Lead, and
Growth & Strategy Lead
Accenture Technology

Shail Jain

Managing Director, Lead –
Data Business Group,
North America
Accenture Technology

© 2019, Amazon Web Services, Inc. or its affiliates. All rights reserved.

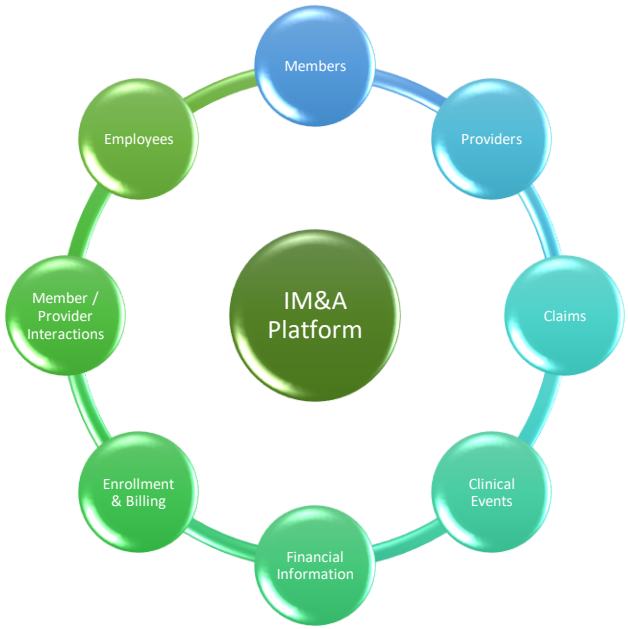
Information Management & Analytics

In 2016, Healthfirst invested in a cloud-first, integrated data & analytics platform based on AWS technologies in order to enable our vision for growth, improve our clinical quality and effectiveness, better manage our delivery system partnerships, optimize our cost structure, and manage risk.

We have data → But to turn it into information → We needed an integrated data platform

- Member Demographics
- Network Information
- Claims Data
- Clinical Information
- Financial Data
- Enrollment & Billing Information
- Member / Provider Services Encounters
- Employee Information

- Predicting and preventing hospitalization events (PQI, PDI, PCR, etc.)
- Improving Member Satisfaction and Med Adherence
- Improving risk scores and revenues
- Predicting a member's movement between plans
- Improving disenrollment metrics
- Improving clinical effectiveness of interventions
- Improving clinical practice in our provider community



©2019 HF Management Services, LLC.

healthfirst®
Health Insurance for New Yorkers

Our digital strategy

Customers

- Mobile engagement of customers
- Simple and intuitive care navigation and service
- Partnership and integration with other digital leaders, including community resources, IoT-enabled solutions, etc.
- Online communities as an extension of and alternative to traditional community engagement

Employees

- Increase digital competency of employees at all levels
- Invest in tools to enable collaboration to ease adoption of change
- Evaluate and invest in tools to optimize remote workforce engagement and productivity
- Improve employee experience with mobile tools



Providers

- Consume more and more clinical data to drive further analytics
- Incorporate Healthfirst data and insights into Provider processes and tools
- Integrate business processes between Healthfirst and Providers to improve overall efficiency and provide seamless experience to members

Operations

- Continue to modernize critical core business processes to focus on business transactions
- Shift from files, reports and reconciliations to business transactions, inventories, dashboards and controls.

©2019 HF Management Services, LLC.

healthfirst®
Health Insurance for New Yorkers

Healthfirst by the numbers



Nearly 1.4 million members
(1 in 8 NYC residents)



15 sponsor hospitals
78 participating hospitals
37,400 Providers



4,400+ employees
in NY, FL & telecommuting

healthfirst®
Health Insurance for New Yorkers

Community focused

We’re committed to serving diverse communities



- Community-based offices across the greater metropolitan area serve as local resources for members and Providers
- **21** community office and retail locations
- **6** spoken languages other than English are provided by our Member Services teams based in our offices
  - Spanish, Russian, Mandarin, Cantonese, Creole, and Korean

We’re active neighborhood partners



- We host **150-200** monthly events across our service area to connect us to the people who need us most
  - Health and Wellness Expos
  - Healthy Villages Initiative
  - Health education and intervention programs

healthfirst®
Health Insurance for New Yorkers

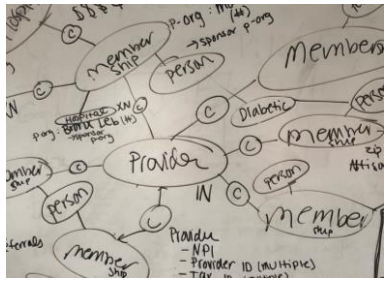
Driving change through analytics

Model catalog

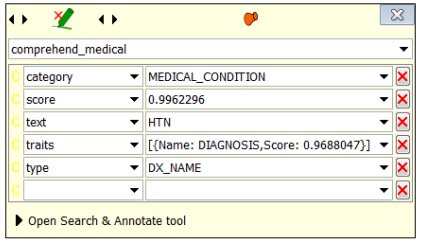
- Plan All-Cause Readmissions
- General Readmissions
- HEDIS Engagement
- Medication Adherence
- Pharmacy Engagement
- Pharmacy Uplift
- PDI Asthma
- Social Determinants

+ Preventable admissions, ESRD, voluntary disenrollment, BH admits, risk of falls, access to care, and inpatient stays in the next 30 days, all in development

New capabilities



Community detection graph algorithms help identify hidden relationships between suspected fraudulent Providers and surface wasteful utilization and referral patterns within our Provider network



2020 use case to identify medically relevant terms from medical chart images using Amazon Textract + Medical Comprehend



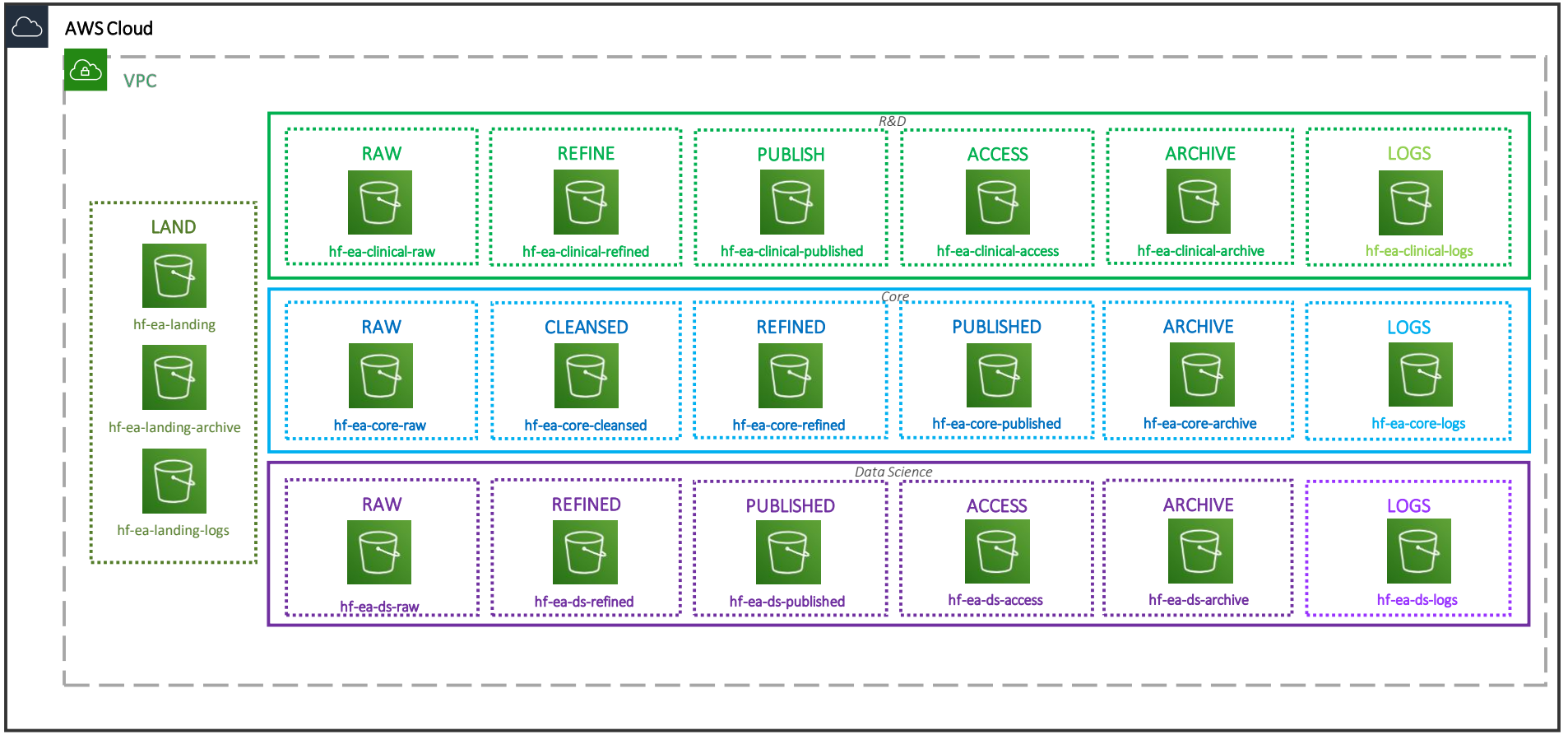
Applying ML to data on known (Z-score) and self-reported (sponsor hospital SDoH surveys) social needs will allow us to estimate the true impact in our membership and help us make data-driven recommendations for services and care programs

©2019 HF Management Services, LLC.

healthfirst®
Health Insurance for New Yorkers

Zone architecture

Environments
- R&D
- Core
- Data Science



©2019 HF Management Services, LLC.

healthfirst®
Health Insurance for New Yorkers

Thank you!

AWS re:Invent

© 2019, Amazon Web Services, Inc. or its affiliates. All rights reserved.

aws



Please complete the session survey in the mobile app.

© 2019, Amazon Web Services, Inc. or its affiliates. All rights reserved.