

Harness the power of Social Risk Insights



Over **80%** of health outcomes are influenced from **factors other than clinical care**¹

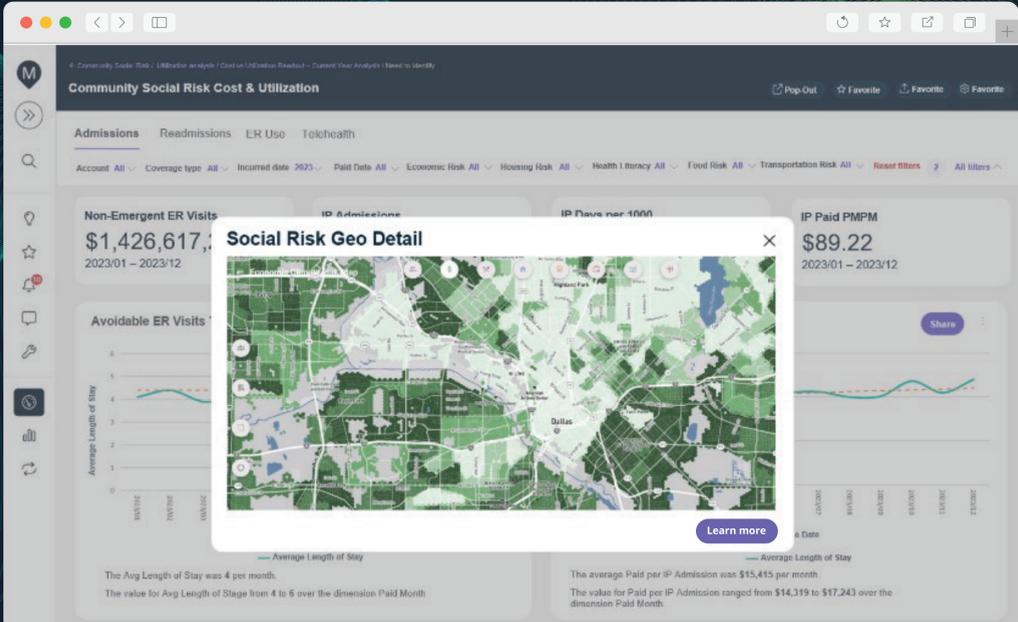


Social Risk Insights benefits...

- Commercial plans
- Medicaid plans
- Medicare plans
- Providers
- ACOs
- Community orgs

Social risk can be hard to pinpoint because...

- 1** Collecting good data is costly & challenging
- 2** Integrating various data sets is complex & can require advanced technology
- 3** SDOH data often lacks specificity and precision



Understanding social risk is foundational to population health initiatives

Blending SDOH data and traditional healthcare data illuminates where and how social risk impacts populations—allowing you to:

- Inform & ignite downstream care management
- Improve community-based organization collaboration & communication
- Track program effectiveness and outcomes
- Establish and manage SDOH/health equity targets and action plans
- Strengthen value-based contracts
- Enhance member engagement & satisfaction
- Optimize resources and manage costs

Applications of social risk data include...

- 1** **Identifying and stratifying risk:**
Optimize preventative care and chronic disease strategies to target appropriate care, build effective community health programs, reduce readmissions and minimize costs
- 2** **Assessing performance on key targets:**
Use geographically relevant benchmarks to engage providers in reducing local health disparities and incentivize actions that drive care equity
- 3** **Deploying enhanced value-based care models:**
Apply proactive, targeted interventions to flag at-risk members, identify root causes of poor outcomes and allocate resources where they are most needed



Curious about your community's social risk? [Download our ebook to dive deeper.](#)

1: American Journal of Preventative Medicine (Hood, C. M., K. P. Gennuso, G. R. Swain, and B. B. Catlin. 2016. County health rankings: Relationships between determinant factors and health outcomes. American Journal of Preventive Medicine 50(2):129-135.