




Drive Cost Savings & Improved Outcomes with Carrot MarketView® Health

Your members are the driving force behind everything you do. But how well do you *really* understand their needs? And more importantly, how easily can you determine the most significant opportunities to improve member outcomes and minimize costs?

MarketView Health combines consumer and clinical data to give you a comprehensive view of your members or a specific population. Answer critical questions, discover opportunities to engage members, track results of your programs and transform insights into a lower total cost of care (TCOC).

With MarketView Health, you can:

- ✓ Make faster, data-driven decisions about the programs offered to your population
- ✓ Identify at-risk population segments and health equity gaps
- ✓ Improve targeted outreach efforts to drive higher engagement and better health outcomes
- ✓ Ensure delivery of high-quality, low-cost care to your population



Removing barriers
to better health

Meet Members Where They Are in Their Healthcare Journey

Using consumer insights, including social determinants of health (SDoH), Carrot Health's proprietary predictive models and industry-leading best practices, MarketView Health helps you answer critical questions and prioritize who to engage and how to engage them.

- ✓ Which new members are likely to drive the highest TCOC?
- ✓ What social determinants of health have the most impact on my members—and bottom line—today?
- ✓ How do my members prefer to engage in health programs?
- ✓ Who in my population is likely to be a high utilizer?
- ✓ Which members need immediate intervention?
- ✓ Where are the greatest opportunities for improvement—which segments, which members and which interventions?

Identify Risk. Improve Outcomes.

Eighty percent of health outcomes are driven by non-clinical factors. That's why MarketView Health is powered by the Carrot Health Social Risk Grouper™ (SRG), our proprietary SDoH taxonomy.

- Ranks all individuals in the population (members and non-members) with a score from 0-99 (0 = lowest risk; 99 = highest risk)
- Calculates a unique fingerprint of risk based on SDoH
- Includes scoring for 265 million U.S. adults
- Features longitudinal risk tracking

A 10-point increase in score = a 9% increase in TCOC.

Social Risk Factors

- Loneliness
- Housing Instability
- Health Literacy
- Food Insecurity
- Financial Insecurity
- Discord at Home
- Unemployed
- Uninsured
- Low SES
- Transportation
- Unacculturated

Proven Results Driven by Better Intelligence

Just a few of the
transformative insights our
customers have uncovered



Identified a patient cohort that enrolled in health programs at a **2.87x higher rate**



Determined next year's top spenders at an **80% lift** over traditional claims-based models



Prioritized **2k members** for benefits



Identified a highly socially vulnerable patient cohort that enrolled in social care coordination at a **3x higher rate**



Increased higher care management program **engagement rate by 57%**



Updated phone and email contact details for **more than 50%** of the patient population

The Power of SDoH & Consumer Analytics



MarketView Health Features



- ✓ Individualized risk analysis of all individuals with a score from 0-99
- ✓ Predictive “Likely2” models highlighting the relationship between clinical risk, system utilization, engagement and SDoH
- ✓ Intuitive, interactive dashboards exploring population assessments, program planning and partner engagement
- ✓ Advanced reporting, including health outcome impact analysis and population health benchmarks
- ✓ Targeted member outreach lists
 - ◇ High risk and high impact members
 - ◇ High risk new members
 - ◇ Rising risk members
 - ◇ Members likely to engage in programs
 - ◇ High SDoH risk members
- ✓ Performance analysis of targeted lists and the impact on program engagement and outcomes

The Modern Approach to Population Health

FEATURE	CARROT HEALTH	OTHER VENDORS
Consumer database of 265 million U.S. adults	✓	
Population identification & assessment via interactive dashboard visualizations	✓	✓
Member engagement predictions	✓	✓
Future health utilization & outcome predictions based on claims + consumer data	✓	✓
Feedback loop for performance measurement & impact reporting	✓	
Targeted lists for last mile interventions	✓	
Social Risk Grouper (SRG) score for all U.S. Adults	✓	

Ready to see MarketView Health in action?



REQUEST DEMO

Contact us at info@carrothealth.com or check out our website at CarrotHealth.com for further details.