

Drive Better Member Outcomes and a Healthier Bottom Line

Gain actionable insights based on consumer data and social determinants of health with Carrot MarketView® Health



After decades of assessing member risk based on claims utilization, health plans and providers have begun to realize the importance of viewing each member as a whole. In fact, 80% of health outcomes are driven by non-clinical factors, such as social determinants of health (SDoH).

By combining consumer and clinical data and making it easy to understand, MarketView Health delivers insights and immediate opportunities to engage members and reduce the cost of care.

SDoH + consumer engagement + system utilization + health conditions = A smarter population health approach

MarketView Health provides a 360 degree view of every member, using the most complete, highest quality and largest consumer dataset in the market, so you can uncover valuable insights that help:



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 the delivery of high-quality, low-cost care to your population



Meet members where *they* are in their healthcare journey

Using consumer insights, Carrot Health's proprietary predictive models and industry-leading best practices, MarketView Health gives you a comprehensive view of each member or a specific population, so you can answer critical questions and prioritize who to engage and how to engage them.

How do my members prefer to engage in health programs?

Which of my new members are likely to drive the highest total cost of care?

What social determinants of health have the most impact on my members—and bottom line—today?

Where are the greatest opportunities for improvement—which segments, which members and which interventions?

MARKETVIEW HEALTH FEATURES

Targeted Member Outreach Lists



High risk and high impact members



High risk new members



Rising risk members



High SDoH risk members



Members Likely2 Engage

- Individualized risk scores, using the Carrot Health Social Risk Grouper™ framework. It ranks all individuals in the population (members and non-members) with a score from 0–99 and their unique fingerprint of risk. With subsequent outreach, a 10–point increase in score may result in a 9% increase in total cost of care.
- 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
- Performance analysis of targeted lists and the impact on program engagement and outcomes



REQUEST DEMO

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