VOLUME 17 | ISSUE 1 | SPRING 2021

GUEST ARTICLE: GENEIA

Geneia®
Geneia LLC

COVID-19: PUTTING ANALYTICS INTO ACTION
Lori Logan, Geneia Chief Product and Client Officer

It is important to show what healthcare organizations can do with Geneia analytics. To that end, in 2021, I am writing a series of articles to illustrate how healthcare organizations are using Geneia analytics to solve pain points and meet their goals.

Putting analytics into action to manage COVID-19 deferred care

Goal: Identify and engage patients who have delayed preventive and chronic disease care during the pandemic and are at high risk for COVID-19 severe impacts.

We know people have deferred healthcare during the pandemic and we know there will be consequences to postponing cancer screenings and care management of chronic diseases. Dr. Norman Sharpless, director at the National Cancer Institute, predicted, "Lack of screenings and treatments could result in almost 10,000 excess deaths from breast and colorectal cancer in the next decade."

At the same time, research has helped us know which kinds of patients are more likely to experience severe impacts if they contract COVID-19. Seniors and adults with diagnoses such as cancer, heart failure, sickle cell disease and Type 2 diabetes "are at increased risk of severe illness from the virus that causes COVID-19."

That's why I'm eager to demonstrate how healthcare organizations can use Geneia's enhanced ID and strat framework to identify and engage high and rising-risk patients, that is those who have deferred preventive and chronic disease care during the pandemic and also are at high risk for COVID-19 severe impacts.

To identify and engage these patients, first, healthcare organizations use the COVID-19 predictive model created by the Geneia Data Intelligence Lab (GDI Lab). The model answers the question –

60 West Broad St. • Suite 306 • Bethlehem, PA 18018 • P: 610-317-0130

Our affiliation with these national organizations is a value-added benefit for our members.

NATIONAL QUALITY FORUM   National Alliance of Healthcare Purchaser Coalitions Driving Innovation, Health and Value   THE LEAPFROG GROUP

If a patient were to test positive for COVID-19, what is that person's risk for developing severely adverse health outcomes, such as hospitalization?

Within Geneia's data analytics platform, a care manager can use the COVID-19 risk category to filter members into high, medium and low risk of severe impacts.

Next, among the COVID high risk population, care managers use the Theon® Platform to identify the patients with the greatest risk from deferred care, such as those with diabetes, and the most significant gaps in care. For example, diabetic retinopathy is an eye condition that can cause vision loss and blindness in diabetics. There are no early symptoms, which is why eye exams are critical and are part of the HEDIS® quality measures for diabetics. It's also why healthcare organizations use models like the one from the GDI Lab that predicts which diabetics are likely to experience a diabetes-related complication in the coming 12 months. To further refine the target population, the system also has the ability to add in an age band of 65+ years old and members with an overall risk score of five or more.

Geneia's identification and stratification framework combined with its analytics yields a prioritized, manageable list of high- and rising-risk members for care managers to contact and activate in their health. That's Geneia analytics in action.