VBA

Transform Your Data into Actionable Insights with

VBAnalytics

FLEXIBILITY | FUNCTIONALITY | TECHNOLOGY

vbasoftware.com

ARE YOU GETTING THE MOST OUT OF YOUR DATA?

We have more access to data than any other time in history, and yet the majority of healthcare leaders are not using advanced analytics to drive their decision making on a consistent basis. Concerns about data accuracy and the dreaded data lag, along with insufficient training and overly complex features are common barriers to full adoption of analytics tools within healthcare payer organizations.

VBAnalytics is an enterprise-level reporting solution that everyone in your organization can use. With a large number of pre-built reports that you can personalize, more than 40 filters and full ad-hoc reporting capabilities, there is something for every person and every skill level. With VBAnalytics, even the most inexperienced users can access the data they need with just a few clicks.

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> *What VBA has developed is definitely leaps and bounds ahead of what we had in place previously. I really appreciate how flexible and responsive the VBA team has been. If I have an idea for a new report or feature, they will talk through it with me and figure out how we can make it work. Not all companies are willing to provide that level of service.*

**Richard Hardin,
President, Edison Health Solutions**

Unlock the Power of Your Data with

VBAnalytics

VBAnalytics can help you achieve your organizational goals and deliver tangible benefits for you and your customers. With VBAnalytics you can:

IDENTIFY KEY DRIVERS OF HEALTHCARE COSTS

OPTIMIZE PROVIDER NETWORKS

EVALUATE VALUE-BASED CARE ARRANGEMENTS

MANAGE CARE FOR HIGH-RISK AND RISING-RISK MEMBERS

INCREASE OPERATIONAL EFFICIENCY

PROVIDE VALUABLE INSIGHTS FOR EMPLOYER GROUPS

Break down the silos in your data, take more immediate action and measure the results with VBAnalytics.

![VBAnalytics logo]

An Enterprise Analytics Solution for Your Organization

Whether you are focused on cost containment, population health management, operational efficiency or all of the above, you can find the information that is most relevant to you.

Third-Party Administrators

Create benefit plans that keep costs under control while delivering insights that will drive better outcomes for your self-funded groups.

Health Plans

Improve quality and outcomes for your member populations with predictive risk scores and social determinants of health data while also gaining a more complete picture of utilization and costs.

Brokers and Consultants

Help your clients gain valuable insights to manage costs and design benefit plans that will attract and retain employees.

With Customizable Reports for Multiple Business Functions

VBAnalytics has pre-built reports for all of your core business functions, so you won't have to struggle with data interpretation issues across departments. Everyone can access the data they need from a single source of truth.

- ✔ ACCOUNT MANAGEMENT
- ✔ CARE MANAGEMENT
- ✔ DATA ANALYSTS
- ✔ FINANCE
- ✔ HEALTH INFORMATICS
- ✔ OPERATIONS
- ✔ REINSURANCE

HEALTHCARE ANALYTICS CHALLENGES	VBA'S SOLUTION
1 Lag in data of 30 days or more limits your ability to make informed decisions	✔ Daily refreshes of your data
2 Lack of confidence in the accuracy and integrity of the data	✔ One-to-one mapping of fields from VBASoftware to VBAnalytics so all data elements can be easily verified
3 Inability to get to the information needed within one report	✔ Multiple ways to personalize reports by adding or removing fields and changing the presentation of the data

Solving Data Integrity Issues for Healthcare Payers

VBAnalytics was designed to solve the three primary challenges that healthcare payers face from other analytics tools in the market today.

VBAnalytics

Your Data, Your Way

VBAnalytics delivers the actionable insights and detailed analytics you need in one easy-to-use tool that satisfies all your reporting needs. VBAnalytics puts you in control by allowing you to slice and dice the data to suit your needs.

- ✓ ROBUST ANALYTICS TOOL
- ✓ PRE-BUILT ANALYTICS STORIES
- ✓ EXTENSIVE DRILL-DOWN AND FILTERING CAPABILITIES
- ✓ LEVERAGES AI AND MACHINE LEARNING
- ✓ MULTIPLE NEW REPORTS AND ENHANCEMENTS EACH YEAR

Whether you need a pre-built report that you can access in just a few clicks or you want to create a custom ad-hoc report, VBAnalytics has you covered.

Get Started with a Pre-Built Report

To get started, choose from one of our pre-built reports, or stories, to gain quick insights and identify trends. There are stories for:

- ✓ ADMINISTRATION
- ✓ CENSUS
- ✓ CLAIM UTILIZATION
- ✓ OPERATIONS
- ✓ POPULATION HEALTH
- ✓ REINSURANCE
- ✓ TOTAL COST AND MEDICAL LOSS RATIO

Personalize Any Report to Meet Your Specific Needs

Once you have a report open, you can dynamically make changes to the format and appearance of the data through personalization. Add or remove fields from an existing report or change the format of the data from a table to a trend graph with just a few clicks.

Slice and Dice the Data with More Than 40 Filters

VBAnalytics has more than 40 filters you can use to sort the data in your reports and target the specific information you need at the group, plan or member level. Filters are easy to apply from a menu of options. You can use filters in an existing report or as part of an ad-hoc report.

Create a Custom Ad-Hoc Report

VBAnalytics includes an ad-hoc reporting tool with access to any field that is included in the data model. Build your own custom reports and use the filters to drill down into the specific data you need. Create tables, charts and graphs to highlight specific trends or insights and export the data to Excel.

Gain Quick Insights with the Group Renewal Report

If you don't have time to dive into the data yourself, you can use the Group Renewal and Review Report to gain financial and population health insights for any group. It includes over 30 visuals and combines all of the different stories into one report. You can convert the report to a PowerPoint presentation with the click of a button and share it with your group or broker.

VBAnalytics Reporting Packages

VBAnalytics offers three reporting packages, so you can choose the options and enhancements that best meet your needs.

	VBAnalytics	VBAnalytics PLUS	VBAnalytics PREMIUM
CORE REPORTING FEATURES			
Utilization including inpatient, readmission, ER and pharmacy cost	✓	✓	✓
Census insight by age, gender, ethnicity, plan design and more	✓	✓	✓
Access to reinsurance reporting packages	✓	✓	✓
Insight into healthcare compliance using HEDIS measures	✓	✓	✓
Triangle Lag and IBNR 3, 6 and 9-month reports	✓	✓	✓
Network performance reporting	✓	✓	✓
Ability to personalize visuals to include additional data points	✓	✓	✓
Reporting workspace to create your own unique reports	✓	✓	✓
Insight into operational metrics; claim aging and claim status buckets	✓	✓	✓
Esri county-level data for insight into county health ranking, average income, average household size, median income and population density	✓	✓	✓
Utilization benchmarks by region and industry	✓	✓	✓
PREDICTIVE RISK ANALYSIS			
Insight into a 12-month predictive cost for employees and groups	—	✓	✓
The ability to sort by high and low-risk members within the population	—	✓	✓
TARGETED RECOMMENDATIONS			
Monthly analysis and recommendations in six key areas to identify tangible savings opportunities:	—	—	✓

DIABETES MANAGEMENT OPPORTUNITIES **BRAND TO GENERIC DRUG OPPORTUNITIES** **SUBSTITUTABLE DRUG OPPORTUNITIES** **MEMBER RISK SCORE OPPORTUNITIES** **HIGH-COST CLAIMS AUDIT OPPORTUNITIES** **EMERGENCY ROOM UTILIZATION OPPORTUNITIES**

More Productive Client Meetings: J.P. Farley

In addition to sending group renewal reports, J.P. Farley also brings up a live session of VBAnalytics during their client meetings. This allows the team to drill into the data and answer questions in real time, resulting in more meaningful conversations and next actions.

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> Having trust in the data is a huge thing. If you send incorrect reports or provide misinformation to your clients, they will lose faith in you. Using VBAnalytics has helped us maintain that trusted relationship with our clients.

MICHELLE BOUNCE
PRESIDENT, J.P. FARLEY CORPORATION

Informed Decision Making Starts with Data

Harness the power of your data to gain insights into your population and build a comprehensive population health management program that will improve outcomes and reduce costs. VBAnalytics provides the tools you need to:

- Manage care for high-risk and rising-risk members

- Identify social determinants of health that may impact outcomes for your members

- Target gaps in care with laser focus using the most up-to-date data

- Identify health and wellness initiatives that will have the biggest impact

- Measure the effectiveness of population health programs

Dive Deeper into Population Health Data

VBAnalytics includes pre-built reports and filter options to help you understand the health risks and needs of your member population, including:

- ✔ **Prevention and Screening Reports –** Insight into wellness and prevention opportunities.

- ✔ **Chronic Conditions Report –** Insight into members with chronic conditions and which members may benefit from proactive care and education to improve health outcomes.

- ✔ **HEDIS Report –** Insight into current trends in your HEDIS rates and detailed analysis of which members are not in compliance with recommended screenings and care.

- ✔ **ER Utilization Report –** Insight into members who may be using healthcare resources inappropriately.

You can also use **cohort analysis** to compare two different populations or sets of member data within your book of business, including age, gender, ethnicity, chronic conditions and more.

Optimize Your Provider Networks with Value-Based Care Reporting Powered by

QUANTROS®
BETTER DATA | BETTER INSIGHT | BETTER HEALTHCARE

VBA has incorporated Quantros quality scores for over half a million physicians and hospitals into our VBAnalytics value-based care reporting solution, making it easy for you to optimize your provider networks. You can use these provider quality scores to:

Determine which providers to include in your preferred and tiered networks

Drive members to high-value providers and hospitals

Evaluate provider performance under value-based contracts

Quality scores are derived by examining three different areas of performance: mortality, complications and unplanned encounters. Data is combined among multiple providers to create an episode of care, which allows for a more comprehensive view of the patient's experience. You can add provider quality scores to any of the VBAnalytics reporting packages.

Gain Insights into the Health Risks of Your Population with HRA Data Powered by

pdhi

Combine the population health management reports in VBAnalytics with PDHI's health risk appraisals to achieve greater insight into the current and future risks of your population, including:

Lifestyle and risky behaviors

Social determinants of health

The likelihood of developing a chronic condition

The impact of chronic conditions

VBAnalytics automatically stratifies members based on their responses to the HRA and provides a heat map of your highest-to-lowest risk populations. You can also use cohort analysis to compare results among different populations. You can add HRA reporting to any of the VBAnalytics reporting packages.

CERTIFIED NCQA WELLNESS & HEALTH PROMOTION HEALTH APPRAISAL SELF-MANAGEMENT TOOLS

PDHI offers NCQA-compliant health risk appraisals for self-funded, fully insured and Medicaid populations.

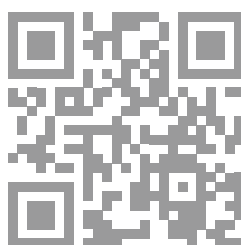# A COMPLETE SUITE OF SOLUTIONS FOR HEALTHCARE PAYERS

VBA offers an integrated suite of solutions to help you manage costs, improve patient outcomes, analyze your data for better decision making and respond to changing regulations and market conditions.

Claims and Benefits Administration

VBASoftware

VBATotalEnrollment
Powered by VBAGateway

Enable Interoperability

VBAPI

User Engagement and Support

VBAGateway

VBAMobile
Powered by VBAGateway

VBAVoice
Powered by VBAGateway

Population Health and Business Insight

VBAnalytics

We make the healthcare experience better for everyone.

Learn More About VBA's Suite of Technology Solutions

Get Started Today!

W180 N11711 River Lane | Germantown, WI 53022
1.866.731.1571 | vbasales@vbasoftware.com

vbasoftware.com   in @VBASOFTWARE

VBA-REV-0124