# CORE *of the* MATTER
## FEBRUARY 2021

**GRAY MATTER ANALYTICS®**

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## Company Update

The past year was a challenge due to the COVID-19 pandemic. In order to keep our team safe and protected, we made the decision to have the team work remotely through the end of the year. We navigated the new challenges that the pandemic brought, and quickly responded to the needs of our customers by accelerating the development of new solutions.

We successfully signed 12 new engagements with existing and new clients focused on Advisory Services, Proof of Concept High-Value Use Cases and Analytics as a Service Subscriptions. We also added new analytics solutions to our product suite: Member Retention Analytics, Behavioral Health Analytics and Value-Based Care Analytics. These complement our existing solutions that include Provider Performance, Network Management, Patient Access, Avoidable Utilization, Chronic Disease Management and Infectious Disease Management.

We continue to meet our clients where they are on their data and analytics journey. We bring advanced analytics to healthcare organizations that don't have this capability, or accelerate an organization's analytics capabilities with our pre-built analytics solutions. In addition, we are able to support keeping data secure by deploying our solutions in the client's commercial cloud environment.

We continue to add highly qualified professionals to our Gray Matter team and focus on our core values, especially as we continue to work remotely. We are grateful for the successes we experienced in the unique environment in 2020, and we look forward to a positive latter half of 2021, once the storm is mainly behind us.

Last but not least, we'd like to wish you all a safe, prosperous and healthy 2021.

## Leadership and Diversity: Are They Mutually Exclusive?

These uncertain times we live in have given rise to many conversations about diversity and leadership. What do these words really mean? Depending on who you speak to, you're sure to receive many different definitions.

When it comes to hiring, being a good leader entails identifying raw, promising talent. It's not always as important to focus on whether or not a candidate has done the job before. More importantly, what we have learned is the candidate's ability to learn and adapt is a far greater indicator for future success in a new role. If you start with good 'raw material,' and provide supportive mentors and sponsors, the chance for success is almost inevitable.

You might ask, "What's the difference between a mentor and a sponsor? Do you need both in your career?" The quick answer is yes you need both. A mentor is someone who provides you with guidance on how to best exceed expectations as you perform your job responsibilities. He or she will also work with you to determine the best path for your professional development. A sponsor, on the other hand, acts as an advocate – a representative that will speak for you, whether or not you are present in the room. From experience, I can tell you that success and advancement are not possible without these two types of champions in your corner. Why? Many diverse leaders are capable and competent, but have never been given the responsibility with the appropriate corporate mentors and sponsors.

Leadership and diversity are not mutually exclusive. To be successful, one needs to balance and manage these two factors for success. Having a diverse team promotes leadership development. How? When you bring together a diverse team, you are enabling evolving leaders to demonstrate their abilities and aptitude for success. Promoting diversity calls for a different vision from traditional bias of college majors and previous roles that are directly related to the new role, because we all have had our first position with new responsibilities.

Leadership and diversity are two sides of a coin. One without the other does not result in a resounding success. These two are interdependent, key components of culture rich, inclusive and progressive companies that are built to last. Business today is different, and tomorrow it will be different as well. Our diversity makes us stronger, and our leaders are committed to modeling behaviors that empower their teams to succeed.

The Gray Matter Analytics teams continue to participate in active discussions with leading provider and payor organizations. Here are a few significant highlights:

**Implemented** an Analytics as a Service Subscription for a large Northeastern BCBS health plan that serves millions of members. They are seeking to improve identification of members at risk for post-partum depression or anxiety, behavioral health rehospitalizations, or first psychosis episode so these high-risk populations can be enrolled in the right case management program to improve outcomes. Our CoreTechs® predictive analytics solutions provide reliable, scalable insights that clinicians could access to manage high-complexity care and associated costs.

**Delivered** successful POC (proofs of concept) to a regional managed care organization payor client focused on the Medicaid and Medicare markets in Mid-Atlantic region of the country. We provided Member Retention Analytics to predict member-level risk and identify potential points of intervention *(member characteristics and utilization patterns)* to decrease voluntary disenrollment for Medicare and improve retention for Medicaid. We also provided an analytics model that identified improvement opportunities and estimated savings in medical and administration costs. Lastly, we also completed an Advisory Services engagement that projected efficiency gains and inventory reductions.

**Delivered** a strategic Advisory Services engagement for a leading managed care organization serving a Medicaid population in the Midwest. We accelerated the design of an integrated operating model, demand management process and business engagement framework for leveraging the use of data analytics.

**Executed** a key Advisory Services engagement for one of the nation's largest pharmaceutical distribution companies as a client. We delivered a data monetization strategy and plan that helped them identify customer value for data through use cases for different customer groups (drug manufacturers, pharmacy benefit managers, data brokers, providers and payors).

## Gray Matter Analytics Milestones

**Completed** a significant POC and Advisory Services engagement for a four-state integrated network of hospitals, outpatient centers and clinics. As this client continues to grow through acquisition and consolidation, we are working with them to enable faster, more efficient and scalable management and provisioning of revenue cycle codes for reporting and analytics, and scale and optimize their revenue cycle reporting and analytics tools. We are also developing a master data management solution to help them navigate the growing challenges in structuring and standardizing the way they define departments, service lines and markets at an enterprise level. This will improve the usability, consistency and integrity of core data elements related to the department domain that are most actively used in reporting and analytics for the enterprise.

**Attracted** top and diversified talent, increasing our healthcare domain expertise and deep data and analytics experience, enabling us to accelerate solutions development. Our bench strength is constantly growing, positioning our team as a vital partner to our clients. New members joined the Executive, Services and Solutions, Product and Platform teams.
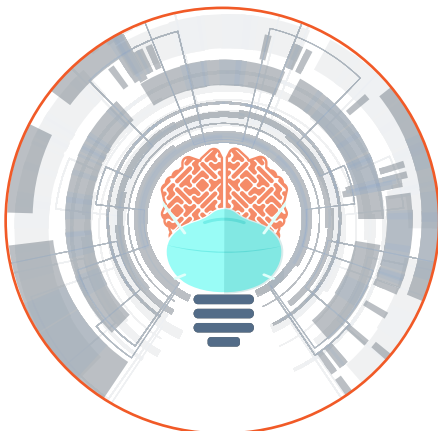
## Connect with Gray Matter

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