Behavior Predictor is a virtual laboratory of social determinants of health and individual motivators, allowing us to predict consumer behaviors that drive health outcomes.

1. Creates synthetic populations of consumers that accurately resemble underlying population demographics, neighborhood characteristics, individual motivators and behaviors within target block groups or zip codes

2. Generates consumer segments to show patterns in preferences, behaviors and key health drivers of the target population

3. Predicts consumer health behavior in response to interventions and projects resulting social and financial ROI

Why is this a differentiated solution in the market?

- Pinpoints the most influential social/environmental determinants of health and individual motivators driving the most costly chronic conditions
- Quantifies the opportunity of community health interventions and consumer experience investments by fusing analytics, behavioral science and public health expertise

This is relevant for:

Payers, Providers, Pharmaceutical and Life Sciences Companies, New Entrants, and Community Organizations

Potential impacted stakeholders:

Chief Executive Officer (CEO), Chief Marketing Officer (CMO), Chief Medical Officer (CMO), Chief Strategy Officer (CSO), Chief Innovation Officer (CIO), Chief Community Health Officer (CCHO), Federal/State/Local Government

Examples of Key Business Questions

**Activation and engagement**
- What are the behavioral traits and payer mix of my highest care utilizers?
- How can we shift their preferred setting of care?
- What are the optimal patient activation points?

**Population health improvement**
- What is driving the burden of disease for our patients?
- How can we successfully lower the cost of care by investing in interventions to offset this burden?

**Adoption and influence**
- Where and how should we launch our products?
- With whom will our marketing tactics be successful?
- What influences our target consumers?

If you cracked the code on motivation, what couldn’t you do?

We created Behavior Predictor because shaping behavior unlocks health for consumers and economic value for our clients.

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