SDOH Risk Attributes

Healthcare Revenue Protection® Solutions

Improve your population health programs by integrating actionable socio-economic data
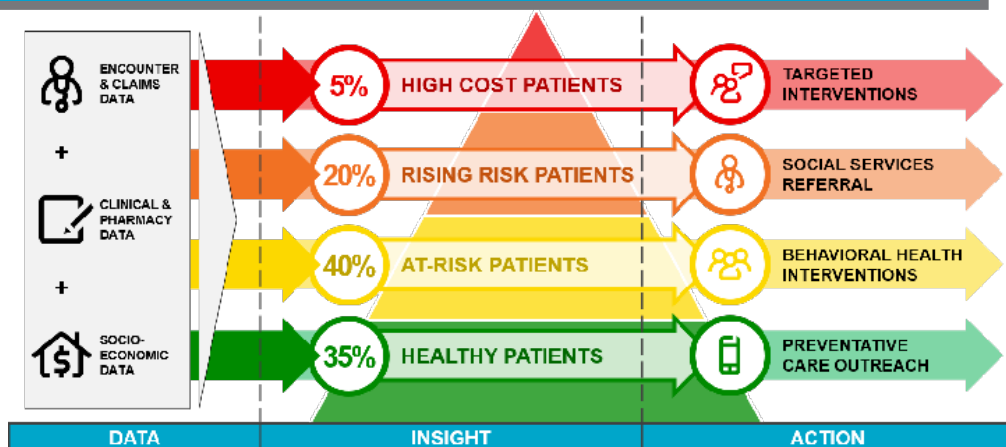
UNDERSTANDING RISK DRIVES BETTER OUTCOMES. BETTER OUTCOMES DRIVE LOWER COSTS.

Studies show that social determinants of health account for as much as 60% of health outcomes. The risk that a person might develop certain health conditions, and be unable to manage those conditions, is magnified by the socio-economic factors affecting the person's choices and behaviors around maintaining good health.[1]

COMPREHENSIVE & RELEVANT DATA SOURCES

TransUnion's SDOH Risk Attributes solution delivers the industry's most powerful and relevant socio-economic datasets to supplement your clinical and claims data. By integrating our data into your risk models, you can gain better insights into patients' health risk and improve the accuracy of your predictive analytics. Our database, updated as frequently as daily with multiple exclusive sources, contains socio-economic data on more than **95% of the U.S. population**.

KEY BENEFITS:

→ **Enhance the accuracy** of your predictive analytics and risk modeling

→ **Stratify your population and identify at-risk patients** for early and targeted intervention

→ **Control costs** by addressing SDOH risk factors

→ **Reduce inpatient readmissions** and unnecessary ED visits

→ **Improve care coordination and treatment adherence** by identifying barriers to care

MORE EFFECTIVE RISK STRATIFICATION & CARE MANAGEMENT

DATA	INSIGHT	ACTION
ENCOUNTER & CLAIMS DATA	5% HIGH COST PATIENTS	TARGETED INTERVENTIONS
CLINICAL & PHARMACY DATA	20% RISING RISK PATIENTS	SOCIAL SERVICES REFERRAL
SOCIO-ECONOMIC DATA	40% AT-RISK PATIENTS	BEHAVIORAL HEALTH INTERVENTIONS
	35% HEALTHY PATIENTS	PREVENTATIVE CARE OUTREACH

Graphic 1: TransUnion's socio-economic data can be combined with clinical and claims data to enhance population risk stratification and enable more targeted care management.

[1] Ingraham, Rick. "Improving Outcomes Using Social Determinants of Health." Healthcare Financial Management Association. June 02, 2017 https://www.hfma.org/Content.aspx?id=54462&trackref=auto.

Access the data that makes a difference

TransUnion has the deep, broad datasets you need to expand your healthcare risk models and predictive analytics beyond traditional data sources. Our powerful **SDOH Risk Attributes**, powered by alternative datasets, helps you:

→ **Identify at-risk patients** to target interventions and care management to meet their medical and social needs

→ **Determine community health risk** to tailor programs and incentives to drive better health outcomes

ECONOMIC STABILITY	→ Income Estimate / FPL % → Bankruptcy → Assets
HOUSING	→ Housing instability → Renter vs owner → Property type
TRANSPORTATION	→ Driver's license → Vehicle registrations
FOOD & NUTRITION	→ Address information → Food desert indicator
COMMUNITY & SOCIAL CONTEXT	→ Relatives & associates → Criminal records → Civil judgement

Graphic 2: TransUnion's socio-economic data provides insight into social determinants of health.

UNDERSTANDING NEEDS AT THE INDIVIDUAL & COMMUNITY LEVEL

TransUnion aggregates multiple data sources to provide a summary of attributes at both the individual and community level to enable you to get a complete picture of your patients' health to tailor interventions to meet their needs and address unique community challenges.

Graphic 3: TransUnion provides insights at the Zip+4 and other geographic levels

WHY TRANSUNION AS YOUR DATA PARTNER FOR SDOH:

→ **Individual & community level insights:** TransUnion maintains the most comprehensive individualized and aggregated datasets to supplement your clinical and claims data.

→ **Superior data assets:** TransUnion aggregates public records, credit, self-reported consumer data, bank header information, and more than 10,000 proprietary and unique data sources to deliver the most robust socio-economic datasets needed for understanding SDOH risk factors.

→ **Simple batch process:** TransUnion data is available when and how you need it. We offer flexible batch data delivery options for fast and easy handling of high data volume.

LEARN MORE

Find out how TransUnion's SDOH Risk Attributes can help improve your population health program. Contact your TransUnion Healthcare representative today. Call 888-217-8928 or email hcsolutions@transunion.com

transunionhealthcare.com

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