



WellSERV Population Health Management

Improve quality of care, grow patient satisfaction and streamline business performance through automated, intelligent population health management

Effective population health management (PHM) is critical as healthcare becomes more customer-centric and providers assume financial risk with value based contracts. Patients demand high quality and personalized care. Physicians require clinical alerts to help patients manage chronic conditions effectively. Emerging outcome-based payment models require clear, transparent metrics and accurate population health risk assessments.

With WellSERV, your organization will have the necessary PHM tools to improve physician performance, understand population health risks and minimize expensive interventions by systematically addressing chronic and preventive care needs.

Clinically effective, affordable and sustainable PHM

Healthcare organizations can manage population health more comprehensively and successfully with WellSERV, which combines automation, data and predictive intelligence. This modular suite of tools enables healthcare organizations to implement value-based models by integrating cost, health risk, utilization, quality and outcomes metrics.

WellSERV will enable your organization to:

- Understand and stratify population health risks with a high degree of accuracy, including targeting member cohorts that would benefit from close monitoring and prompt interventions.

- Support best practice standards, protocols and physician performance improvement by interpreting clinical and administrative data through a comprehensive repository of industry standard guidelines and predictive algorithms.
- Push Near-real time alerts to Providers and Command center users with analytics over data in motion like Hospital ADT messages and HL7 Lab results.
- Reduce avoidable services and improve quality of care by delivering physicians and patients near real-time alerts for meaningful interventions.
- Identify care gap opportunities using an EBM library with more than 500 measures.
- Support outcome-based reimbursement and shared accountability payment structures with clear physician performance metrics based on a transparent methodology.
- Automate multi-channel digital outreach to members, patients and physicians.
- Create goals for quality improvement programs and align incentives with performance.
- Provide non-technical users with easy-to-use data reporting tools to improve access to decision support data.

WellSERV: Delivering PHM with a Powerful Engine

WellSERV is built on a powerful, yet flexible platform that incorporates industry standards, best practices and our own proven predictive analytics and modeling tools. Key components include:

- **Extensive set of Business Apps.** WellSERV comes with an extensive set of pre-built Business Apps that address Clinical, Compliance, Predictive analytics, Data management and Value based healthcare requirements.
- **Risk Adjustment Tools.** This suite of tools offers a variety of predictive modeling applications. It enables health organizations to understand how patient characteristics may vary across providers; to support risk-adjusted pay-for-performance; to help improve disease management program effectiveness; and to provide data for risk-adjusted premiums.
- **Member Identification and Cohort Builder.** This is an elegant rule-authoring tool that enables your organization's business users to build a library of custom cohorts or registries without using IT resources. This tool enables organizations to assess population needs and stratification based on geography, health status, resource use and demographics. The module helps identify patients in greatest need of services, generates actionable insights and delivers these as alerts that may also be integrated with care management applications.

- **Clinical Data Integration.** Our event-based data model is consistent with the HL7 Four-Tiered Patient Registry, storing transactional data from sources including EHRs, HL7 Lab, ADT messages and processed information, including care gaps and clinical markers.
- **Flexible Online Analytical Processing Reporting.** Your organization will gain better data transparency and have better decision support with the flexibility to create ad hoc reports and examine data from various aspects.

Increase your PHM effectiveness with WellSERV

Take immediate steps to improve PHM by quickly analyzing care gaps using the more than 500 metrics in our library, including HEDIS®, Medication adherence, AHRQ, and CMS ACO. We can deliver WellSERV from a HIPAA compliant cloud or install it behind your firewall.

WellSERV also enables your organization to:

- Submit HEDIS® to NCQA and CMS via Cognizant, a certified vendor.
- Customize any measure to meet your unique needs.
- Communicate quality improvement program results directly to providers.
- Deliver actionable information to providers.

Make your PHM a powerful tool for becoming member-centric, improving care quality and more effectively managing business risk. For more information, contact WellSERVBD@Cognizant.com or visit us online at www.cognizant.com.

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 75 development and delivery centers worldwide and approximately 187,400 employees as of June 30, 2014, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: [Cognizant](https://twitter.com/Cognizant).



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