![WellSky logo]

WellSky® CareInsights for Personal Care

Creating value through predictive analytics to improve health outcomes and drive new revenue

An industry in transition
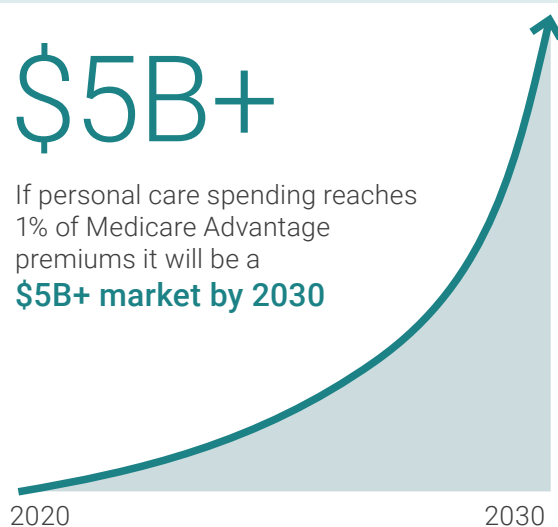
Personal care is changing **faster than ever before.**

36M — **More seniors**
In next 10 years, the 65+ population will grow by 36 million people.

65% — **More personal care needs**
65% of senior population have at least 2 chronic conditions

760 — **More Medicare Advantage offerings**
760 Medicare Advantage Plans offering home-based care services in 2021

$5B+

If personal care spending reaches 1% of Medicare Advantage premiums it will be a **$5B+ market by 2030**

2020   2030

This market will require **new capabilities** from personal care providers:

Core Competencies
Amplify the unique capabilities your agency brings to the market

Alleviate a pain point

Technology Enablement
Scale your ability to make partnerships with different kinds of industry players

Remove administrative barriers

Outcomes Tracking
Track key metrics to show that your agency is ahead of the curve

Define & benchmark KPIs

Care Coordination
Facilitate better conversations across the care continuum

Share insights across care providers

Population Risk Management
Utilize the data already captured in your workflow for predictive insights

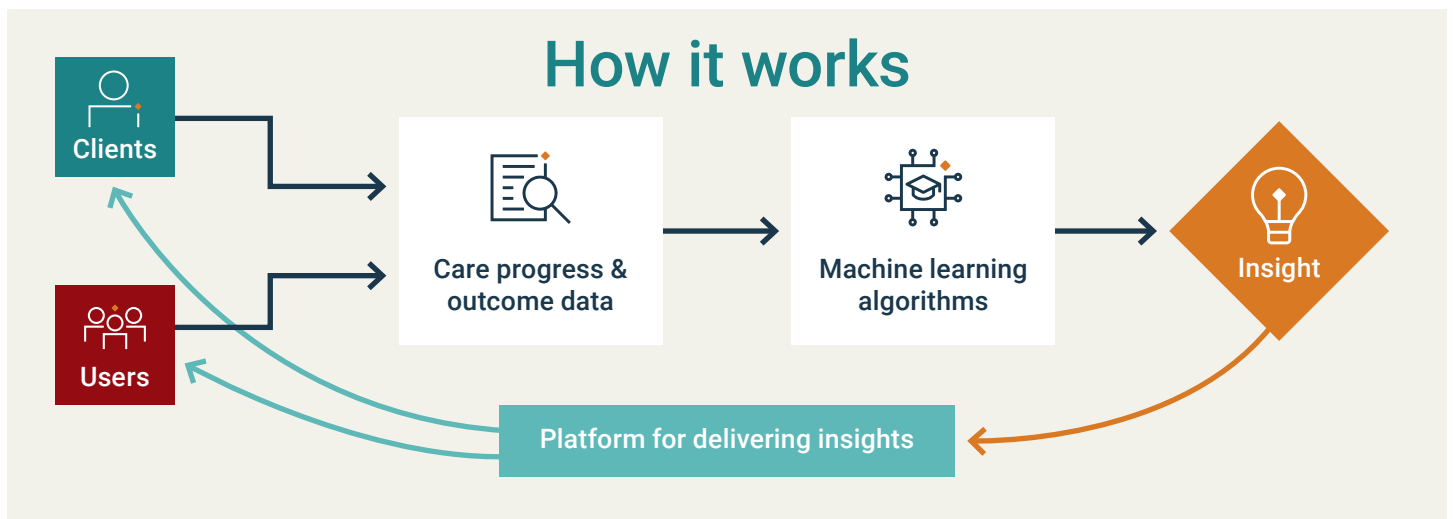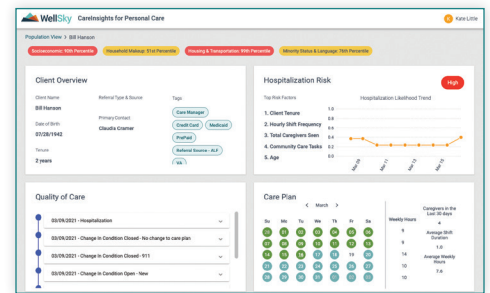**Target clients at risk for readmits**

Payer Partnership & Contracting
Supply Medicare Advantage plans and payers with data to negotiate risk-based arrangements

Contract for value-added rates

1-855-WellSky | wellsky.com/personal-care-software

WellSky® CareInsights for Personal Care delivers **vital population-level and client-level insights** that inform individualized personal care decisions to improve client experience and outcomes.

WellSky CareInsights for Personal Care uses powerful predictive analytics to estimate a person's risk for hospitalization, allowing your agency to proactively manage your client population and succeed in value-based care environments. Care management staff get a snapshot of each client's risk factors and can use these powerful insights and context to proactively identify risks of a negative event before it occurs, and inform better, smarter, data-driven care to improve outcomes.

How it works

Clients

Users

Care progress & outcome data

Machine learning algorithms

Insight

Platform for delivering insights

Improve delivery of care

WellSky CareInsights transforms data from WellSky Personal Care into an intelligent care optimization and decision support solution. Leverage your data to better identify care needs and maximize client & family satisfaction.

Keep clients out of the hospital

WellSky CareInsights analyzes your entire population to present a comprehensive view of key factors that inform quality care: hospitalization risk, social determinants of health, and visit utilization.

Drive long-term growth

Track and report on key value-based outcome metrics for your client population, using analytics to market your success to payers & key referral sources.

What's in an assessment?

To get the most use out of WellSky® CareInsights, it's important to understand that assessment of risk factors of hospitalization is based on the amount and type of care your clients receive as well as their health conditions, functional limitations and social determinants.

The more data that WellSky CareInsights has to work with, the more accurate the models are. The more information you capture and the more you document in your WellSky Personal Care software, the easier it is to identify a change in a client's condition over an extended period of time.

This data is also highly informative to provide your clients the best care possible and serves as a valuable tool when making a recommendation to increase care hours or add new care services. The data is there to support your case.

Don't forget to fill out client assessments completely and regularly!

Did you know?

A blank field in an assessment counts as much as a field with data. For example, clients who live alone are **1.2x more likely** to be hospitalized than clients who live with others. If you leave this field blank, we won't be able to accurately assess their risk.
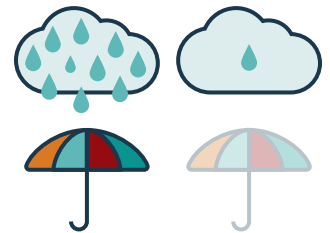
Intended use of WellSky CareInsights

WellSky CareInsights was developed to be *predictive*, meaning that looking at a risk score or risk category for a specific client is an estimate on what might happen to that person in the future. We can't truly know that the output of the model is 100% correct or incorrect.

Much like the weather, estimating the chance of rain in the next 15 minutes would never truly be 100%.

If the chance for rain is 95%, we probably should consider bringing an umbrella. If the chance is 10%, we might skip the umbrella. In both cases, rain is still possible, just more likely in the 95% scenario.

The outputs of the WellSky CareInsights models should be viewed similarly.

WellSky CareInsights is not a client satisfaction tool, a benchmarking tool for managing your agency's performance, or an indicator of the quality of care your agency delivers. This model should not be used to validate clinical processes or outcomes retrospectively.

![WellSky logo]

WellSky® Personal Care

Data science in home care

Given the deep relationships and time caregivers spend with clients, Personal care data is highly informative towards **predicting a person's likelihood for hospitalization events**.

Objective: Build highly accurate predictive analytics to estimate a **person's risk for hospitalization**

- Analyzed care information from **250,000+ clients** and **~2,500 agencies**
- Evaluated over **1,000** potential risk contributors for predicting hospitalizations

Client Profiles

Care Logs

Assessments

Final model variables include:

Client factors: gender, age, DNR

DME: raised toilet seat, shower bench, walker

ADLs: dressing, driving assistance, food prep, showering

Vitals: oxygen use, weight, urination issues

WellSky® CareInsights for Personal Care helps your agency monitor your client population and predict adverse events before they happen. **Request a personalized demonstration today!**

sales@wellsky.com | 1-855-WellSky | wellsky.com/personal-care-software