

## Intelligent Health Risk Assessments

Prospective insights. Leading contact and completion.  
Connections to care. High member satisfaction.



### Solution Features

- Personalized outreach to members
- Intelligent HRAs can:
  - Orient members to benefits and services
  - Complete prescription and health histories
  - Identify barriers to care
  - Confirm communication preferences
  - Provide leading contact and engagement rates
- Prospective identification of potential health issues allows for immediate transition to care management programs.
- Proprietary technology automatically calculates risk stratification levels for members then prioritizes and matches recommendations for programs based on member needs.

Too often payers receive inferior results and limited value from their health risk assessments, or view HRAs only as a compliance requirement with limited value and ROI. This approach misses the opportunity to engage and navigate the member through their healthcare journey.

Intelligent Health Risk Assessments from Conduent combine human interactions with robust information and technology solutions to provide prospective, holistic and actionable views of every single person in your program, allowing you to manage and engage the health of your entire population. An intelligent HRA allows you to engage your members up-front to gain a complete picture of your population's health risks, so you can deliver better health outcomes while increasing connections to care.

### Engage and Connect

Our HRAs aggregate health, lifestyle and behavioral data and cross-reference them against condition profiles. This not only provides a clearer picture of the member, but also accelerates your ability to link members with clinical resources – including immediate connections with care and community resources.

Our consumer databases and proprietary analytics identify the best methods for contacting members, dramatically improving HRA completion rates. Using motivational interviewing techniques, each discussion with a member is led by a medical professional. During these interactions, we collect actionable information that dynamically stratifies risk and prioritizes the direct connection of the member to the appropriate clinical care and social resources.

**About Conduent**

Conduent is the world's largest provider of diversified business services with leading capabilities in transaction processing, automation and analytics. The company's global workforce is dedicated to helping its large and diverse client base deliver quality services to the people they serve. These clients include a majority of the Fortune 100 companies and more than 500 government entities.

Conduent's differentiated offerings touch millions of lives every day, including two-thirds of all [insured patients](#) in the U.S. and nearly nine million people who travel through [toll systems](#) daily. Whether it's digital payments, claims processing, benefit administration, automated tolling, customer care or distributed learning – Conduent manages and modernizes these interactions to create value for both its clients and their constituents.

Learn more at [www.conduent.com](http://www.conduent.com).

For more information about our Care Integration and Management Services, please email [healthcare@conduent.com](mailto:healthcare@conduent.com).

**Situation:** A national payer was unable to reach enough of its members to complete their HRAs to meet compliance and quality requirements. In addition, they received limited value from the HRAs that were completed, which further exposed their vulnerable population.

**Conduent Intelligent Health Risk Assessments enable exceptional results, including:**

- Leading contact and completion rates
- Proven ROI from early identification and connections to care
- Efficiency gains through frictionless movement of information
- High member satisfaction
- Connected journey drives ecosystem efficiency
- Great transparency to program effectiveness

