

# AI HELPING TO TRANSFORM MEDICAID

## CASE STUDY



**40+** practice & support staff



**50+** health plans



**1600+** physicians & practitioners

*“Activated, well supported primary care doctors are critical to the success of this program. AI guided interventions for patients’ social needs will enhance their clinical impact and go a long way to improving the real-life experience of patients with Medicaid and the doctors who care for them”*

**DR. CHRIS BERRY**

Medicaid Medical Director,  
Genesis Physicians Group

Through an innovative new program, the Genesis Physicians Group is leveraging the power of AI to improve the efficiency and effectiveness of caring for more than 25,000 Medicaid patients; the community’s most vulnerable and underserved population.

### CHALLENGES ADDRESSING THE NEEDS OF THE MEDICAID POPULATION

The challenges in addressing the clinical needs of the Medicaid population can be overwhelming for all involved. Physicians want to help but are often hindered by a limited capacity to address the non-medical social needs of high-risk Medicaid patients. Without needed social interventions, the patient’s engagement suffers and clinical interventions are negatively impacted. When this occurs, it is difficult to improve the quality of care and reduce the disparities in outcomes.

When unable to impact outcomes, physicians are prevented from realizing any value from alternative payment modes, i.e. shared savings. For many independent physicians, taking on the Medicaid population is cost prohibitive due to these constraining variables. The difficulty for Medicaid patients to find a PCP close to home just contributes to the problem.

### AN INNOVATIVE MEDICAID PROGRAM

The Genesis Physicians Group wants to change the game. They have entered into a new value-based contract arrangement with Amerigroup Healthcare. As part of that arrangement, Genesis’ Population Health Management division, Genovista Health, LLC, is creating a team of social workers and community health workers (CHWs) that will serve as extensions of the primary care physician’s office.

The CHWs will leverage ClosedLoop generated risk predictions to engage high-risk patients most likely to benefit from specific social interventions. They will then connect the patient to the community-based organizations (CBOs) best suited to meet that patient’s needs. The AI-driven contextual information surfaced through ClosedLoop’s advanced explainability and risk factor visualizations support the CHW in determining the right intervention strategy for each patient.

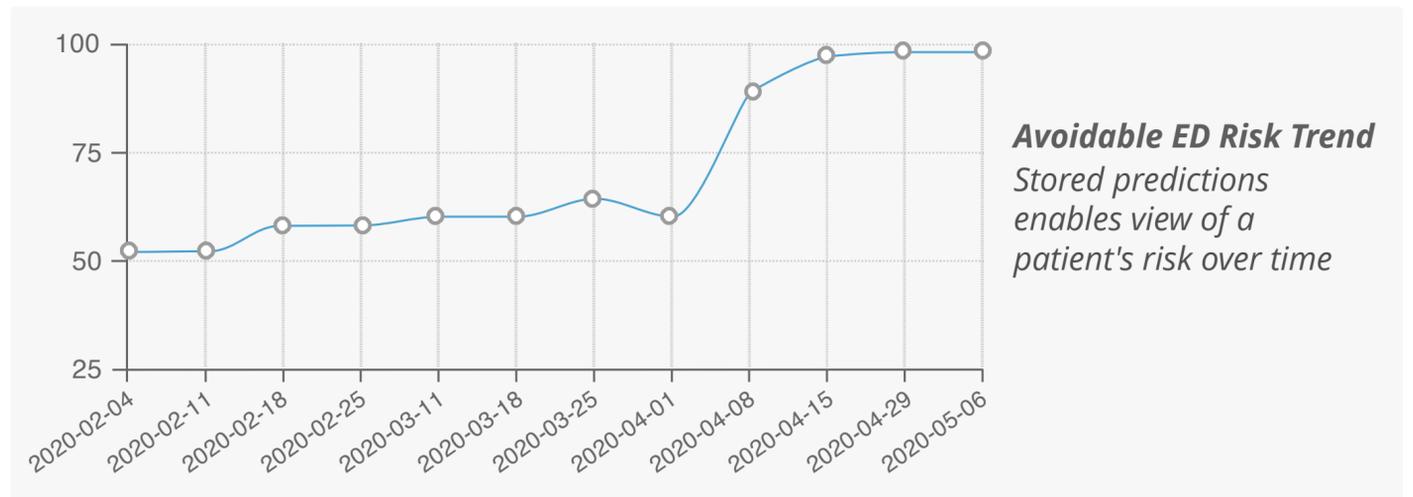
*“Streamlining connections for patients to the community-based organizations that are right for them will help improve utilization of the services, establish a more trusted relationship with the patient, and gain [numerous] efficiencies”*

**CHARLONDA THROWER** Director of Medicaid Programs, Innovista Health Solutions

A more informed and personalized approach to social intervention strategies is expected to activate the patient to become more engaged. Higher levels of engagement and addressing the social needs of the patient will help facilitate more impactful clinical interventions and more successful engagement with the PCP.

## AN AI-DRIVEN INFRASTRUCTURE FOR IMPACTFUL INTERVENTION STRATEGIES

With limited data science capacity, Genesis was attracted to ClosedLoop's healthcare-specific capabilities. The ClosedLoop data science platform enabled them to quickly and easily get meaningful AI-driven predictions from their data.



Genesis continues to benefit from:

**Pre-built model templates for common healthcare use cases**

Enabled them to rapidly create an accurate baseline model for predicting avoidable ED visits in less than 24 hours

**Easily handling messy healthcare data**

Making it quick and easy to import their data without the need for tedious data normalization and cleansing

**More accurate risk predictions with built-in support for Social Factors**

Enabling them to efficiently utilize their CHW resources and physicians to effectively target their high-risk patients with interventions most likely to have an impact

**Prediction trends over time as new data is received**

Catching rising risk with members for early intervention at a lower cost

**Explainable predictions and Factor Visualizations**

Helping the CHW and PCP gain a better understanding of the contributing factors behind a patient's risk prediction to better inform their decisions on intervention strategies

**Deep healthcare industry data science expertise from ClosedLoop**

### LOOKING AHEAD

Genesis aims to demonstrate that Medicaid can be more efficient and effective in driving value for the PCP and the Medicaid patient. The success of this innovative program is dependent on creating meaningful collaboration between the PCP, CHW, and CBO centered around the patient's needs. Utilizing the advanced capabilities of the ClosedLoop data science platform enables Genesis to easily unpack predicted risks and understand the contributing risk factors and social needs of the patients. This enables the CHW to be effective in addressing the specific needs of the patients and collaborating with the CBO and the PCP for improved quality of health outcomes while reducing health disparities.

*"Over the course of my career, there has never been an opportunity like this. The need for efficiency is a daunting challenge. The capacity of predictive AI technology drives our efficiency and will have a lasting impact on our ability to help PCPs improve the quality of health outcomes while reducing health disparities."*

**Dr. Jim Walton**

President & CEO,  
Genesis Physicians Group

### ABOUT CLOSEDLOOP

ClosedLoop is healthcare's data science platform. We make it easy and affordable for healthcare organizations to use data science to improve quality and reduce costs. Learn more about what ClosedLoop can do for you.

[www.closedloop.ai](http://www.closedloop.ai)