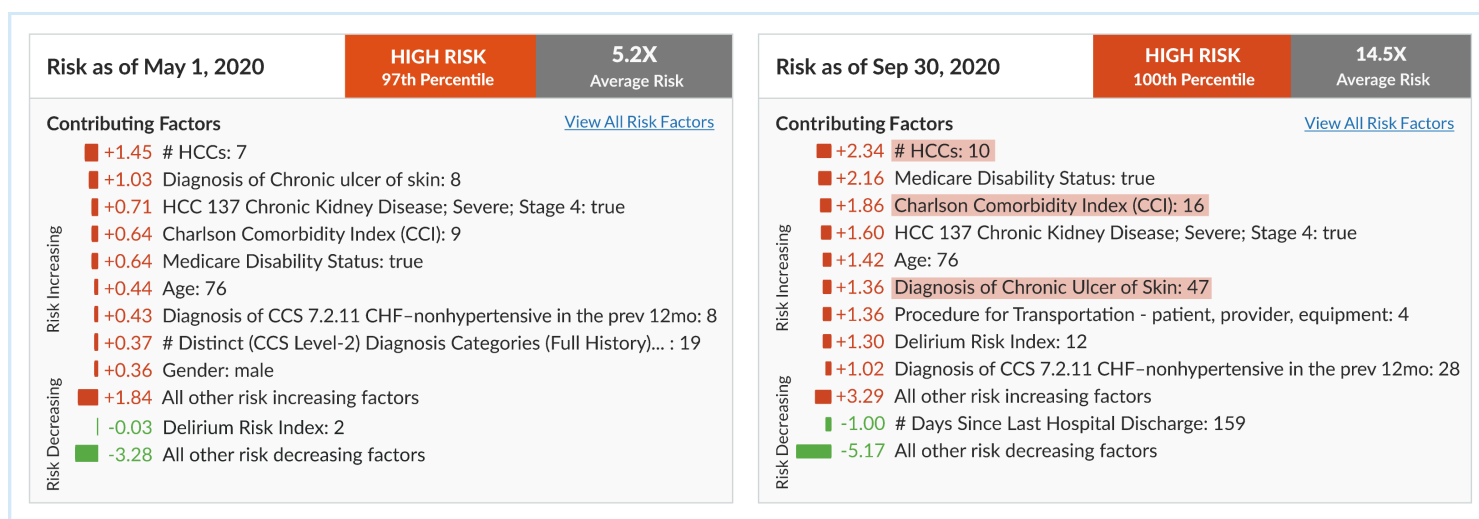


Digital Health Success Requires Best-In-Class Data Science

There has never been a greater opportunity for digital health to transform outcomes, drive efficiency, and change lives. Regulation, reimbursement, increased access to data, and newfound consumer expectations are all converging in a unique chance to scale digital health.

Whether you're in the market for your first data science hire or have an established team, ClosedLoop can help you define the future of digital health.

- **Remote Health:** Explore how and where digital health and remote care capabilities can be best applied to enhance access to care, cut costs, and improve health outcomes.
- **Population Health and Value-Based Care:** Develop a deeper understanding of the social determinants of health and build new population health models that incorporate these learnings to promote health equity.
- **Precision, Explainability, and Personalization:** Surface key individuals, delve into their top risk factors, and leverage comprehensive explainability reports to tailor engagement.



Change in Individual's Risk Factors Over Time

Robust data science is an essential component of digital health success. And yet, enhancing data science capabilities is often an exercise in tradeoffs. Developing your core competency comes first, but you also need to attain the AI and ML proficiencies necessary to interpret all available data. Further, you need to quickly derive value from data science without limiting long-term adaptability, scalability, or healthcare specificity.

With ClosedLoop, you don't have to make any compromises. As the digital health market accelerates, let ClosedLoop help you seize the moment and grow an AI-driven organization.

ClosedLoop: Purpose-Built For Healthcare Data Science At Any Stage of AI Maturity

Take control of your AI destiny. ClosedLoop's healthcare-specific data science toolset is purpose-built to help you harness the power of AI. Regardless of your existing data science capabilities, ClosedLoop enables you to efficiently build and deploy accurate and explainable predictive models. Leverage the toolset to rapidly drive improved outcomes, retain complete intellectual ownership, and flexibly scale your data science to reach new levels of AI impact.

For existing teams, ClosedLoop's toolset can drive greater impact by eliminating mundane operational work and empowering data scientists to operate at the top of their licenses. ClosedLoop can also act as a "first data science hire" for companies just beginning their first ML project. Low-code options allow them to rapidly deploy models for common healthcare use cases. At any stage of AI maturity, ClosedLoop can enable you to:

- **Enhance** your data science capabilities with a turn-key solution that can deploy predictive models from raw healthcare data in as little as 24 hours.
- **Automate** cleaning and normalization of messy healthcare data with built-in mapping for licensed terminologies and code sets.
- **Leverage** a library of 2,000+ pre-built healthcare features.
- **Streamline** custom healthcare feature engineering with an Enterprise Feature Store and support for NLP, geospatial data, and social determinants of health.
- **Accelerate** deployments with a fully automated, end-to-end machine learning pipeline.
- **Augment** predictive accuracy and model validation.
- **Increase** explainability for stakeholders through patent-pending Factor Evidence™ technology and personalized risk forecasts.
- **Scale** with HIPAA compliant storage and seamless integration options.

Accelerate Adoption and Drive Business Impact

Providing personalized engagements that reimagine care is difficult. Your solution needs to resonate with consumers, adapt as healthcare continues to transform, and provide substantive value that can be clearly demonstrated. Ultimately, success at scale depends on end-to-end data science. Let ClosedLoop support you with the AI competencies required to directly address the challenges facing digital health.

Easily Identify New Consumers

Maximizing the value of your solution is challenging if you can't pinpoint the people it will benefit the most. ClosedLoop allows you to precisely surface new consumers likely to experience the most substantial improvements with predictive analytics. Moreover, the toolset provides unparalleled prediction explainability and detailed insights into specific factors at both the population and individual levels. Harness AI-based models to quickly identify ideal markets to enter, and ensure you're engaging with the right people to drive the greatest impact.

Enhance Engagement and Integrate New Insights

Take control of your data to constantly refine your solution and engagement efforts. ClosedLoop can help you personalize tailored engagements through insight into individuals and the exact factors that drive their health and behaviors. Comprehensive data analytics allow you to refine processes, quickly address frequent healthcare changes, and expand your focus in response to new learnings. This adaptive approach can help to identify opportunities regardless of existing data quality or quantity.

Demonstrate Effectiveness and ROI

To thrive and grow, you must be able to demonstrate the effectiveness of your solution. To this end, ClosedLoop's analytics and reporting capabilities enable business stakeholders and consumers to understand your impact on health and financial outcomes. Seamlessly measure and evince the benefits of your solution relative to conventional care methods and competitors. Identify which methods of engagement are most effective, the individuals for whom they have the greatest impact, and the extent to which they provide value.