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Mining Health Risk Assessments for Richer ROI and Results

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A powerful component of a health plan's disease management toolkit is the Health Risk Assessment (HRA), which evaluates the population's health status and targets actionable programs to address identified risks. Implementing effective HRAs and mining the resulting data is a strategic means of harnessing healthcare costs and promoting consumer awareness. In this special report, *Mining Health Risk Assessments for Richer ROI and Results*, HRA's expert panelists explore the progressive evolution of HRAs. Gregg Lehman, PhD, president and chief executive officer, Gordian Health Solutions, Marlene Sigwalt, RN, MSPH, clinical consultant, Innovation Center, Humana, Inc., and Yan Zhang, research scientist, Humana, Inc. provide procedures, objectives, predictive capacities, consumer engagement strategies and results of these tactical questionnaires to identify risk before it becomes reality. You'll also get case studies on the HRA programs at HealthAtoZ, Blue Shield of California and Aetna. You'll get details on: *Evolutions in the HRA market; *Risk stratification in the HRA; *Ideas to incent HRA participation; *Strategies for engaging physicians in the HRA effort; *Case study of HRA implementation; *Anatomy of Humana's in-house HRA development effort; *Using HRAs to probe productivity; *How an incentives program at Blue Shield of California cut claims cost in its first year; and *Stratifying your population to identify next year's

high-risk population.