

thingpoint

Intelligence With Impact



About Us

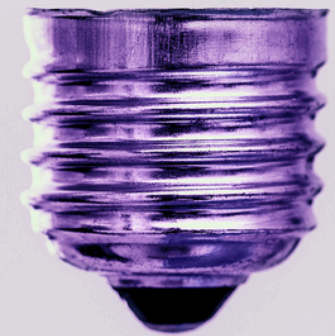
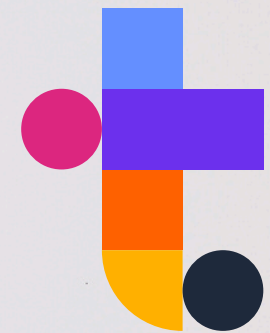
Thingpoint is a full-service data & analytics advisory firm, delivering solutions across healthcare strategy, operations quality, and value-based care.

We accelerate your business strategy through exceptional data strategy & execution.



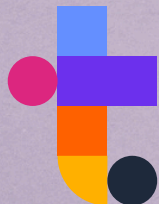
Our Mission

Deliver advanced intelligence
that drives improvements in
healthcare at all levels.



Our Vision

Universal access to advanced intelligence, where every corner of healthcare can turn data into better health care for all of us.



Core Services

Full-Cycle Data Strategy & Execution

Data-Driven Service/Program Design

R&D, Industry & Market Research

- 
- A decorative graphic on the left side of the slide featuring a large lightbulb and two interlocking gears. The lightbulb is purple with a white filament, and the gears are also purple. The entire graphic is partially cut off by the left edge of the slide.
- Strategic Advisory:** data strategy & roadmap development, data governance, change management, data literacy.
 - Engineering & Integration:** data transformation, cloud data warehousing, software development & business intelligence.
 - Analytics & AI:** root-cause analysis, population health analytics, risk segmentation & stratification.

Core Services

Full-Cycle Data Strategy & Execution

Data-Driven Service/Program Design

R&D, Industry & Market Research

/ Needs Assessment & Opportunity Mapping: identify unmet needs and opportunities within existing and potential populations.

// Persona & Journey Mapping: discover end-to-end patient & member experience through health episodes & the continuum of care.

/// Measurement Strategy & Evaluation: develop KPIs, leading indicators, and evaluation frameworks to guide continuous improvement.





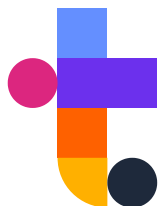
Core Services

Full-Cycle Data Strategy & Execution

Data-Driven Service/Program Design

R&D, Industry & Market Research

- / Competitive Intelligence:** analyze and monitor peer organizations and product offerings to discover market opportunities & threats.
- // Landscape & Trend Analysis:** uncover the impact of shifts in markets, policy, science and technology on business strategy & execution.
- /// Thought Leadership Development:** support white papers, industry briefs, and presentations to strengthen your company's position as a data-driven leader.



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Design Thinking Approach



UNDERSTAND YOUR CONTEXT

Critically understand your business environment and the challenges we are about to address. Leverage your lens and expertise.



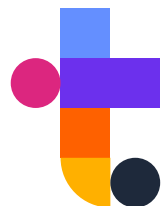
DEVELOP A SHARED VISION

Paint the ideal state and augment the subject matter expertise within your organization. **Solve the right problems.**



BUILD, TEST, REFINE, ITERATE

Fast cycles of ideation & prototyping to test ideas, learn fast, and generate early wins. **Solve problems the right way.**



Case Study: **Risk Stratification**

Opportunity

A primary care system in Southern California needed a strategy and methodology to stratify their patient population to inform population health management strategies, enhance operations quality, and drive improvements in value-based care outcomes.

Payer Agnostic

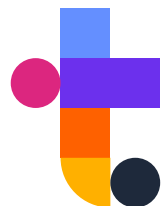
Systematic risk profiling agnostic of payer types or a patient's insured status (include uninsured).

Mixed Use

Population health, operational, and financial use cases (i.e. program development, operations, quality).

Point-of-Care Availability

Actionable risk intelligence for frontline teams to take the next best action (clinical & non-clinical audience).



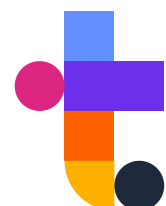
Case Study: **Risk Stratification**

Solution

Deployed Hopkins ACG as risk stratification engine, with integration into clinical systems & tools for programmatic, operational, and point-of-care utility.

Aggregated population health data from:

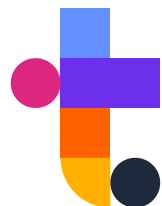
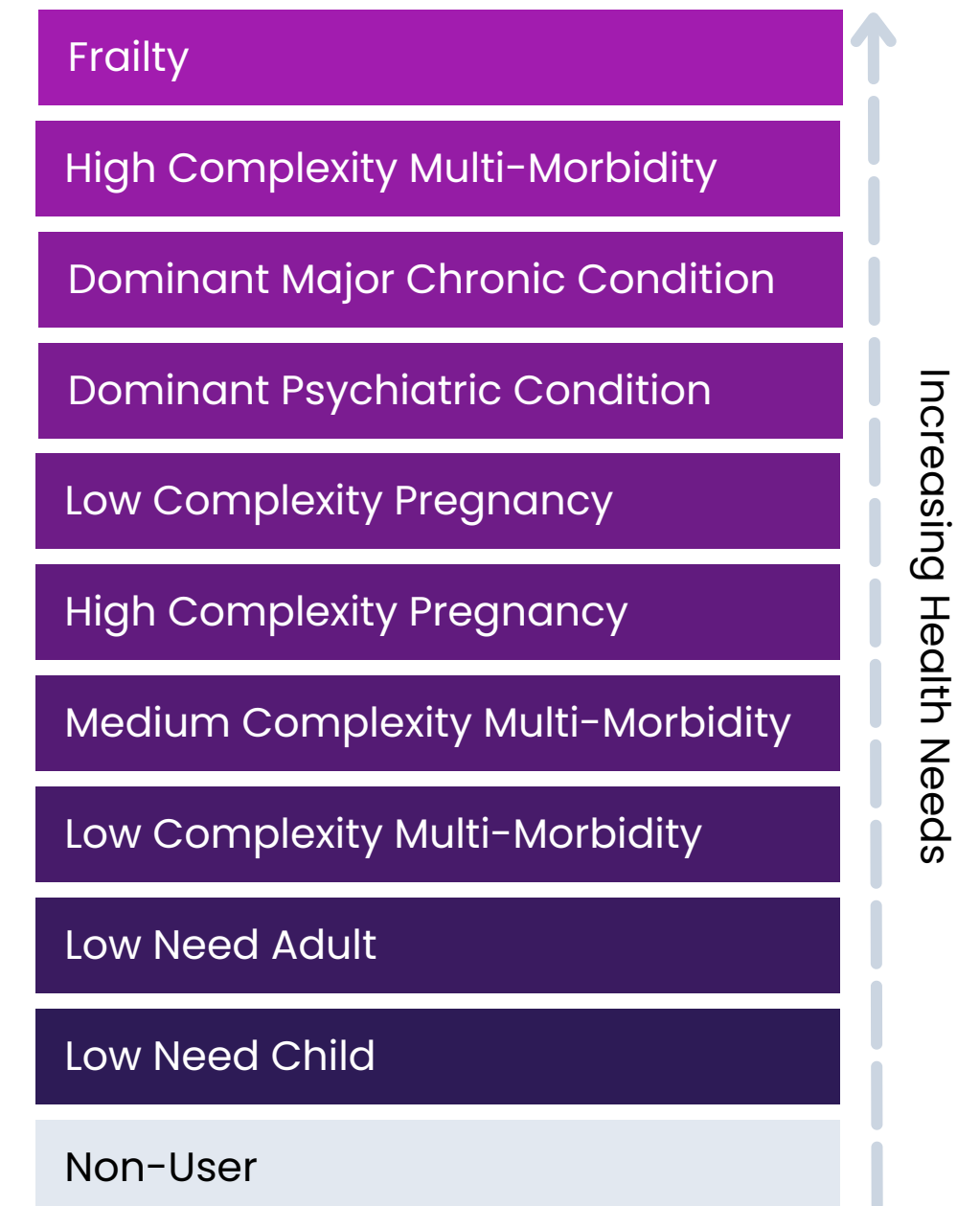
- Eligibility
- Claims
- Case Management
- Encounters
- Labs
- Pharmacy



Case Study: **Risk Stratification**

Outcomes

- **Program Targeting:** 3x increase in population universe eligible for care and/or disease management programs associated with meaningful reductions in inpatient & ED utilization.
- **Beyond the Risk Score:** person-centered segmentation approach used to tailor clinical programs based on specific health drivers (dx, pharmacy, labs, social markers).
- **Actionable Intelligence:** extensive patient risk attributes usable in scheduling (duration & lead time), initial/annual health assessment prioritization, high risk program development, outreach & enrollment, program evaluation.



Case Study: **Property Management Analytics**

Opportunity

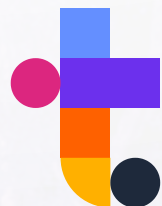
A national integrated health system needed a solution to enable property managers and senior leadership with actionable analytics to monitor and optimize leased and owned facilities across their Southern California portfolio.

Integrated Analytics

Blend data from disparate internal and external data sources (i.e. financials, client feedback, operational).

No Vendor Lock-In

Cost-conscious, with minimal infrastructure deployment and low dependency on internal information technology teams.



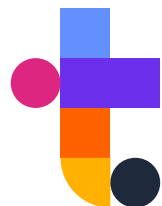
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Case Study: **Property Management Analytics**

Solution

Developed & implemented a data ingestion, integration, and visualization platform leveraging open source technologies, with user-defined & export capabilities.

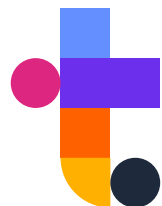
- **Minimal Infrastructure:** deployed on a single virtual machine within the client data center, minimizing IT dependency & compliance risks.
- **Open Source:** leveraged validated open-source technology for ingestion, ETL and visualization (R Server, Shiny).



Case Study: **Property Management Analytics**

Outcomes

- **Improved Team Effectiveness:** eliminated need for functional staff to perform repetitive reporting and analysis → more time to focus on driving outcomes.
- **Single Source of Truth:** one platform for financial, operational, and service quality reporting, connecting senior leaders and functional teams using a validated, single reporting thread.

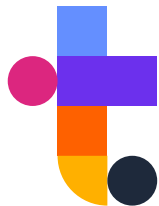


Case Study: **Social Media & Infectious Disease**

Opportunity

A health technology startup wanted to give their consumer and enterprise customers better insights into patterns and the likely seasonal onset of common conditions such as the common cold and flu.

- **Near-Real Time:** forecast and re-forecast based on intra- and inter-day changes in prevalence of social media mentions of key upper respiratory condition terms.
- **Consumer & Enterprise Utility:** output actionable for a diverse set of stakeholders and use cases (i.e. consumer every-day use, enterprise supply chain optimization).



Case Study: **Social Media & Infectious Disease**

Solution

Leveraged an ensemble machine learning approach to predict intensity and seasonality of flu activity, delivered via an integrated data visualization platform.

Daily Forecasting

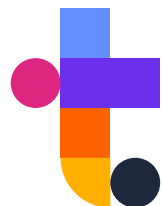
Ensemble model with
daily, weekly, and
monthly predictions.

Data Platform

Visualization &
mapping platform
with predictive
capabilities.

API Integration

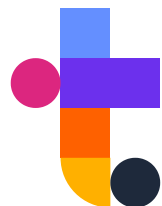
Predictions integrated
into existing API
services via SickScore
methodology.



Case Study: **Social Media & Infectious Disease**

Outcomes

- **Improved Lead-Time:** accurate predictions of seasonal flu activity up to 15 weeks ahead with 90+% accuracy.
- **Enterprise Integration:** forecasts & granular scores integrated into notable weather & pharmaceutical company platforms to inform supply chain decisions, and drive marketing & public engagement.
- **Consumer Value:** integration of granular illness activity scores into mobile applications to enhance end-user value and increase daily & monthly active user activity.



Public Health Atlas

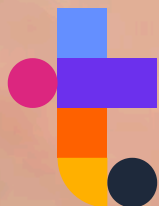
Available
Now!

Next-generation public health data & analytics platform delivering nation-scale, actionable insights.

- **National Coverage:** robust, authoritative and granular insights across a variety of health domains.
- **Local Focus:** user-defined geographic service areas for localized public health intelligence relevant to you.
- **AI Enabled:** AI-informed analysis and interpretation of findings → AI analyst democratized.

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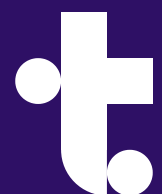
Thank You!

We look forward to understanding your goals and strategic objectives. Together, we turn complexity into clarity, and insight into impact.



Bogdan Rau, MPH

Principal
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Our Latest Thoughts on AI

Quick AI Wins in Pop Health?
Three Pragmatic AI Analytics
Moves to Elevate Your
Population Health Strategy

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AI is Automating Analytics in
Healthcare: Can Your
Organization Maximize the
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