



VNSNY CHOICE Health Plans Selects PopHealthCare® RiskSight® Product for Integrated Clinical Analytics and Retrospective & Prospective Interventions

FOR IMMEDIATE RELEASE

TEMPE, Ariz., and NEW YORK, N.Y. (August 25, 2014) - PopHealthCare® announced today that VNSNY CHOICE Health Plans, an affiliate of the not-for-profit Visiting Nurse Service of New York, is implementing PopHealthCare's RiskSight® product. RiskSight integrates predictive clinical analytics and retrospective and prospective activities to improve health plan performance and patient outcomes. RiskSight analytics find opportunities in care, quality and documentation and align those to the right intervention at the right time. RiskSight interventions then fund care delivery through Hierarchical Condition Categories (HCC) accuracy and improve health outcomes by fulfilling care needs through clinically-driven interventions.

"PopHealthCare's holistic approach and comprehensive product suite will enable better data analytics, financial forecasting and results, and improved member care," said Christopher Palmieri, President, VNSNY CHOICE Health Plans. "Partnering with PopHealthCare will lead to improved communication between members of the care team and members, family members and caregivers, as well as effective care delivery and improved member health."

Guided by predictive analytics drawing from a broad set of available data sources, PopHealthCare's RiskSight program prioritizes and assigns the most appropriate intervention, supplementing in-office care with field-based diagnostic tools and assessments that are designed to fulfill care and quality needs, improve Star measures and to enable evaluation and proactive care for patients with comorbid risk factors or previously undiagnosed chronic conditions based on evidence-based guidelines. To ensure seamless integration of care and effective closure of care, quality and documentation opportunities, the PopHealthCare and VNSNY CHOICE Health Plans care teams will coordinate during execution of the interventions.

"PopHealthCare is uniquely positioned to help VNSNY CHOICE Health Plans fulfill its mission to provide care and compassion to the most vulnerable New Yorkers, as we are directly aligned in our overall missions," said Mike Tudeen, CEO of PopHealthCare. "This partnership will broaden our already significant footprint in the New York market and expand our ability to help high-risk individuals lead healthier lives."

About PopHealthCare: PopHealthCare offers groundbreaking programs in high risk population management that drive rapid, large, and demonstrable improvements in member quality of life and satisfaction, while helping its partnering health organizations realize appropriately enhanced revenues, enhanced quality scores, and reduced medical costs. With decades of experience, PopHealthCare is led by a team of long-standing leaders in health care analytics, field-based high-risk population care delivery, and both prospective and retrospective risk adjustment services. PopHealthCare has designed its high impact services to meet the needs of local, regional and national health plans and provider organizations and currently partners with over 35 health plans across the U.S. and in Puerto Rico.

About VNSNY CHOICE Health Plans: VNSNY CHOICE is an affiliate of the Visiting Nurse Service of New York and shares its mission to care for the most vulnerable New Yorkers: the elderly, poor and frail, many suffering with multiple chronic conditions. Our Medicaid Managed Long Term Care plan (MLTC) is one of the largest programs of its kind in New York State, serving more than 18,000 members. The plan aims to maximize the functionality and independence of its members who, on average, have four chronic illnesses and multiple functional deficits. We have more than a decade of experience operating an MLTC plan and we have developed processes, systems and tools that are uniquely designed to benefit the vulnerable population we serve. Visit www.VNSNYCHOICE.org or call 1-855-AT-CHOICE (1-855-282-4642) for more information.

About Visiting Nurse Service of New York: Established in 1893 by Lillian Wald, the founder of public health nursing, VNSNY is today the largest not-for-profit home- and community-based health care organization in the United States. VNSNY focuses on promoting the health and well-being of patients and families by providing high-quality, cost-effective health care to vulnerable individuals in their homes and communities. It currently provides home care services in all five boroughs of New York City and Nassau and Westchester Counties. In 2013, VNSNY clinicians made more than 2.3 million home- and community professional visits, serving approximately 163,500 Yorkers.

To learn more, please visit us at PopHealthCare.com and watch for more exciting news from us soon!

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