Data-Driven Improvements in Healthcare™

COMPANY AND SERVICES OVERVIEW
Today the United States stands at the threshold of unprecedented changes in healthcare. The challenges of increasingly complex disease understanding, diagnostics, treatment options, and associated costs are exceeded perhaps only by the intricacy of rising regulatory oversight, payment models, and financial pressures. The implementation of commercial ACA marketplaces adds further complexity, challenge, and opportunity. Never before have the matters of improving clinical and quality outcomes, financial performance, and associated business intelligence been more critical.

To these challenges, Inovalon brings solutions. Large proprietary datasets, advanced integration capabilities, sophisticated predictive analytics, and deep subject matter expertise deliver a seamless, end-to-end platform of technology driving meaningful impact. Focused on the vision of “Turning Data into Insight, and Insight into Action™”, Inovalon’s solutions achieve valuable improvements across the healthcare landscape—from health plans, integrated healthcare delivery systems, and accountable care organizations, to providers, researchers, and patients.

Despite the magnitude of the challenge, Inovalon never loses sight of the fact that improvements in care must happen at the individual level. For this reason, we focus on each person and each care provider—the information gained from each clinical encounter, examination, lab result, prescription, disease history, and more. Analyzing the details, we empower advanced solutions. With the gained insight, we drive improvement.

Together with our clients and partners, we are achieving powerful impact—measured with every interaction, in every state, on every day. Touching more than 121 million Americans, 763,000 physicians, and 257,000 clinical facilities, Inovalon is bringing to bear its innovation, passion, and dedication to drive meaningful changes in healthcare.
The Company invested extensively in big data technologies and cloud computing, achieving significant improvements in data integration efficiencies, analytical processing speeds, and dynamic compute capacities. The MORE® Registry® exceeded 100 million unique, de-identified, longitudinally matched members and more than 8 billion medical events empowering the Company’s analytical systems. Inovalon signed strategic partnerships with major retail-based pharmacy clinics and electronic health record (EHR) companies to bring the power of big-data analytics to the point of care. Affordable Care Act (ACA) toolsets were designed as the launch of significant new ACA membership population additions loomed.

Inovalon proudly stands as a leader in the technology space, leveraging the power of large-scale datasets, advanced data integration, and analytics to the benefit of healthcare organizations, physicians, researchers, and patients across the United States. Focused on data-driven solutions to analyze and improve clinical and quality outcomes, care coordination, data accuracy, utilization, and the financial performance in the healthcare community, Inovalon continues its history of forward-thinking innovation—brining the power of healthcare’s big data to the point of care.
Inovalon’s true strength lies in the breadth and depth of its employees’ knowledge, skills, and passion. Individual expertise spans a wide range of technology, healthcare, and research disciplines from industry-leading database architects and software design engineers, to clinical research specialists and managed care operators. Inovalon’s personnel have the hands-on experience to develop and implement advanced solutions achieving meaningful improvement in quality of care and financial performance across the healthcare landscape.

Going beyond what can be accomplished from any one set of core facilities, the Company boasts an unparalleled field operations network that spans all 50 states and Puerto Rico. Supported by Inovalon’s technologies, product groups, and call centers, these in-community personnel provide hands-on connectivity with patients, providers, and clinical facilities to hone insight, close gaps, and drive meaningful improvement. To each client, to each solution, Inovalon brings this exceptional coalescence of knowledge, skills, experience, operational execution, and dedication to achieving outstanding results for clients and their members.

Ultimately, with thousands of people working in organized teams, spanning a wide array of expertise—from data aggregation and analysis to clinical content and operational execution—Inovalon brings to the marketplace not only a solutions arsenal capable of delivering meaningful improvement for its clients, but also a team with deep capabilities and a track record of reliability and integrity. It is this team approach, focused on partnership, which provides the peace of mind critical to success.

Inovalon’s track record of superior service is the result of a commitment to excellence that is shared by all employees. This commitment is fostered by a dynamic, passionate, and team-oriented company culture focused on the success of clients, their members, their providers, and the entire healthcare marketplace.
Today's healthcare organizations require integrated solutions that leverage insight and gain synergies from each provider encounter and member engagement. Health plans and providers can no longer afford the inefficiencies of care management initiatives operating in silos, measuring quality improvement programs, or member outreach efforts failing to leverage knowledge of recent emergency room visits, progressing disease, or treatment compliance failure. Data is driving a difference in healthcare—bringing meaningful improvements to all members of the healthcare community.

Care Coordination and Quality Outcomes

**HEEDS Advantage™** – Inovalon is the market and technology leader for measuring and reporting on clinical and quality outcomes. **HEEDS Advantage™** is the nation’s most widely used NCQA- or URAC-accredited level 8 health plan-specific quality improvement program and results.

**Star Advantage®** – Star Advantage® enables health plans, ACOs, and performance-based provider organizations to better understand and meaningfully improve their NCQA/URAC accreditation levels, CMS Star Quality Ratings, commercial ACA QRS metrics, and managed Medicare pay-for-performance programs by leveraging the nation's most widely used healthcare quality measurement systems, large-scale healthcare database analytics, interoperable electronic health record (EHR) systems, and a nationwide clinical operations infrastructure. Inovalon provides dynamically updated insight into clinical quality scores and predictive models providing clear intervention strategies—while also empowering highly sophisticated end-to-end quality gap closure capabilities.

**Prospective Advantage®** – Prospective Advantage® combines advanced healthcare data analytics with coordinated patient and provider encounter facilitation and support to deliver an integrated solution for identifying and proactively closing gaps in care, assessment, and provider documentation. Analytics bring meaningful intelligence to all forms of outreach and intervention—from print materials and call center outreach to web-enabled decision support platforms and wireless tables for supplemental member encounter optimization. In addition, EHR interoperability embeds gaps in care, quality, and risk score data directly into the EHR and pushes guided gap data at the point of care. Altogether, the highly driven approach achieves the right intervention for the right member in the right venue at the right time.

### Claims and Payment Integrity

**CARA®** – Inovalon’s retrospective risk adjustment accuracy improvement solution provides a highly data-driven approach to the efficient identification, determination, and substantiation of disease and comorbid condition data. Advanced analytics leverage insights gained from approximately 9.6 billion medical events, all stored in Inovalon’s MORE® Registry™ database, to identify potential gaps in disease and comorbidity data accuracy. A highly integrated platform designed to coordinate both EHR interoperability and paper-based medical data collection facilitates a highly efficient process of gap closure through the targeted extraction of both discrete and non-discrete clinical data. This process results in a more thorough understanding of each member and their respective risk score detail that ensures significant improvement in healthcare data quality, insight, and risk score accuracy.

**eCAAS Advantage®** – Inovalon’s eCAAS Advantage® provides a comprehensive claims processing and risk-adjusted financial valuation solution for Medicare Advantage and commercial ACA plans. For Medicare Advantage plans, eCAAS Advantage® addresses CMS’s transition from RAPS-based submissions to the new 5010-format encounter data submissions. eCAAS Advantage® leverages industry-leading claims integrity and processing technologies to deliver an agile encounter solution that provides data integration, analysis, and reporting. It offers Medicare Advantage organizations a solution for all types of claims and provides the flexibility to manage all encounter files and data in a single application and database, while meeting CMS-mandated compliance requirements. For Qualified Health Plans (QHPs) participating in the commercial ACA marketplace, eCAAS Advantage® empowers QHPs to comply with HHS edge server requirements for data submission while providing timely and transparent reporting. eCAAS Advantage® leverages industry-leading claims integrity and processing technologies to deliver an agile encounter solution that provides data integration, analysis, and reporting. It offers a HIPAA-compliant portal and Inovalon’s INDICES™ reporting platform that provides transparency and unlimited access to detailed reporting. The QHP can use this information to correct data within its system or supplemental data files, and the updates can then be integrated into Inovalon’s database processing.

**HCC Surveillance®** – HCC Surveillance™ ensures the accuracy of diagnoses prior to submission to HHS, CMS, or state departments of health. While CARA® analytics identify gaps for improved coding accuracy, HCC Surveillance™ identifies HCCs that are suspicious to be unsubstantiated in the underlying medical record data and, therefore, potentially concerning for fraud, waste, abuse, or implicit data submissions. The use of HCC Surveillance™ further improves risk score accuracy and lowers the health plans’ RADV audit risk.

**Audit and RADV Support** – Inovalon helps health plans improve accuracy and reduce risk exposure in order to support RADV audits—including mock RADV projects, ongoing HCC or state-based payment model surveillance, and attestation initiatives.

### Data Integration

Inovalon’s iPORT® data integration system accepts available healthcare organization data seamlessly and securely in clients’ native formats. Eliminating the need for client IT departments to transform data or design custom integrations, iPORT® saves significant costs and time. Petabytes of disparate healthcare data flow into Inovalon on an ongoing basis, subjecting more than 1,000 data integrity checks and data management processes. Alerts informed by the data of billions of medical events enable iPORT® to notify clients and resolve issues to achieve an industry-leading array of comprehensive data informing Inovalon’s analytical systems.

### EHR Interoperability

Inovalon’s EHR interoperability brings together Inovalon systems, partner EHRs, and state and regional health information exchanges (HIEs) to lower costs, dramatically improving program time efficiencies, and increasing quality outcomes and financial performance. EHR interoperability embeds patient-specific gaps at the point of care and enables the automated capture of medical record data resulting in:  
- Reduced provider abrasion, yielding greater and more expedient access to medical record data; and  
- Accelerated and efficient achievement of gap resolution within the provider’s-existing workflow.
True improvement in quality and financial performance is achieved when disparate data attributes are organized and clarified, insight is gained, and individuals receive care that is appropriate and necessary—delivered through the right medium, by the right person, in the right venue, with the right message, at the right time. Considering all available data associated with an individual, Inovalon employs proprietary, sophisticated technologies to achieve a level of precision necessary to identify member-specific gaps in quality, care, disease status, and a multitude of other critical member-specific considerations. Going deeper, Inovalon then examines member behavior and uses predictive modeling to develop the intervention strategies that will have the greatest potential for meaningful improvement in care while optimizing the health plan’s resources. Taking the final step, Inovalon supports or directly executes interventions to resolve these gaps, improve outcomes, achieve impact, and deliver straightforward, meaningful, and actionable reporting so that client partners, their providers, their members, and their stakeholders have peace of mind in the benefits achieved.

Aggregate Available Data
Inovalon creates a comprehensive dataset by aggregating information from health plan claims, electronic medical records, prescriptions, laboratory results, benefits data, demographic data, emergency room visits, hospital admissions, and electronic health records as well as from data provided directly by individual physicians and members. Inovalon systems accept available data in its native format from highly disparate electronic and non-electronic sources—both discrete and non-discrete. Inovalon then aggregates the data into data warehouses, performing hundreds of data integrity checks focused on the validity and usability of the transferred data.

Validate Data
Some data is not easily obtained or may need to be validated through electronic medical record integration, face-to-face member interaction, or physical medical record review. In these cases, Inovalon brings to bear its sophisticated technology toolset to support dedicated staff located across the nation, including clinical review nurses, data collectors, and certified medical coders. This team of more than a thousand in-community personnel is further supported by hundreds of clinical quality team personnel and aproprietary logistics system to enable scheduling, coordination, and abstraction of data validation throughout the nation with minimal disruption or distraction to providers and their patients.

Nationwide Engagement
Inovalon’s solutions support clients across the nation. Wherever health plan members, providers, and data sources are located, Inovalon is there. With deep data integration, aggregation, and personnel resources supporting virtually every county in the United States, Inovalon’s solutions impact more than 121 million members, 763,000 physicians, and 257,000 healthcare facilities. Inovalon also owns and operates the infrastructure providing an independent, trusted platform designed and maintained with a focus on data integrity, member privacy, and data security.

Comprehensive Datasets
Inovalon’s Medical Outcomes Research for Effectiveness and Economics Registry (MORE® Registry®) is one of the industry’s largest healthcare datasets housing de-identified member demographics, provider information, ancillary service claims, laboratory, pharmacy, benefits, EHR, and both inpatient and outpatient clinical data from approximately 9.6 billion medical events tied to more than 121 million unique and de-identified individuals across Medicare, Medicaid, and the commercial plan landscape. The MORE® Registry® empowers Inovalon’s advanced solutions, answers critical health and life-sciences questions, and provides valuable business intelligence within the marketplace.

Identify Opportunities for Improvement
Inovalon applies advanced data analytics and predictive modeling to identify gaps in data accuracy, quality, and care. The next step is going deeper to efficiently stratify each member and prioritize interventions designed to resolve gaps—improving clinical and quality outcomes, ensuring claims integrity and reimbursement accuracy, and lowering unnecessary utilization costs. By combining deep analytical prowess, extensive datasets, an appreciation of unique variations in care delivery, and a superior grasp of established patient behavioral patterns, Inovalon’s unique toolsets and highly qualified staff uncover opportunities to improve care quality and financial performance.

Turn Insight Into Action
After employing innovative, sophisticated technologies to identify gaps in data accuracy, quality, or care, Inovalon focuses on resolution and improvement. Closing gaps requires highly targeted interventions informed by the insight of the unique individual and the provider. Inovalon assimilates insights from providers and members and then applies deep experience, the analysis of approximately 9.6 billion medical events, an integrated fulfillment infrastructure, and dedicated personnel to turn insight into action. This action takes many forms—from supporting a care provider with critical information through EHR interoperability, to directly engaging a member over the phone or in person. Integrating the work of thousands of in-community personnel and call center staff with sophisticated technology platforms, Inovalon effectively supports the needs of clients—as well as their providers and members—by offering an end-to-end solution to ensure that projected opportunities turn into actual improvement.

Inform Through Ongoing Tracking and Reporting
Inovalon believes it is imperative to have insight into the clinical care, quality, utilization, operations, and many other factors that drive financial performance within healthcare organizations. Toward this goal, Inovalon provides a comprehensive suite of reporting and analytical tools that are accessible 24 hours a day, seven days a week through a secure client web portal. Clients have ongoing access to the process, results, and reporting in aggregate and at the individual member level.
INTEGRITY

Integrity provides the foundation for Inovalon’s value system and is expressed throughout the Company’s solutions, people, technology, and processes. More than simply a slogan, Inovalon’s dedication to continuous, results-driven quality improvement affects the selection, training, and development of employees, as well as the design, development, and support for the services delivered every day. To this end, Inovalon has placed quality oversight policies, procedures, technology, and personnel across every aspect of its business to reinforce this discipline as a guiding principle of Company culture.

Every Inovalon employee undergoes comprehensive background checks, ethics training, HIPAA education, and corporate behavior standards training. Leadership and staff carry this ethos into their daily work, impacting both the corporate culture and how Inovalon supports its clients.

Inovalon’s dedication to integrity extends to the proprietary technology used for medical data integration, analysis, abstraction, and reporting. For the purposes of quality and oversight, Inovalon has designed market-leading solutions for data-integrity confirmation, medical-record digitization, and data-validation compliance. Consistent over-read capabilities and inter-rater reliability testing are conducted by a dedicated quality department of nurses and certified medical coders. Inovalon’s focus on quality is known, and more importantly, embraced throughout the company.

Further still, Inovalon recognizes the importance of continuous improvement. The Company regularly assesses and upgrades quality review processes and procedures. All across the organization, everyone understands that self-reflection is necessary, reliability is expected, and improvement is a never-ending task.

Inovalon holds itself to a high standard. Each report, file, and dataset delivered to clients must stand a test of quality. Each phone call placed, each supplemental member encounter completed, and each provider encounter informed by Inovalon solutions must meet or exceed superior standards of quality. Inovalon’s commitment to integrity forms the backbone for the client work to which the Company is so committed.

TRUSTED PARTNER

Since 1998, Inovalon has delivered data-driven healthcare technologies that meaningfully and measurably improve clinical and quality outcomes, care enhancement, and financial performance. Since its founding, Inovalon has assembled the talent, technology, and resources required to become an innovative and trusted partner of many of the largest and most successful healthcare organizations in the United States.

Leading healthcare organizations turn to Inovalon for the vision, technology, expertise, and financial strength to help them navigate the constantly changing needs of the healthcare market. Strategically located between Washington, D.C., and Baltimore, Maryland, Inovalon relies upon strong relationships with leading industry associations and government agencies to provide clients early insight into evolving trends in both policy and regulatory decisions at the state and federal level.

Additionally, leveraging its extensive MORE® Registry® and analytical prowess, Inovalon is able to provide clients advance notice of evolving trends in care quality and financial performance particular to a specific city, state, region, or even the entire United States. This insight, combined with deep human, technological, and financial resources, drives Inovalon’s ability to collaborate with selected customers and rapidly bring new services to market to proactively address the ever-evolving needs of the marketplace.
Inovalon supports local and national efforts that are dedicated to improving the lives and environment of great communities. Inovalon sees this as a mission-critical responsibility. As such, Inovalon proudly supports a variety of charitable organizations, including the following:

- A Bigger Picture, Inc.
- American Heart Association, Hartford & Midland Chapters
- Anne Arundel Medical Center Foundation
- Annapolis Wellness House
- Azalea Charities
- Bowie Health Center
- Box of Rain
- Baltimore Area Council, Boy Scouts of America
- Chinese Community Partnership for Health at New York Downtown Hospital
- Elie’s Place
- Gesinger Health System Foundation
- Girl Scouts of Central Maryland
- Maryland Hall for the Creative Arts
- National MS Society, Maryland Chapter
- Team PHenomenal Hope
- Visiting Nurse Service of New York
- YWCA of Annapolis

Inovalon is a leading technology company that combines advanced cloud-based data analytics and data-driven intervention platforms to achieve meaningful insight and impact in clinical and quality outcomes, utilization, and financial performance across the healthcare landscape.

Inovalon’s unique achievement of value is delivered through the effective progression of Turning Data into Insight, and Insight into Action®. Large proprietary datasets, advanced integration technologies, sophisticated predictive analytics, data-driven intervention platforms, and deep subject matter expertise deliver a seamless, end-to-end capability that brings the benefits of big data and large-scale analytics to the point of care. Driven by data, Inovalon uniquely identifies gaps in care, quality, data integrity, and financial performance – while bringing to bear the unique capabilities to resolve them. Providing technology that supports hundreds of healthcare organizations in 98.2% of U.S. counties and Puerto Rico, Inovalon’s cloud-based analytical and data-driven intervention platforms are informed by data pertaining to more than 763,000 physicians, 257,000 clinical facilities, and more than 121 million Americans providing a powerful solution suite that drives high-value impact, improving quality and economics for health plans, ACOs, hospitals, physicians, consumers and pharma/life-sciences researchers. For more information visit www.inovalon.com.