

A Proven Solution

IllumiCare is an EMR-agnostic platform that “nudges” providers and other clinic staff to take action on quality gaps, HCC capture, HRA completion and other initiatives. It is implemented locally, in minutes, without need to involve the EMR. As such, it is a consistent way for a plan to easily affect the care of its members across its provider network. It has been effective across multiple plans. One plan that focused on quality measures saw the providers who used IllumiCare significantly increase and outpace their peers in quality star ratings. Another plan that focused on HCC capture saw recapture rates shoot up when IllumiCare was utilized. This technology is currently in place at Blue Cross of Idaho.



 **242%** net increase in users
achieving 4+ star quality rating

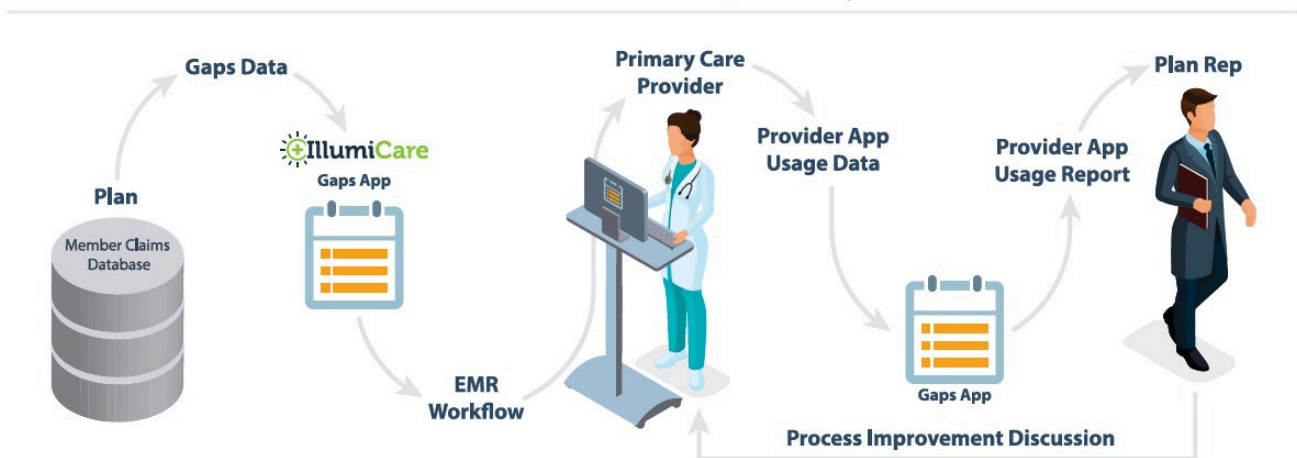
 **25%** increase in HCC
recapture rate

It's About Behavior Change...Not Just Delivering Data

While IllumiCare provides point-of-care content delivery, our core business is facilitating behavior change. One of the key benefits of IllumiCare as a separate platform is that we have full insight into who uses it, when they use it, and what they do with it. We feed this data back to our plan customers. These insights enable network reps who work with providers to change the conversation from broad outcomes to specific process improvements for increasing their risk capture and quality measures. It makes the gap closing process manageable and enforceable.

It's the advantage of two-sided transparency — we make the plan's gaps data transparent to the provider at the point-of-care, while also making the provider's interactions with that data transparent to the plan. Doing so creates an enforcement loop that didn't previously exist, thereby eliminating the majority of a practice's reasons for not moving the needle.

Two-Sided Transparency



Blue Cross of Idaho has contracted with IllumiCare to provide Gaps app services. IllumiCare is solely responsible for its product and services.