

IDENTITY
PROTECTED

Whole Person View for Real-World Research Datasets



Sparksoft and LexisNexis® Risk Solutions, redefining healthcare analytics.

Our person-centric approach leverages SDOH data to provide a comprehensive view of individuals' health, enabling better decisions and outcomes.

The Problem

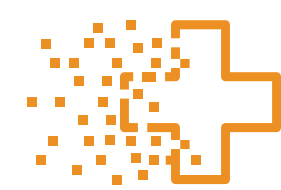
Reliable **Social Determinants of Health (SDOH)** data collection in healthcare analytics **faces substantial challenges** as patients **often withhold** critical SDOH details due to personal reasons, impeding comprehensive assessments of their backgrounds and health risks. Moreover, researchers have **limited accessibility of SDOH data**, with less than 1.6% of Medicare beneficiaries have SDOH data available through claims, hinders the industry's ability to address factors significantly impacting health outcomes. **First-Gen Tokenization challenges**, particularly in cases of multiple births, complicate accurate data matching, **necessitating manual interventions**. Additionally, **false negatives and positives** create **barriers to understanding patient history**. Innovative solutions are required to overcome these challenges, improve data collection, and provide holistic insights for informed healthcare decisions, ultimately enhancing patient outcomes.

Studies show that medical determinants are **only accountable for 20%** of healthcare outcomes, whereas social determinants of health account for **as much as 50%**.
County Health Rankings:
www.countyhealthrankings.org



SOCIAL FACTORS ACCOUNT FOR OVER 1 in 3 total deaths in the United States annually

The Solution



UNTAPPED SDOH DATA SOURCE

Use public data to provide non-health conditions impacting an individual's health outcome that are difficult to accurately collect



ADVANCED ANALYTICS

Statistically validated socioeconomic attributes and clinically validated models providing SDOH risk prediction scores



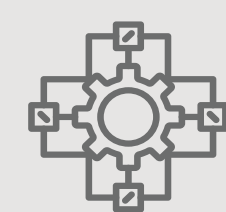
NEXT-GENERATION DATA LINKING

Improved person level data linking effectively eliminating false negative and positives



REAL WORLD DATA

Provide researchers whole-person view data sets, with HIPAA compliant de-identification to protect identities



"Gravitas enables healthcare stakeholders to safely and accurately link deidentified datasets, which can help accelerate clinical research, address health equity and improve patient outcomes"

—James Johnson,
Managing Director, MedTech Breakthrough



PREMATURE DEATH Increases as income **decreases**



IMPROVED HEALTH CARE MANAGEMENT

Enhance care coordination and outcomes



IDENTIFY PATIENT FACING HEALTH BARRIERS

Anticipate and overcome obstacles to optimal health



UNDERSTAND PATIENT'S SDOH RISK SEVERITY

Prioritize outreach for the most vulnerable segments



WHOLE PERSON VIEW

Tailor care to address the individual's social determinants



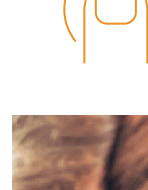
REAL WORLD RESEARCH DATA

Validated insights based on individual-level data



PRECISION DATA LINKING

Accurate data for informed decision-making



HIPAA COMPLIANCE

Ensure data security and privacy



EDUCATION



- Lower income
- Higher likelihood of smoking
- Shorter life expectancy

How To Reach Us

GARY RUBALSKY

PMP®, CSM, SAFe® Agilist
Chief Growth Officer
Gary.Rubalsky@SparksoftCorp.com
443.472.5014

JOHN CAVEY

PMP®, ITIL, SAFe® Agilist
Chief Data Officer
John.Cavey@SparksoftCorp.com
443.351.8103

CORPORATE OFFICE

6350 Stevens Forest Rd
Columbia, MD 21046
info@sparksoftcorp.com
410.424.7700 **CAGE Code: 4YU76**



CMS HEALTH EQUITY CONFERENCE

#HEALTHEQUITYCON24