



News Release

FOR IMMEDIATE RELEASE: March. x, 2013

Media Contact:

Scott Stuart

P (515) 697-7226

C (515) 441-2324

sstuart@transformed.com

TransformMED selects Cobalt Talon for cost management analytics in federal Patient-Centered Medical Neighborhood demonstration project

Health care data analytics solution becomes fourth project affiliate collaborative partner in CMS Center for Medicare and Medicaid Innovation program to expand Patient-Centered Medical Home concept

LEAWOOD, Kan. – TransformMED, which helps physicians transform their practices to the new Patient-Centered Medical Home (PCMH) model of care, has selected Cobalt Talon for cost management analytics and reporting in the CMS Center for Medicare and Medicaid Innovation's Patient-Centered Medical Neighborhood (PCMN) demonstration project.

The PCMN innovation program seeks to deliver better health, better health care and lower costs by expanding the proven PCMH concept so that the medical home coordinates care across the wider medical neighborhood, which includes specialists, subspecialists, hospitals and other community health services.

Cobalt Talon provides analytic and data management products and services from its headquarters in Kansas City, Mo. for the PCMN innovation program, it joins project affiliates TransformMED, a nonprofit subsidiary of the American Academy of Family Physicians; VHA Inc., a nonprofit hospital network in Irving, Texas; and Phytel, a health care IT company in Dallas.

Cobalt Talon solutions help health care companies face industry-changing events fueled by health care reform law. As the cost management analytic vendor for the PCMN innovation program, Cobalt Talon will provide a hosted analytic platform consisting of a data enrichment process, an integrated data model and a business intelligence

application that enables self-service reporting and ad-hoc analytics. Specifically, Cobalt Talon will receive Centers for Medicare and Medicaid Services (CMS) claims data for the patient population of participating providers from the 15 U.S. communities in the innovation program. The Cobalt Talon analytic platform for health care will enhance the raw data received with industry-specific classifications and append predictive intelligence and opportunity values to relevant records. It then will model and place the enhanced CMS claims data into the Cobalt Talon analytic database platform where it in turn can be accessed through a best-in-class business intelligence application.

TransforMED and specified stakeholders will have secure access through their own private analytics portal to Cobalt Talon reporting and analytic features and functions.

“Access to the Cobalt Talon analytic platform will directly enable participating health care organizations to launch new business programs or offerings that lead to positive business or clinical results,” said Blake Williamson, MD, healthplan specialist for TransforMED. “The Cobalt Talon tool will allow us to track and monitor program performance and outcomes, and compare against industry standards and regional benchmarks.”

End-users will be able to drill down from the highest level to the lowest level of detail to discover cost drivers in various communities, Williamson explained. For example, they could track paths from the total cost of care to individual service categories such as inpatient, outpatient, pharmacy or specialty. They also could use the tool to go from a high level population view to service areas, specific providers or a specific patient.

“This data will allow us to calculate savings in medical costs over time,” Williamson added. “Using focused analytics from Cobalt Talon will help us compare baseline data against data post-intervention among participating providers.

“Over the next three years of the PCMN Innovation Program, this information will let us evaluate the impact of PCMH and PCMN implementations, and provide meaningful measures of progress toward the aim of reduced costs.”

“Transforming raw data into actionable business intelligence enabling more effective and efficient health care through the PCMN model directly aligns with our company’s mission,” said Cobalt Talon President Darren Taylor. “We look forward to many successful outcomes as we work closely with TransforMED, CMS, Phytel and VHA on this innovative national program.”

###

About TransforMED

The Leawood, Kan.-based TransforMED is a wholly-owned subsidiary of the American Academy of Family Physicians. Established in 2005, TransforMED provides ongoing consultation and support to physicians looking to transform their practices to a new

model of care that is based on the concept of a Patient-Centered Medical Home. TransforMED is an active member of primary care communities and recognizes and supports the unique value that primary care offers to patients and the health care system. TransforMED shares and supports the idealism and altruism of primary care physicians and the strong commitment to their communities and patients through continuing patient relationships and independent decision making. TransforMED offers practices both products and services, including consultation and advice on implementing the patient centered medical home model. To learn more about TransforMED, visit www.transformed.com. Follow us on [Twitter](#) and find us on [Facebook](#).

About Cobalt Talon

A Kansas City, MO-based company, Cobalt Talon, LLC is a wholly owned subsidiary of Cobalt Ventures, LLC -- a firm that oversees multiple independent companies offering a wide range of innovative healthcare focused services. Cobalt Talon offerings include data management and analytic solutions covering the entire spectrum, from basic reports to advanced analytics. The solutions are designed to help healthcare organizations face industry-changing events fueled predominantly by recent healthcare reform law. Cobalt Talon's portfolio contains advanced analytic modules designed to address specific business unit needs; a fully integrated and hosted enterprise analytic platform developed to handle virtually all of a company's analytic needs; and data management and consulting services, which includes an award-winning healthcare data model and implementation services. Cobalt Talon's data enhancement processes and analytic delivery solutions directly enable population health management initiatives, provider efficiency and effectiveness analytics, and the movement to a consumer-based healthcare market. To learn more about Cobalt Talon or Cobalt Ventures, visit www.cobalttalon.com or www.cobalt-ventures.com.

The project described is supported by Funding Opportunity Number CMS-1C1-12-0001 (the "FON") from the Department of Health and Human Services ("HHS"), Centers for Medicare and Medicaid Services, Center for Medicare and Medicaid Innovation ("CMS"). Pursuant to said FON, TransforMED and CMS have entered into a cooperative agreement to explore the development of new models for the delivery of better health, better health care and lower costs through improved quality for Medicare, Medicaid and Children's Health Insurance Program ("CHIP") enrollees. The project executed pursuant to the cooperative agreement shall not restrict the freedom of choice of providers/services for Medicare, Medicaid and/or CHIP patients in fee-for-service ("FFS") plans. The project contents are solely the responsibility of TransforMED and its project affiliates, Phytel and VHA Inc., and do not necessarily represent the official views of HHS or any of its agencies.