**Company: Brookdale Senior Living**

**TEXT ANALYTICS**

**Strategic Opportunity Analysis for Text Analytics**

1. **Develop Streamlined Workflows:** Text Analytics can help Brookdale Senior Living develop an efficient, web-based workflow to rapidly validate findings of the old people’s diseases and select relevant ICD-9 codes. These codes can then be used to calculate each member’s risk adjustment factor, which determines capitation payments. The risk scores make it possible to compare health system performance based on the complexity of the patient’s medical history.
2. **Accurate Information for Personalized and Value-Based Care**: To provide value-based care, Brookdale must understand the full picture of each of the member’s health so they can manage costs and risks while delivering high-quality, personalized care. For providers and payers alike, having the patient’s health conditions accurately and completely coded is crucial to appropriate payment for care delivered and risks shared. Patients, who are often responsible for a growing percentage of the costs of their care, also need a clear, complete understanding of their overall health. Text Analytics can help Brookdale achieve this strategic objective effectively.

**Operational Problems That Text Analytics Will Solve**

1. **Develop Evidence - Based Treatment/Medicine:** Brookdale can apply advanced analytics to patient profiles to identify individuals who would benefit from proactive care or lifestyle changes, for example, those people at risk of developing a specific disease like diabetes, who would benefit from preventive care. Combine and analyze a variety of financial and operational data, clinical data, and genomic data to match treatments with outcomes, predict people at risk for disease or readmission and provide more efficient care.
2. **Developing an Early Warning System**: Based on doctors’ comments, an early warning system can be woven within text mining outputs to detect sudden changes regarding specific diseases. For example, if the frequency of the keyword ‘lungs’ or ‘breathing’ exceeds 45 appearances in the last 30 days for a given ZIP code or region, it can be a clue to excessive environmental conditions which are resulting in respiratory problems. A proactive intervention can be activated to remedy the situation.

**BOLD Prediction for Text Analytics**

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