



96% MEMBER SATISFACTION

IMPROVING HEALTHCARE FOR 4 MILLION MEMBERS

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Sameh Ebeid
Vice President of Application Development, Alere

HEALTHCARE

BUSINESS GOALS

- Increase customer engagement in managing their health
- Speed market delivery of Care Gap solutions with robust customer choices
- Improve health outcomes
- Reduce healthcare costs

RESULTS

96% GLOBAL SATISFACTION
with CareAlerts

63% CLOSURE
for HEDIS category gaps

56% CLOSURE
for medication adherence gaps

VISION Engaging Members to Improve Health Outcomes

As a global leader in point-of-care diagnostics and personal health support solutions, Alere helps individuals take charge of improving their own health and quality of life at home. To provide further value, Alere envisioned CareAlerts, an innovative solution for identifying gaps in medical care, such as correcting medication errors, ensuring preventative screenings and immunizations take place, and helping members address these gaps themselves.

EXECUTION Speed to Returns with Agile Technology

"A business-focused rules engine was crucial so that we could reduce our time to market," says Lesley Brown, executive vice president of product management at Alere. Pega provides actionable analytics, using clinical data and guidelines to identify care gaps. The system selects and composes more than 10,000 recipient-appropriate messages based on just 100 rules. Messages may be sent through multiple channels, such as clinician desktops, fax, secure email, and member portals. The technology allows the solution to be easily tailored by health plans and large employer groups for managing common care gaps, including: prevention, medication adherence, and the health effectiveness data and information set (HEDIS), which is used by over 90 percent of U.S. health plans.

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OUTCOME Reducing Gaps in Care by over 60 Percent

Pega has delivered the agile processes and dynamic case management Alere required. "Because Pega lets us shift control from IT to business, we have not only reduced our operating expenses, but also achieved the timeliness and scalability needed to better service our clients and members," Brown says.

In use by nearly 4 million members for over one year, CareAlerts is already helping close care gaps. "Overall, we are seeing nearly a third of the gaps closed in a 12-month period, which is a lot," says Brown; the rate is 63 percent in the HEDIS performance category. Members and providers both give high marks to the program: 96 percent of members express satisfaction and 83 percent say the messages helped them better manage chronic conditions.



Alere, founded in 2001, is a leading developer of capabilities to enable individuals to take charge of improving their health and quality of life.

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