Carrot MarketView™
Bringing Consumerism to Healthcare

Powered by Social and Behavioral Determinants of Health (SDoH)

Healthcare Business Intelligence Software Designed for Payers
Medicare | Medicaid | Individual Markets

Carrot MarketView™ combines social and behavioral data with predictive modeling to deliver actionable insights into consumers and their underlying determinants of health. Social and behavioral determinants of health—the physical environments people live in, their motivations and lifestyles, their economic behaviors—drive 60-80% of health and cost outcomes. With the Carrot MarketView SAAS platform, you have an easy way to harness SDoH to accelerate growth, improve outcomes, and control costs for your health plan.

Drive Growth
Drive member acquisition through consumer insights and hyper-local market segmentation

Customer Validated
Managing more than 3.2 million covered lives: Medicare, Medicaid, & Individual

Manage Population Health
Quantify variations in consumer behavior to forecast health outcomes and future health risk

Action Oriented
Impact “the last mile” through directed actions at the individual level for interventions today
Social & Behavioral Determinants (SDoH) for Individual Members & Prospects

Carrot MarketView is powered by the healthcare industry’s most comprehensive repository of consumer data – more than 70 sources and 5,000 unique variables, covering more than 250 million individuals in the United States. MarketView gives you an unprecedented view into the SDoH of members and prospects in your service area—down to the identified individual level.

250,000,000 Identified US adults
6,000,000 Individuals
5,000 Consumer variables
45,000,000 Encounters
>70 Data sources
57,000,000 Claims

Consumer Segmentations, Customized For Your Local Markets

Consumer demographics, preferences, health risks, and health conditions vary dramatically by market. Carrot MarketView delivers you customized, hyper-local segmentations of the consumers and prospects in your service area—by population cohort, geography, and plan type.

National, one-size-fits-all consumer models don’t capture the unique nuances of consumers in your market. Carrot MarketView gives you an easy way to visualize, understand, and target your member and prospect populations.

Uninvolved Independents
Being single and unhealthy, Gary is challenged to take care of himself. He is glad to live near his clinic and hospital as he makes many visits there each year.

- Likely2™ have diabetes
- Likely2™ be socially isolated
- Likely2™ have multiple conditions

Gary
Validated Predictive Models That Forecast Health Behaviors and Outcomes... Even Without Claims Data

MarketView is powered by more than 70 predictive models that forecast future health and cost outcomes for individuals and populations—using no clinical or claims data inputs. That means no more guesswork when it comes to new members and populations with no previous claims history. Our models have been validated against real-world outcomes on more than 6 million individuals. MarketView gives your team a highly visual, interactive reporting platform that helps you better target member outreach, care management and risk adjustment programs.

Example: The MarketView Likely2 Choose model showed a health system how to reach 75.2% of the potential new market for a virtual care service by targeting just 20% of the population—a 276% lift.

Carrot MarketView Platform

- Delivered as a SAAS subscription
- Interactive, customizable visualizations and reports
- Rapid time to value – no software to install
- Fully HIPAA compliant
- Optional: secure data integration with your claims systems for monthly trending, analysis, and reporting

MarketView Essentials

Market Intelligence
  • Medicare
  • Medicaid
  • Individual

Member Intelligence
  • Member Insights
  • Sales Channel Insights
  • Clinical Insights

MarketView Growth

Consumer Marketing & Segmentation
  • Plan Expansion
  • Consumer Segmentation
  • Consumer Marketing

Market Forecasting
  • Market Forecasting & Modeling
  • Plan Design & Forecasting

MarketView Population Health

Star/HEDIS Ratings
  • Star Performance
  • Star Improvement Ranking
  • Member Engagement Segments

Care Management
  • Consumer Risk Summary
  • Social Determinants by Geography
  • Member SDoH Risk Profile

Risk Adjustment
A 1.2 million member regional health plan used Carrot MarketView to optimize its Annual Enrollment Period (AEP) marketing performance. MarketView’s localized predictive models generated a 59% conversion lift over untargeted customer outreach, and 31% over a national predicted model.

MarketView’s predicted top decile of consumer responders converted into a Medicare plan at a 6.7x higher rate than the bottom predicted decile.

A health plan used Carrot MarketView to predict undocumented diabetes, cardiovascular disease and pulmonary disease in a newly enrolled Medicaid population. Within the riskiest predicted cohort of this population, 88% had one or more of these conditions, vs. 24% in the overall population.

Carrot MarketView’s validated ‘Next 12 Month Total Cost of Care’ predictive model has 37% more predictive power than clinical risk scores alone.

A health system used Carrot MarketView to predict ED “Super-Utilizers” (members with 4+ ED visits per year) in a Medicaid population. Within the riskiest predicted cohort of this population, 72% were actual ED super-utilizers, vs. 4% in the overall population.