

Carrot MarketView™

Insight to Action



WE BELIEVE IN ENABLING A FUTURE WITH NO BARRIERS TO BETTER HEALTH



WE CURRATE AND ANALYZE CONSUMER DATA TO PROVIDE A **360° VIEW** OF THE INDIVIDUAL



OUR CARROT MARKETVIEW SOFTWARE PLATFORM PROVIDES ACTIONABLE INSIGHTS TO INFORM **GROWTH, HEALTH AND QUALITY**

WHAT ARE MY MARKET OPPORTUNITIES



Market conditions
Competitive landscape
Consumer trends

WHO ARE MY TARGET CONSUMERS



Consumer segmentation & personas
Purchase drivers
Consumer value

WHEN DO I REACH & ENGAGE



Personalized outreach
Experience
Communication preferences

HOW DO I MANAGE HEALTH



Quality
Compliance
Outcomes

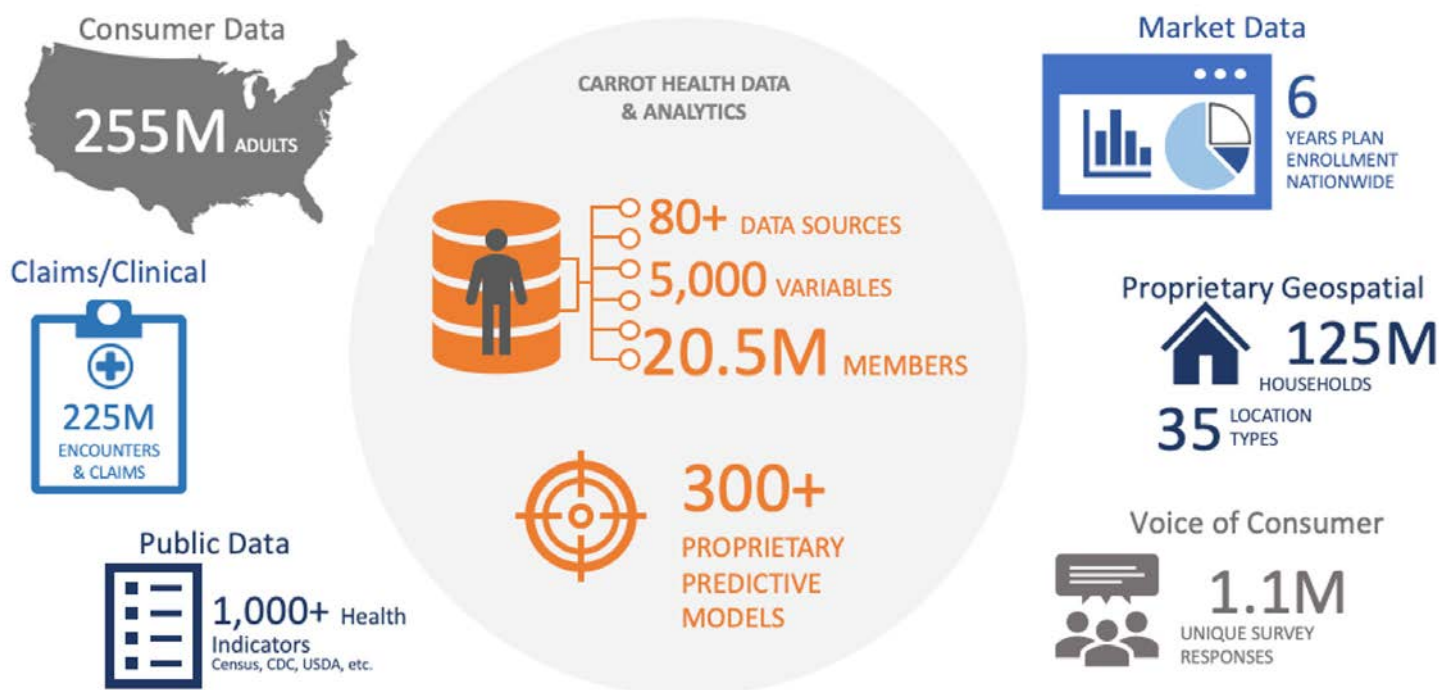
WHERE CAN I CREATE NEW BUSINESS VALUE



Loyalty
Growth & expansion
Administrative efficiency



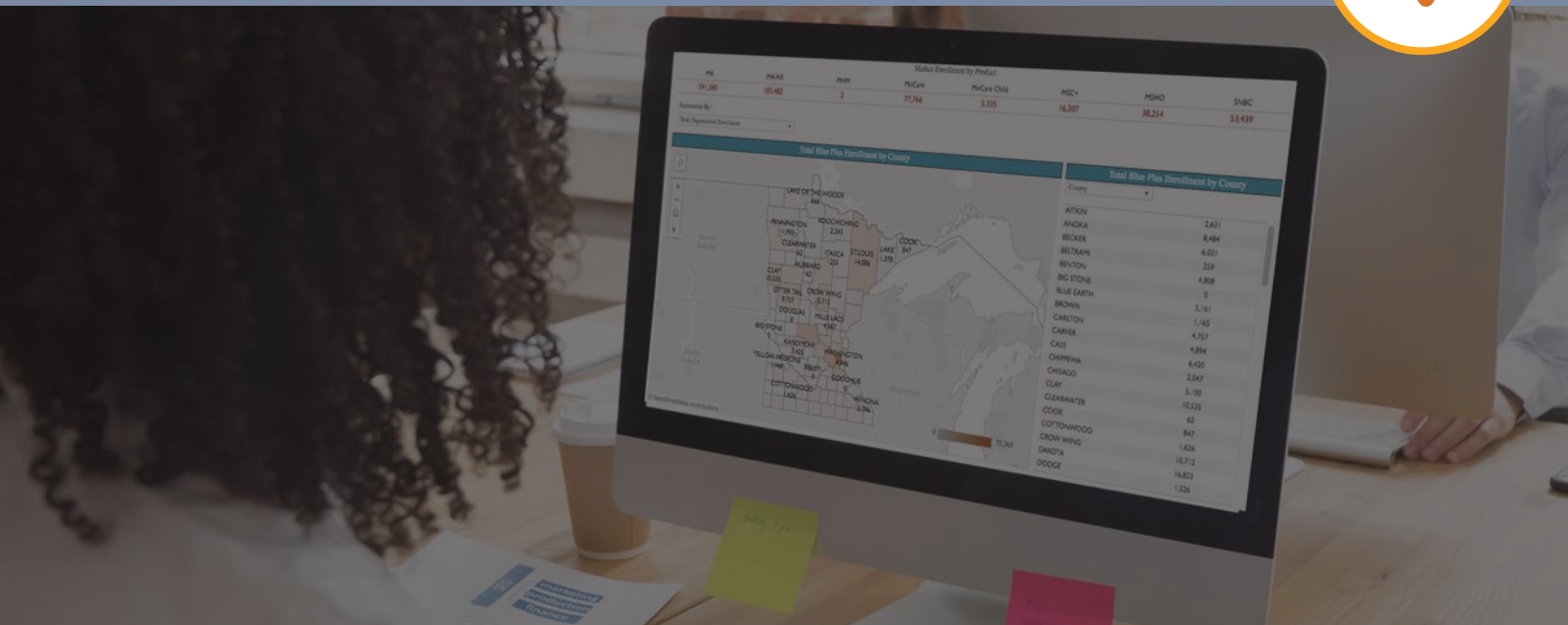
HARNESING THE POWER OF ONE OF THE LARGEST DATASETS IN THE HEALTH INDUSTRY



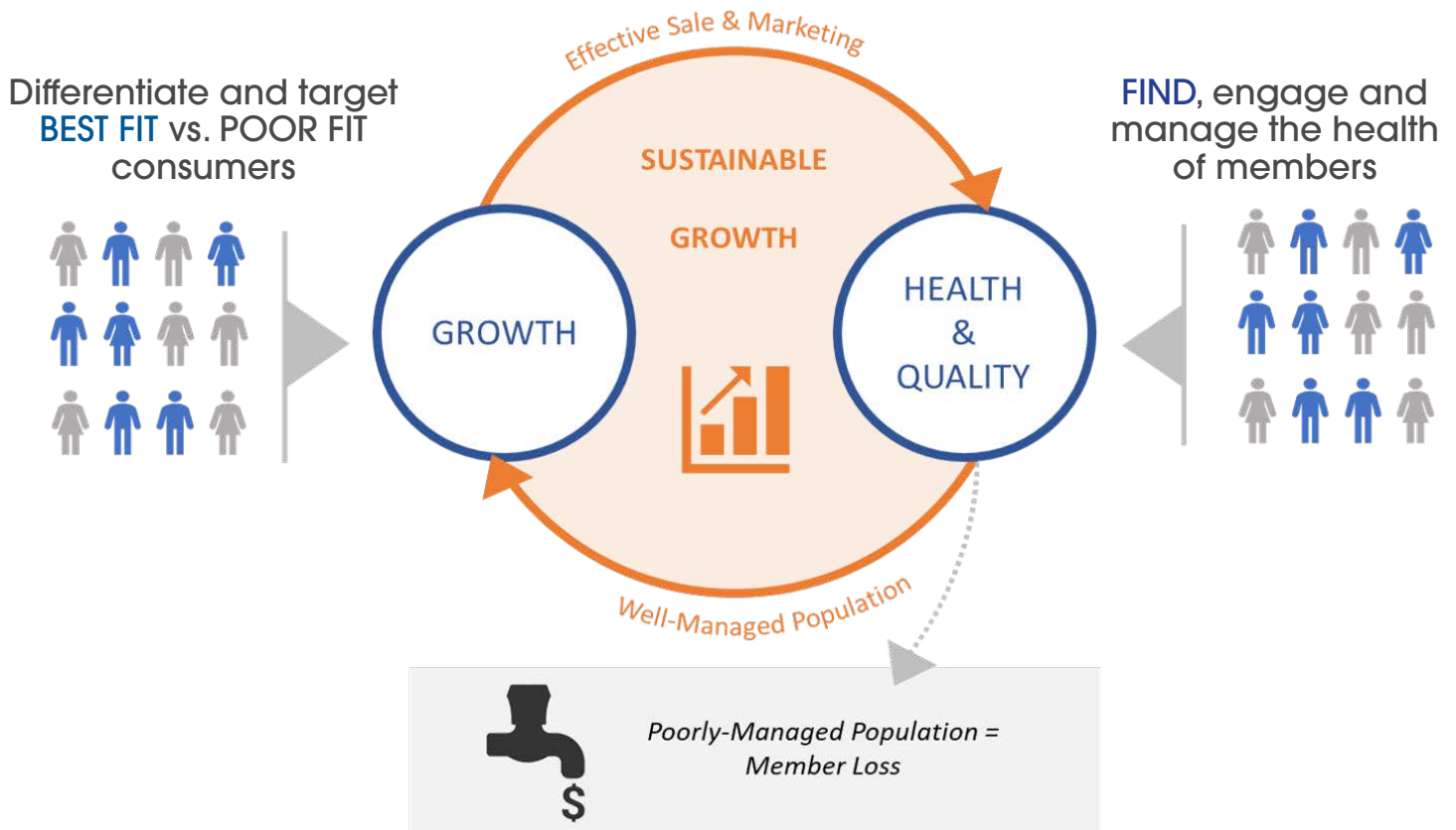
Carrot MarketView combines a wealth of public data, individually identified consumer data, and proprietary geospatial and survey data to create one of the largest data sets in the industry. With more than 300 predictive models built from up to 5,000 variables for each individual, we enable highly effective marketing campaigns and an unprecedented view of member health risk.

The Carrot MarketView platform serves all lines of business for both payers and providers:

- ✓ Medicare
- ✓ Medicaid
- ✓ Individual-ACA
- ✓ Fully & Self Insured
- ✓ TPA



Carrot MarketView is a highly scalable enterprise platform for growth and acquisition of new members and patients, and management of those members at an individual level. Outreach and engagement, improving quality measures, closing gaps in care, and directing program resources are all part of the value of the platform.





CARROT MARKETVIEW™ GROWTH

MarketView™ Growth provides unique micro-segments customized for your service area, enabling better prioritization and targeting. With MarketView Growth, you can utilize consumer data, market and competitive intelligence, and advanced analytics to **optimize new member acquisition and retention** for your health plan.

IDENTIFY **Identify prospects who are most likely to join your plan.** **73%** of MarketView Growth customers’ new AEP sales came from the top 2 deciles of Carrot’s “Likely2 Be a New AEP Sale” predictive model.

ENGAGE **Drive the right content to the right member prospects.** Carrot Health predictive and segmentation models outperformed national one-size-fits-all approaches by **3x**.

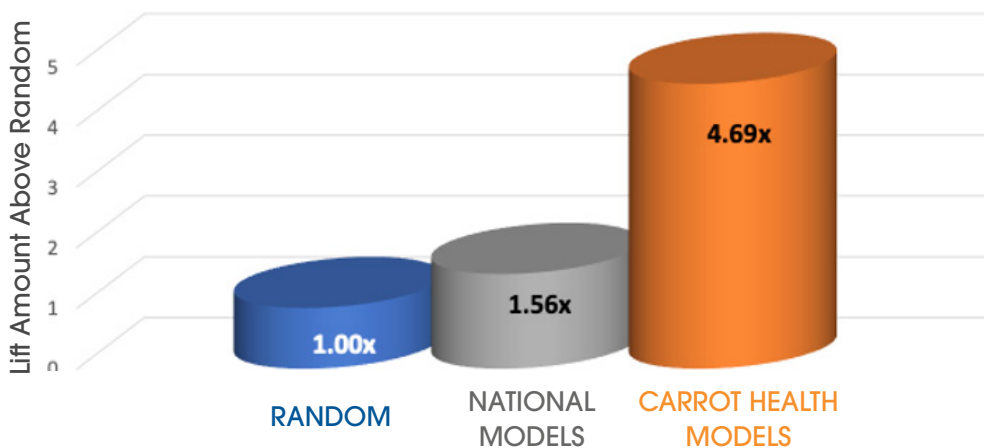
ACQUIRE **Find best-fit members and generate sustainable growth.** During 2020 AEP, Carrot Health customers saw overall growth of **7.1%** while regional competition only grew by 3.7%.

RETAIN **Target current members who are most likely to terminate or switch.** Carrot’s models identify members who are **5x** more likely to disenroll, allowing plans to intercede before it’s too late.

LOCALIZED MODELS VS. ONE-SIZE-FITS ALL NATIONAL MODELS

30-50% INCREASE IN MODEL ACCURACY

Model Response Rate Comparison

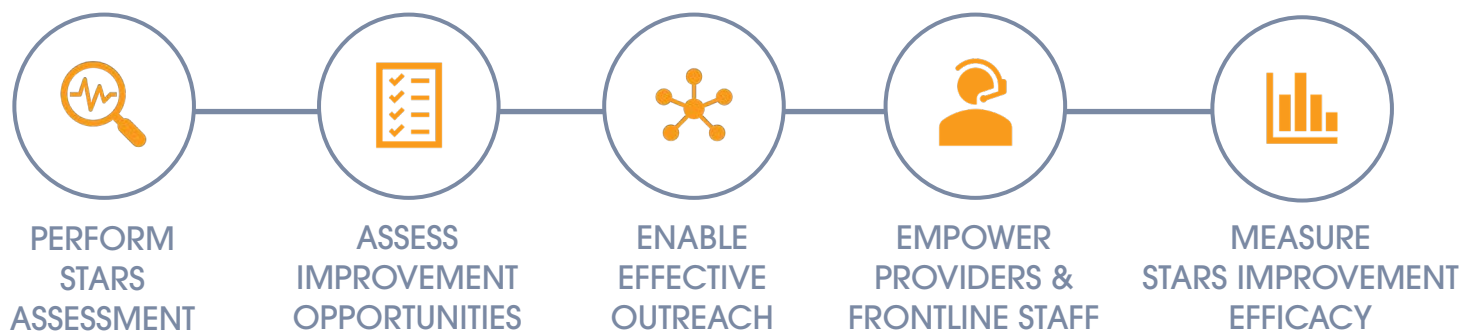


- ✓ Increase Response Rate
- ✓ Reduce Media & Marketing Spend
- ✓ Improve Outreach ROI



THE MOST ADVANCE & EASY-TO-USE STAR RATINGS PLATFORM

- ✓ We make it easy to see your history and detailed current performance tracking to identify gap closure opportunities
- ✓ MarketView is your **single source of truth**, integrating multiple data feeds including eligibility files, claims data, CRM, HEDIS, PDE off-cycle surveys, appeals, and historical engagement data
- ✓ Our models have up to a **40% improvement in cut point forecasts** two years into the future



MARKETVIEW QUALITY ENABLES HIGH PERFORMANCE IN MULTIPLE FUNCTIONAL AREAS

MEASURE OPPORTUNITY INDEX

Identify which measures have the largest potential for positive change including aspects of actual Star Rating calculation as well as market observations:

- ✓ DISTANCE TO THE NEXT AND PREVIOUS STAR
- ✓ MEASURE WEIGHT AND MOBILITY
- ✓ LIKE-CONTRACT PERFORMANCE
- ✓ IMPACT ON R-FACTOR

MEMBER OPPORTUNITY INDEX

Identify which members to prioritize based on historical interaction and predictive algorithms:

- ✓ NUMBER OF MEASURES
- ✓ MEASURE OPPORTUNITY
- ✓ ENGAGEMENT WILLINGNESS
- ✓ PROVIDER OPPORTUNITY INDEX

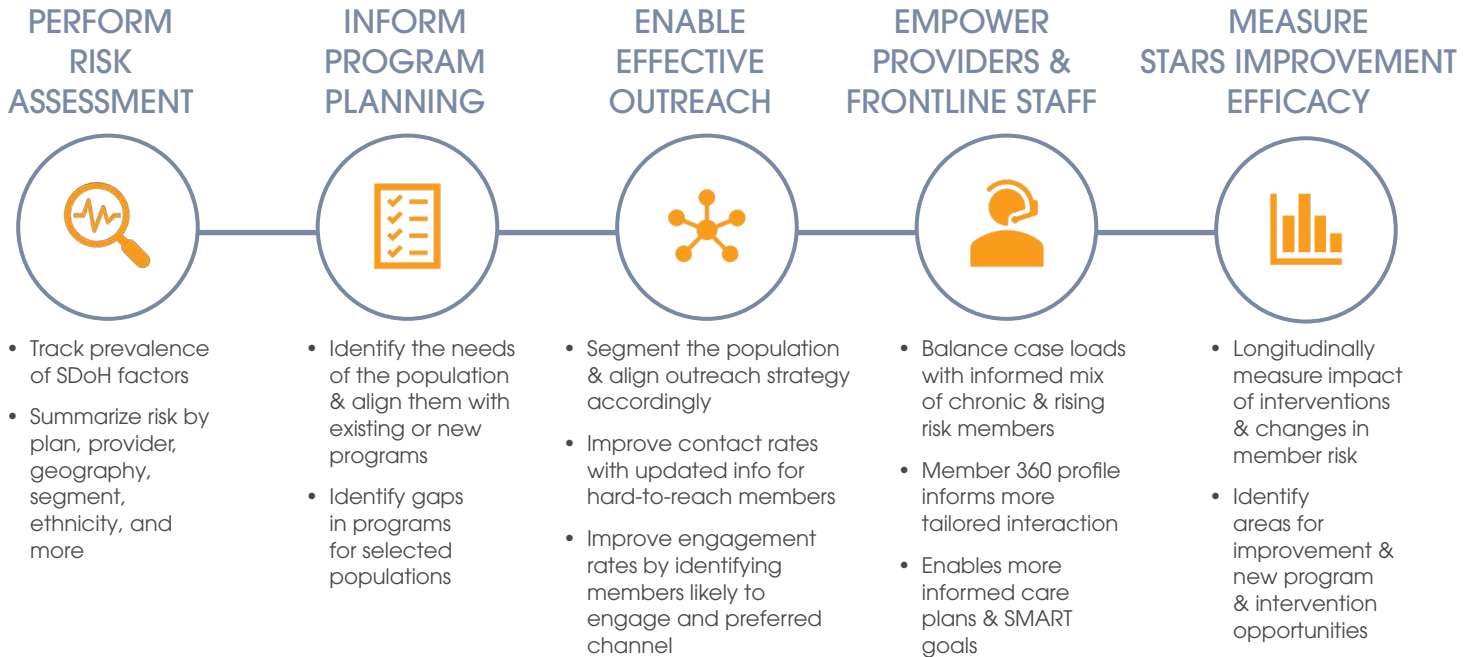
PROVIDER OPPORTUNITY INDEX

Identify which providers to engage and communicate with:

- ✓ MEMBER OPPORTUNITY
- ✓ COMPOSITE PROVIDER PERFORMANCE
- ✓ LIKE-PROVIDER PERFORMANCE COMPARISON



MARKETVIEW HEALTH: A COMPLETE SOLUTION FOR MEMBER RISK & ENGAGEMENT

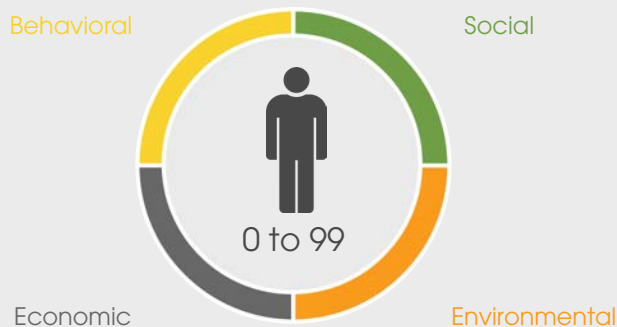


SOCIAL, ENVIRONMENTAL, BEHAVIORAL POPULATION SCORING

The **Carrot Health Social Risk Grouper™ (SRG)** is a Social Determinants of Health taxonomy that uses consumer data and predictive analytics to assign risk to every US adult.

Finally: A standardized way for a 360° view of a population

- ✓ Go beyond traditional clinical scores for the full view of an individual
- ✓ Prioritize interventions and outreach based on underlying barriers to health
- ✓ Import scores to augment your systems and risk stratification

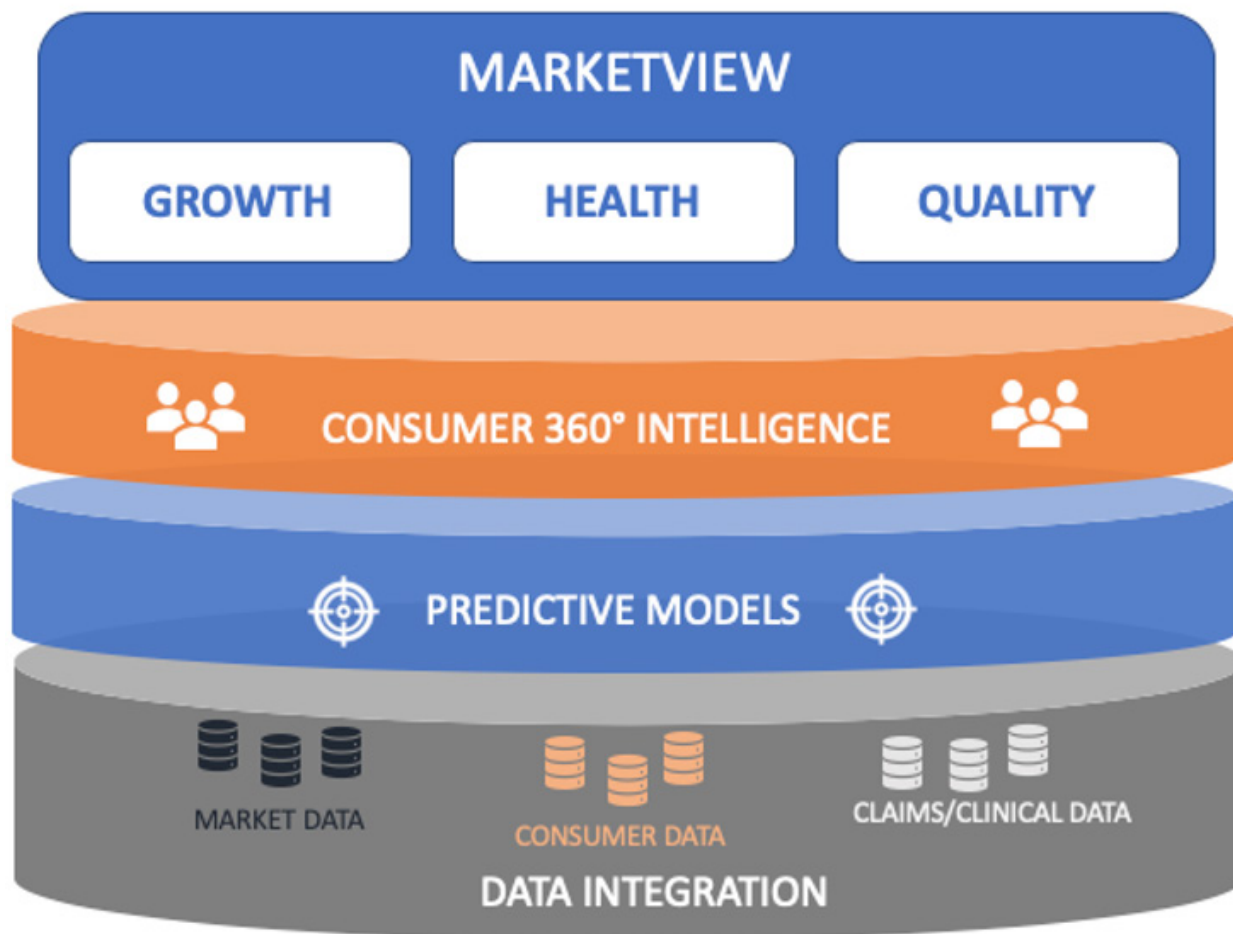


- ✓ Predict risk of adverse outcomes due to SDoH
- ✓ Unique fingerprint of risk under every score
- ✓ Longitudinal tracking of change in risk profile



CARROT MARKETVIEW PLATFORM

- ✓ Delivered as an enterprise-wide SAAS subscription
- ✓ Fully HIPAA compliant; SOC2 certified
- ✓ Rapid time to value – no software to install
- ✓ Secure data integration for claims, CRM, HEDIS, and much more



To gain a 360-degree view for each individual in your population and to understand underlying SDoH risks, get in touch with our team!

Contact us at info@carrothealth.com for pricing information or check out our website at CarrotHealth.com for further details.