Risk and propensity models

Drive the efficiency and effectiveness of your marketing efforts
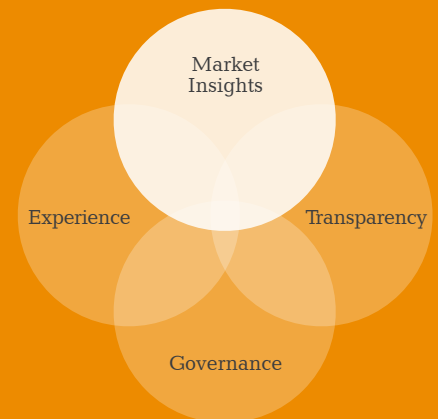
Market Insights

Experience   Transparency

Governance

nrchealth.com

Risk and propensity models
How demographic indicators predict behaviors

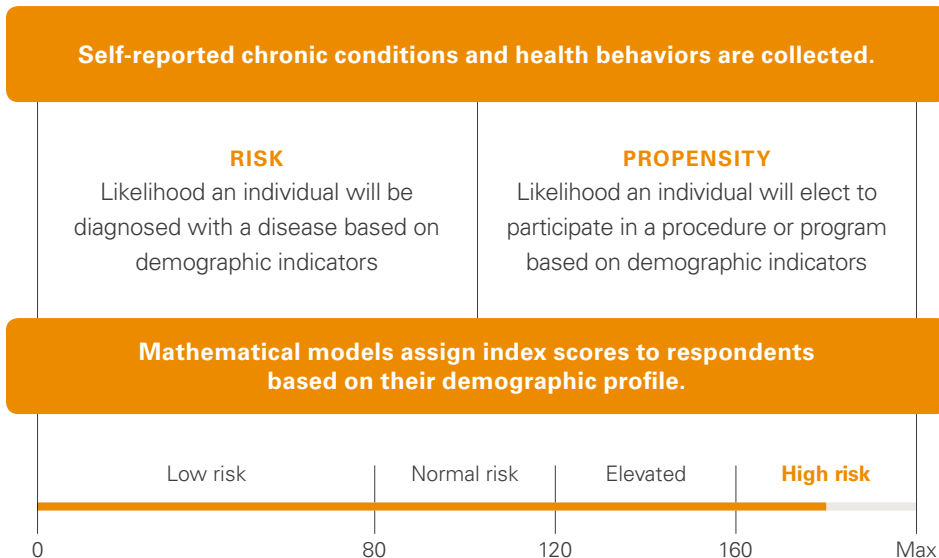## Drive the efficiency and effectiveness of your marketing efforts

NRC Health offers a solution for using existing consumer information to identify and target consumer segments by their level of risk for chronic conditions and propensity for engaging in preventive health behaviors. These consumers are in your market and within reach of your next direct marketing campaign.

WINNING FORMULAS

Risk and Propensity Models find targeted consumers through demographic formulas that consider self reports for more than 20 chronic conditions and nearly as many preventive health behaviors. Our national data sample of 300,000 consumers validates these formulas. With an accurate method to identify those at risk for a specific disease or those prone to a certain health behavior, Risk and Propensity Models can become a crystal ball for future admits.

Wouldn't your marketing and community health efforts achieve more success if you could predict the behavior of consumer segments, especially those you seek?

Risk and Propensity Models can cross-check consumer segments by nearly 100 different metrics including: age, gender, income, geographic location, health plan type, and hospital preference.

Self-reported chronic conditions and health behaviors are collected.

RISK	PROPENSITY
Likelihood an individual will be diagnosed with a disease based on demographic indicators	Likelihood an individual will elect to participate in a procedure or program based on demographic indicators

Mathematical models assign index scores to respondents based on their demographic profile.

Low risk	Normal risk	Elevated	**High risk**
0	80	120	160	Max

EXAMPLE

Previously, a California health system launched a heart care promotion that was broad and untargeted, with 130,000 pieces of direct mail.

The heart risk model identified demographic information and zip codes of individuals with an elevated risk for heart disease, narrowing the campaign reach to 70,000.

First response rate of 2.8 percent was overwhelmingly higher than past campaigns.

Nearly 2,000 prospects answered call to action to complete an online heart health assessment. Those collective inputs verified an elevated risk of heart disease.

Strong ROI: 178 admits = $5.5 million after 9 months

nrc HEALTH

Human understanding