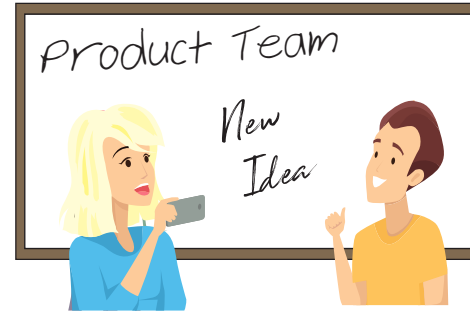
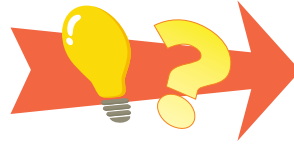


Where do Trella Health Metrics come from?

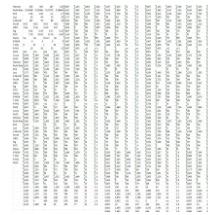
Customer



idea Center



USA Name	NPI	Registration Rate: 30 to 90	Readmission Rate: 30 Day	City	Assigned Star	Star Rating	Patient Risk Score	Risk Category	Annual Pct Count (FY)
<input type="checkbox"/> VISITING NURSE SERVICE OF NEW YORK HOME CARE	152893989	13.8%	12.3%	NEW YORK	2.5	2.43	Medium	18,231	
<input type="checkbox"/> LUNIC HOME HEALTHCARE OF WESTERN PA	170493322	16.2%	13.1%	SEVEN FIELDS	2.5	2.54	Low	3,403	
<input type="checkbox"/> LIFETIME CARE	181819271	16.3%	14.5%	ROCHESTER	3.0	2.15	Low	3,199	
<input type="checkbox"/> VISITING NURSING ASSOCIATION OF WESTERN NEW YORK, INC.	173282634	13.4%	12.1%	CHEEKTOWAGA	4.0	2.24	Medium	5,640	
<input type="checkbox"/> HOMECARE EMERGENCY, INC.	158862319	8.0%	9%	SAN ANTONIO	1.5	2.19	Low	36	
<input type="checkbox"/> MEDICARE HOME HEALTH SERVICES, INC.	126544589	16.8%	23.4%	EDRAL GABLES	3.0	2.49	High	278	
<input type="checkbox"/> CONCORDIA VISITING NURSES	186547847	14.1%	11.4%	CAROL	3.5	2.01	Low	2,567	
<input type="checkbox"/> HAITHOM HEALTHCARE OF HOME, INC	187322944	14.2%	13.2%	WETHERSFIELD	3.5	2.29	Medium	8,319	
<input type="checkbox"/> HALLIDAY HEALTH NETWORK	188502036	14.8%	13.5%	WARRENDALE	4.0	2.10	Low	4,141	
<input type="checkbox"/> HEALTHCARE AT HOME HOME HEALTH (Delaware)	159872375	16.8%	13.4%	LINCOLN	3.1	2.35	Medium	3,133	
<input type="checkbox"/> ASSOCIATE HOME HEALTH SERVICES	181444471	15.2%	12.5%	WESTBURY	3.0	2.27	Medium	8,529	
<input type="checkbox"/> NORTH SHORE UNIVERSITY HOSPITAL	146741226	15.2%	13.2%	SPRINGFIELD	4.5	2.47	Medium	5,451	
<input type="checkbox"/> MERCY HOME HEALTH									



More Details on the next page





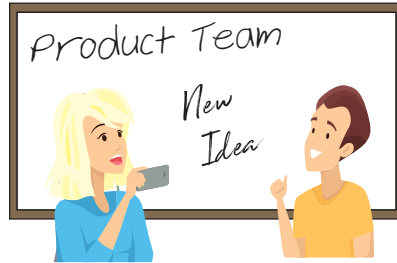
Most of the ideas that generate our new metrics come in as ideas or questions from our users. Ideas for new metrics or features can be submitted by anyone into the Idea Center found in Mosaic and Marketscape.



Some new metrics come in through user interactions with our **Customer Success** team or as questions to our **Support** team.

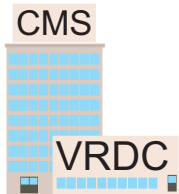
Our **Product Teams** evaluate and prioritize ideas and requests. Sometimes they consult with users to clarify usage and needs. If the new metric (or feature) is deemed useful and valuable, a lot happens:

- Our **UI/UX Experts** decide where the new data or feature will go in Marketscape or Mosaic. We want it to be easy for you to find what you need.
- Our **Web Development Team** builds the web page so the new metric or feature has a place to go.
- (And the **Quality Assurance Team** tests the new design to make sure it works.)
- And, just for kicks, everyone needs to be taught about the new metric or feature.



2

3



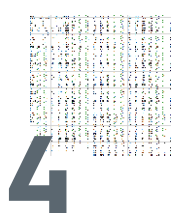
Now **Data Science** has a huge job!

- Our **Data Scientists** decide how to calculate the new metric from the claims data. Some metrics are simple counts for a fixed period, but others require identifying an event on a claim and then pinpointing other events from other claims and counting time periods and making connections. In the end, there are lots of parameters that need to be considered for each metric. And THEN, the data team writes a query that can be used to pull the metric from the raw claims data. *Phew!*
- CMS checks and approves the results of our query to make sure all Protected Health Information (PHI) is removed from the output. We also run a test:
 - First, we want to make sure we get meaningful metrics. Not every great idea turns into a usable metric.
 - Also, we comb through the test data to confirm that our query returns exactly the metrics we are looking for. If not, we make changes to our query to zero in on the most useful and meaningful metric.
- Once each quarter, when it is ready, the VRDC delivers more than a billion raw claims to us and we run ALL of our needed queries against every submitted Medicare claim.

This is where the Trella Health "black-box" comes in. The algorithms we use to massage and squeeze the raw data from the claims into what we need is our trade secret. The result, however, is a mammoth collection of patient counts and performance metrics aggregated from every Medicare FFS claim!

It is important to remember that we do more than just provide you with a dump of raw data. After we get the data, we do some careful analysis in order to provide meaningful metrics that tell a specific story. (And some of that analysis is our "secret sauce" that makes us the leader in medical analytics - hence the black box!)

An example: we don't just count every patient discharged from a hospital who was admitted to hospice care in the same year. Although this "raw" count would have *some* value, we want to focus on *referral potential*, providing you with the opportunity to act where the potential is high. We count the number of patients entering hospice care within 30 days of discharge in order to identify a "logical" connection between the hospital and admission to hospice care.



Finally, the thousands of resulting counts and scores and percentages are organized into pages and tables in a way that is easy to browse, sort, filter and discover. In this way, the metric you originally requested is drawn out of the mass of data collected from all Medicare claims and displayed in Marketscape or Mosaic for you to use.

City	Population	Median Income	Unemployment Rate	Age Group	Health Status	Quality Score	Access Rate
San Francisco	873,965	\$106,960	3.2%	25-34	Good	92.5	95.0%
Los Angeles	4,055,000	\$52,000	5.8%	35-44	Fair	85.0	88.0%
New York City	8,804,190	\$48,000	4.5%	45-54	Fair	80.0	82.0%
Chicago	2,705,000	\$42,000	6.5%	55-64	Fair	75.0	78.0%
Houston	2,304,580	\$38,000	7.2%	65-74	Fair	70.0	72.0%
Phoenix	1,681,990	\$35,000	8.0%	75-84	Fair	65.0	68.0%
Philadelphia	1,584,138	\$32,000	8.5%	85-94	Fair	60.0	62.0%
San Antonio	1,519,296	\$30,000	9.0%	95-104	Fair	55.0	58.0%
San Diego	1,419,439	\$68,000	4.0%	15-24	Good	90.0	92.0%
Portland	652,503	\$55,000	4.8%	25-34	Good	88.0	90.0%
San Jose	1,013,015	\$115,000	3.5%	35-44	Good	95.0	98.0%
San Francisco	873,965	\$106,960	3.2%	45-54	Good	90.0	92.0%
San Francisco	873,965	\$106,960	3.2%	55-64	Good	85.0	87.0%
San Francisco	873,965	\$106,960	3.2%	65-74	Good	80.0	82.0%
San Francisco	873,965	\$106,960	3.2%	75-84	Good	75.0	77.0%
San Francisco	873,965	\$106,960	3.2%	85-94	Good	70.0	72.0%
San Francisco	873,965	\$106,960	3.2%	95-104	Good	65.0	67.0%

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