

# Full-Cycle Social Risk Analytics: Driving Business Impact through Scalable, Sustainable Social Interventions

## Presented By:

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THE RISE  
ASSOCIATION

We are a network of health care professionals addressing the challenges posed by the emerging landscape of value-based care and government health care reform.

## OUR MISSION

Our mission is to provide a community for like-minded professionals to come together for networking, education, and industry collaboration to stay ahead and advance their careers.

ONE ASSOCIATION  
THREE COMMUNITIES



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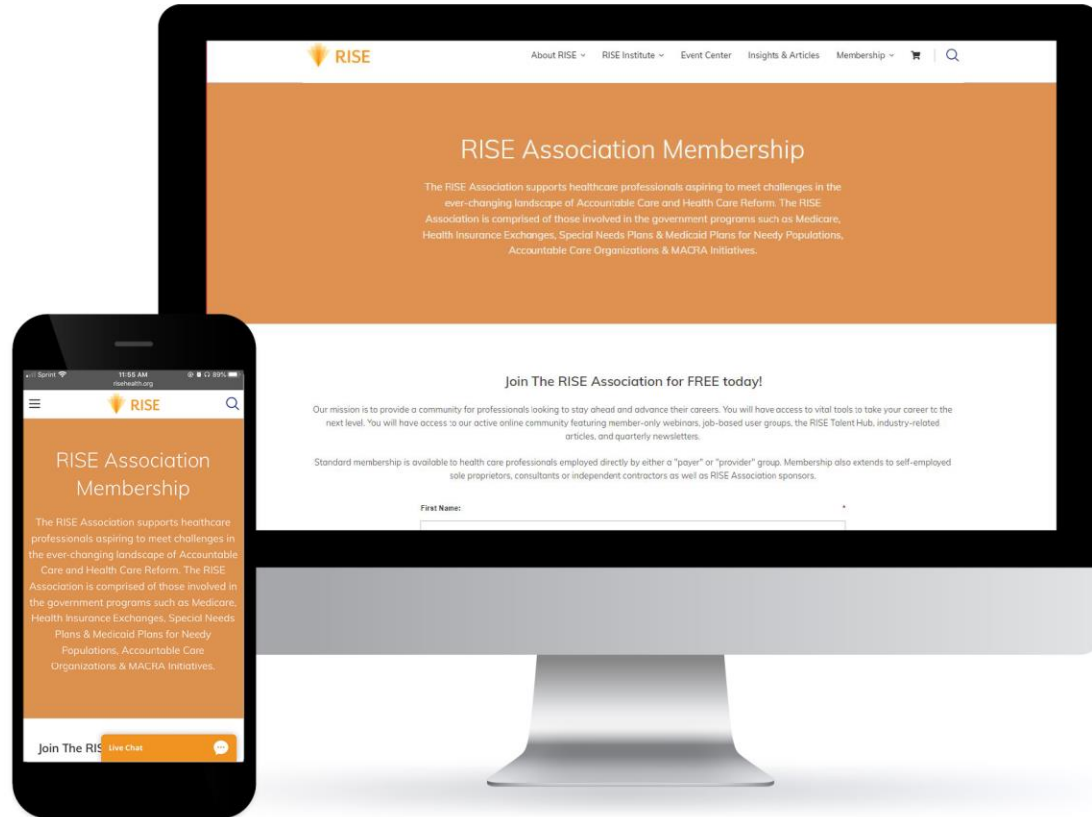


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Member Portal Today!**

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**Jim Bohnsack**

***Senior Vice President and Chief Strategy Officer  
TransUnion Healthcare***

As Chief Strategy Officer, Jim Bohnsack is responsible for driving growth through sales, partnerships, new solution development and acquisitions for TransUnion Healthcare. His experience ranges from strategy to process, services to technology and health systems to corporations. In the past, he served as the President and Chief Financial Officer for Strivant Health, a private-equity backed physician revenue cycle management company in Dallas, Texas, and as Senior Vice President of Provider Growth for CIOX Health, a New Mountain Capital portfolio company. He has also held various leadership positions at Conifer Health Solutions, TransUnion Healthcare, Deloitte and Ernst & Young. Jim holds a bachelor's degree in business administration and a master's degree in healthcare administration from Trinity University in San Antonio, TX.

# Panelists



SOCIALLYDETERMINED

**Ashley Perry, MPH**  
Chief Solutions Officer  
Socially Determined

Ashley Perry serves as Chief Solutions Officer of Socially Determined. She leads the Strategic Solutions Group with responsibility for market-facing activities, including business development, account management, and client success. Ashley holds a Bachelor's degree from Duke University and a Master's degree in Public Health from Columbia.



Keith is responsible for health promotion, community relations, member outreach and all marketing and communications activities for the plan. He earned an MBA from the University of Michigan and a Bachelor of Science degree in Mechanical and Aerospace Engineering from Princeton University.

**Keith Maccannon, MBA & MS, Director of Marketing, Community Relations, and Outreach**  
AmeriHealth Caritas District of Columbia (DC)



  
**AmeriHealth Caritas**  
District of Columbia



**TransUnion**<sup>tu</sup>

**Tammie Jackson, MHA, CHFP, FHFMA**  
Vice President, Go-to-Market Strategy and Sales  
TransUnion Healthcare

Tammie Jackson leads TransUnion Healthcare's go-to-market strategy and client-facing functions for the provider market. She is also the National Chair Elect of the Healthcare Financial management Association's Board of Directors. Ms. Jackson holds a bachelor's degree in finance from Florida Atlantic University and a master's in health administration from George Washington University.

The U.S. healthcare system spends \$3.6T and only addresses a fraction of the problem... beyond clinical results, socioeconomic factors are impacting utilization, cost and outcomes...



- piecing them together can tell the whole story.





# TransUnion

- Leading global provider of risk & information solutions
- Four lines of businesses – U.S. Information Services, Consumer, Healthcare, International
- 90,000 data sources, including financial institutions, private databases and public records repositories

**1 Billion+** consumer records  
**600+** active solutions  
**65+** petabytes of data

**500M** credit histories  
**90,000** Data sources  
**50,000** business solutions  
**23** credit bureaus

**500 Million** consumer files processed daily  
**4.8B+** updates per month from data providers

**75,000+** business customers  
**20M+** transactions processed monthly

installations in **10+** countries



# A More Complete View



# Socially Determined

Founded in 2017 and headquartered in Washington, DC

**Socially Determined** provides enterprises with **social risk intelligence** about the individuals & communities they serve so that they can improve the health & wellbeing of people – at scale.

## Customers & Partners:

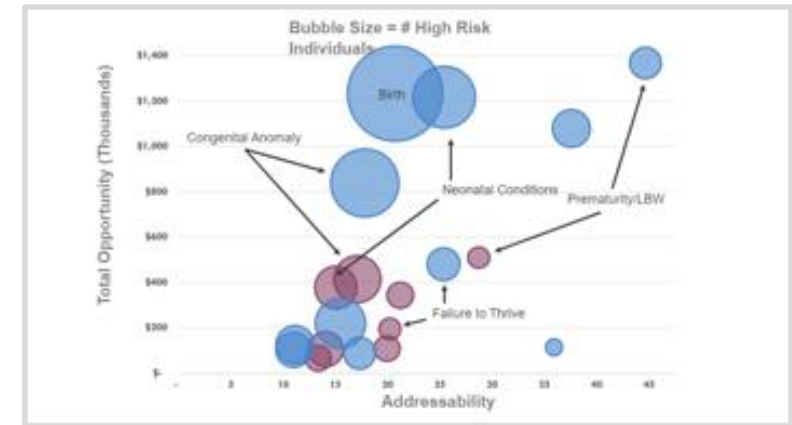
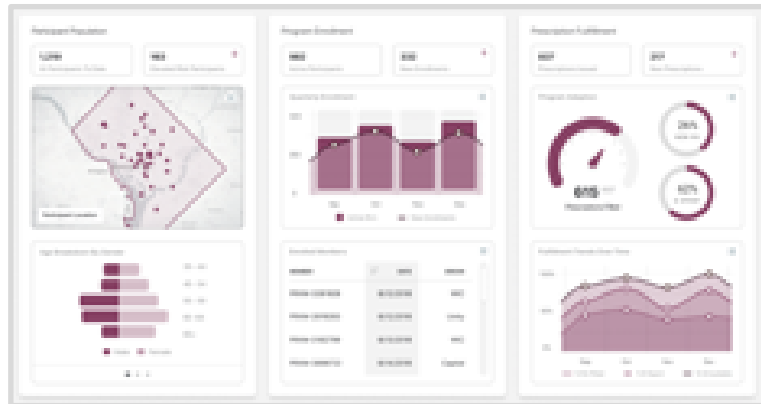


AmeriHealth Caritas is a **national leader** when it comes to multi cultural healthcare coordination. Its mission prioritizes quality healthcare and outstanding enrollee services.

- Currently has over **100,000 enrollees**
- Operates as **one of 3 managed Medicaid plans** in the district
- **30-year history** of serving Medicaid communities



# Full-Cycle Social Risk Analytics



# AmeriHealth's *Hope Has a Home* Medical Respite Facility







All health stakeholders want  
a world with **efficient, effective,  
and equitable** healthcare.

Understanding **social risk** is the key  
to making that a reality.

Questions?





**THANK YOU!**

