Customer Case Study: Using SAS to Develop and Deliver a Predictive Model for Case Management Identification
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ABSTRACT
Aetna Health Analytics has developed an application called PULSE AIM for use by case managers to identify which of Aetna’s 15 million members are best suited for case management. The entire system was developed and delivered using SAS. Members are initially identified by a predictive model. This list is then refined based upon certain flags, which have been clinically determined to be “Actionable and Impactable”. The intranet-based delivery of this information enables nurses to review the medical history for each member identified and allows them to determine what the most appropriate intervention is for that member.

The system developed by AetInfo allows nurses to quickly and easily review medical claims, pharmacy information and lab results in one place. This ease of use allowed for a rapid incorporation of the tool in the day to day workings of those reviewing members, to a point where the application averages over 30,000 hits a month. Prior to the development of this application, gathering information was time consuming because it had to be accumulated across several different platforms.

No paper was submitted for publication.

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