Patient prioritization is the key to population health management success—and all health care organizations have the data they need to begin segmenting their populations. This infographic shows three steps you can take to establish each patient’s current and future risk level, the root causes of the patient’s health risks, and which interventions would make the biggest impact.

### Three Steps to Prioritize Population Health Interventions

#### 1. Segment into Key Patient Groups

**Utilize clinical and claims data to begin segmentation**

Every provider has clinical data, from electronic medical records to laboratory and e-prescribing systems. Even clinical data from a simple disease registry can prove useful.

**Fill in Gaps**

Focus data collection to refine patient populations

After you start segmenting your population, you might notice a few gaps. Even with an abundance of clinical and claims data, population health managers will still be missing important information about at-risk patients. Providers have used a range of approaches from mining demographic data to collecting new clinical data to close gaps and further segment the population.

#### 2. Assess Root Cause

Determine the root causes of risk to gain a better understanding of which interventions will actually make a difference

Population health managers should consider a broader set of risks, including social risk, geographic risk, and behavioral risk. In addition, the degree of patient engagement can make a big difference in which interventions are most appropriate and most effective.

#### 3. Take Action

A properly segmented population allows the population health manager to target finite resources where they’ll do the most good

Each population segment has an intervention strategy appropriate for its level of risk.

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**Demographic Data**

**Clinical Data**

**Pharmaceutical Data**

**Healthy Patients**

5%

**At-Risk Patients**

40%

**Rising-Risk Patients**

20%

**High-Cost Patients**

5%

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Learn more about prioritizing population health interventions

Learn more about prioritizing population health interventions at [advisory.com/hcab/risksegmentation](advisory.com/hcab/risksegmentation)