GRAYMATTER ANALYTICS®

LESS INTUITION... MORE EVIDENCE®

Predict. Prescribe. Perform.

Transforming Health Organizations into Data and Insights-Driven Enterprises

WHO WE ARE Gray Matter Analytics is a team of entrepreneurs, business strategists, and healthcare leaders, intently focused on building **actionable, data-driven insights.**

WHAT WE DO Using predictive and prescriptive analytics, Gray Matter develops evidence-based insights and recommendations that enable healthcare organizations to be **proactive in reducing costs, increasing returns and improving outcomes.**

HOW WE DO IT Our **CoreTechs® Solutions** ingest **data from disparate sources** within both payer and provider systems, to provide actionable, analytical insights that enhance decision making and improve clinical, operational, and financial performance.

Our **Advisory Services** provide clients with data-driven management services that optimize data and analytics capabilities and organizational infrastructure to support their business objectives and goals **across the entire enterprise**.

OUR PLATFORM Analytics as a Service (AaaS) cloud-based platform allows providers and payers to utilize analytics solutions – theirs, ours or third party's – **connecting organizational performance to predictive insights**, in order to drive positive impact.

OUR GUARANTEE Implementations completed in **90 days**, at the fraction of the cost of traditional on-premise solutions.

YOUR CLOUD OR OURS Our platform can be **deployed on our cloud** or on the **client's commercial cloud** environment.

OUR SOLUTIONS Value-Based Purchasing **|** Hospital Readmissions Reduction **|** MACRA **|** Patient Risk-Stratified Analytics

OUR SERVICES Data Governance **|** Master Data Management **|** Analytics Organizational Structure Models Design and Implementation **|** Data Analytics Strategy and Architecture
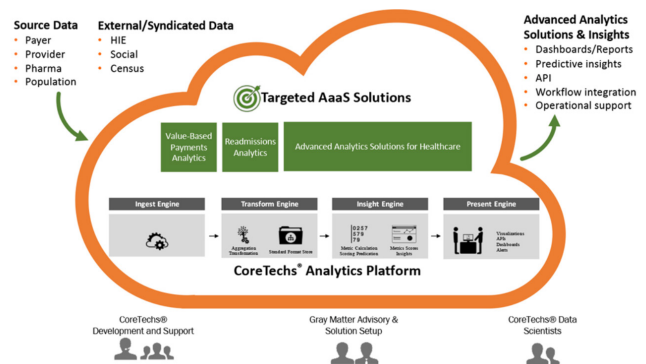
Our **CoreTechs®** solutions facilitate payer and provider collaboration and support the transition to value-based care. Across a payer's **front office** (sales and marketing, products, actuarial and underwriting), **middle office** (network managment, medical management, pharmacy, quality and payment integrity) and **back office** (claims processing, member/provider service, member enrollment and billing/reporting) operations, **CoreTechs®** provides analytics throughout the entire payer network.

WHO BENEFITS?

Target populations: Health Systems, Hospitals, Clinically Integrated Networks, Health Plans

• **End-to-end approach to analytics solutions** – CoreTechs® utilizes an end-to-end approach, beginning with **data ingestion to the delivery of targeted financial, operational and clinical predictive insights and recommendations, supported by wraparound advisory services** that optimize performance beyond solution implementation.

• **Speed to market** – Analytics has been a major undertaking because of the length of time for implementation and the heavy dependence on internal IT teams. **With Gray Matter Analytics, implementation is completed in months,** not years, and because the solutions are cloud native, there are minimal IT resources needed.

• **Fraction of the traditional cost** – Analytics solutions were previously on-premise installations classified as a capital investment. CoreTechs® is available on a **subscription-based model,** making it more cost-effective and eliminating the need for a capital expenditure and lengthy purchase decision-approval process.

• **Source neutral** – The CoreTechs® platform can take **data from disparate sources and standardize data to provide meaningful insights** from integrated clinical, financial and operational information. Also, there is no need to rip and replace existing systems as CoreTechs® is configurable to work alongside any system.

• **Expertise in both payer and provider markets** – Gray Matter Analytics has **significant experience in both payer and provider markets** and utilizes this to their customers' advantage. By having a deep understanding of these markets, Gray Matter Analytics is able to minimize challenges and drive success.

Sheila Talton
Founder, President and CEO

Sheila is an innovative global leader and Big Data strategist with over 30 years of experience in helping organizations increase value, build successful businesses within larger companies and expand into emerging markets. She was the founder and CEO of Unisource Network Services; she was a Senior Managing Partner at Ernst &Young/Cap Gemini, President of EDS' Business Processing Information Services and the VP Globalization Officer for Cisco Systems in China and South America. She currently serves on the boards of companies focused on agriculture, finance, energy, healthcare, food services and the performing arts. Most recently, she was designated a "Woman of Influence" by *The Chicago Business Journal* and an honoree in "Those Having Significant Impact on Business and Technology" by *TechWeek.* She is a graduate of Northern Illinois University and Harvard Business School's Advanced Management Program.

Balu Nair
Chief Technical Officer

Balu is a technologist and business leader with over 20 years of data management and analytics strategy, design and execution experience. Prior to joining Gray Matter Analytics, Balu was the Director/Head of Analytics Innovation and Personalization at Sears Holdings. He has held other leadership roles with Booz & Company, Sutherland Global Services and BearingPoint. Balu holds a master's degree from Wright State University in Engineering and a Bachelor of Technology from University of Kerala.

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