

Segmentation and Outcomes Analytics Support Services Description

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Planning your journey to population-level segmentation and outcome measurement

OBH® offers a range of support services that will enable clients to navigate the landscape of population health and care outcomes, and prepare them for seamless use of the **OBH Segmentation Engine, Associated Data Products and OBH Outcomes Platform**. **OBH** will agree the scope of services in advance with clients, to ensure their needs are met and they receive the level of support required, depending on where they are in their segmentation and outcomes journey.

Planning

- **Understanding your segmentation approach**
  - Whether an organisation wants to measure outcomes for whole populations within a geographical area or would rather focus on cohort/condition-specific outcomes, **OBH**'s approach allows for locally configured segments to be identified. We can advise on which segmentation and stratification model best aligns with local priorities.
- **Accessing required datasets for population segmentation and outcome measurement**
  - **OBH** can provide templates for data sharing agreements for the purposes of **OBH**'s services and products. Personal identifiable data is not required, and **OBH** can support clients on the governance related to pseudonymisation and linked longitudinal data sets (as defined by the data specifications) for the purposes licensing the **OBH Segmentation Engine and Associated Data Products** and/or **Outcomes Platform**.
- **Selecting which outcomes to measure**
  - **OBH's Outcomes Library** has an extensive range of outcome measures, all of which have been subjected to robust evidence-based development, with key stakeholder involvement, including patients, carers and clinicians. We can help with the outcome selection and prioritisation process in the context of local priorities. This will enable systems to rapidly select outcomes to include in local Outcomes Frameworks in the light of national planning guidance and/or legislation. Among these are **OBH**'s **HEALTHSPAN®** outcomes, which are critical to managing and monitoring the success of prevention, and addressing health inequalities and associated risk factors.
- **Researching and defining new metrics, outside of OBH's current offering**
  - If an organisation is interested in population segments and/or outcomes measures that are not yet available through the **OBH** cloud-based offers, we can work together to develop the specification required, as long as it aligns with the established **OBH** core segmentation and outcome definition methodology.
- **In-depth analysis of selected outcome measures**
  - Sometimes, to see how to improve an outcome, it is necessary to understand the features underpinning, or contributing to, that measure. **OBH** can offer in-depth analysis of selected outcome measures, with useful breakdowns for the purposes of outcome stratification and clinical decision-making.
- **Setting up targets, trajectories and linking to financial out-turn**
  - If commissioners and providers of healthcare services are ready to set up 'shadow' or even real outcomes based contracts, we can advise on the design of capitated payments and financial incentives across complete care pathways that would feature in the **OBH** platform, including:
    - weighting of outcomes,
    - establishing performance bands,
    - threshold setting,
    - trajectory setting,
    - 'shadow contracting'.

Training and Ongoing Support

- At times, clients will require training and ongoing support that is above and beyond that offered as part of the OBH cloud-based offers. Where necessary, this can extend to support with integrating additional local datasets into the **OBH** products. **OBH** can set up additional training based on the rate card and to be agreed with the client, in the event that further support is required.
- Coaching NHS and public health data analysts on how to use the Segmentation Dataset most effectively is available via online virtual coaching formats, as well as pre-recorded video tutorials. Support is also available to clients in interpretation and use of outputs and outcomes for effective population health planning, service and intervention evaluation.
- Where required, support may also be offered to integrate outputs with existing data solutions and/or data architecture.