

NASCATE PERSONAS™

Segment a population based on clinical and social determinants of health to micro-target interventions

Nascate Personas™ use imperfect data to stratify an entire population into groups that each represent different types of healthcare users based on clinical information and social determinant drivers. These person-centric groupings are intended to group members into like categories based on an organization's ability to have impact and intervene.

WHAT IT IS

Nascate Personas™ consist of nine all-encompassing groups that stratify an entire population. They are our person-centric way of understanding members based on the complexity of a person's treatment burden and his/her interaction with the healthcare system. They do not rely on clinical classifiers and are not optimizing for cost, which helps make them stable over time. Nascate Personas™ serve many purposes, including improved individual and population-level understanding, focused interventions, and improved predictive modeling.

Nascate Personas™

Active Treatment
Frail
Aging Complex
Aging Complex Behavioral
Complex
Complex Behavioral
Simple Chronic
Healthy User
Non-User

HOW WE DID IT

Every member is assigned only one Nascate Persona™. They are grouped based on patient demographics, diagnoses, and locations of services. Nascate Personas™ are built longitudinally, using a meaningful history, and they are tagged every month so that important changes can be detected earlier.

WHY WE DID IT

Organizations often rely on clinical classifiers to segment and analyze their population. But a person's health is impacted by social determinant drivers that must be considered. Nascate Persona's operationalize the use of social determinant drivers in analyzing a person and population, predicting risk, and micro-targeting interventions and determining the next best action for optimal outcomes.

