



## Improving health care quality and lowering costs: The urgent need for clinical analytics

### Consider these facts:

- 98,000 deaths each year are attributed to preventable medical errors. (Institute of Medicine)
- Average annual per capital health care spending in the U.S. is the highest in the world at \$5,755. (Organization for Economic Co-operation and Development)
- In 2009, there were more than 1 billion visits to physicians' offices, outpatient hospitals and emergency rooms. Each visit generated a shoebox of clinical data disconnected from all other data corresponding to that patient. (National Institutes of Health)
- Over the next decade, the majority of that data will be captured, stored and shared electronically, throwing open the door to analyze the data, and generating a gold mine of actionable health intelligence.

### Anvita Health Clinical Analytics Solutions:

Anvita Health was founded by physicians in 2000 to help solve the growing problem of avoidable medical errors. Its premier product is clinical analytics software that can take in data from a broad variety of sources and generate provider alerts, patient messages and in-depth reports helping customers better understand their populations, how best to improve health care quality, and how to lower health care costs.

### Anvita Health's Customers:

- Health Care Providers: Hospitals, Medical Groups
- Claims Clearinghouses: Emdeon
- Payers: Health Plans, Pharmacy Benefit Management and Disease Management Companies
- Personal Health Records and Electronic Medical Records (e.g., Google Health)
- Health Information Exchanges

### Anvita Health's Competitive Points of Difference:

- **Ability to analyze in real time, as well as in batch mode:** For drug safety and gaps-in-care alerts at the point of care.
- **Ability to analyze more sources of data:** Health and pharma claims, lab values, EMRs, PHRs, HRAs and more.
- **Flexible rule authoring and management:** Create your own clinical rules or choose from more than 3,500 evidence-based clinical rules.
- **Independent and unbiased:** Anvita Health is privately owned.

### Executive Management Team:

Richard Noffsinger, *Chief Executive Officer*

Ahmed F. Ghouri, M.D., *Co-founder and Chief Medical Officer*

Raghu Sugavanam, *Chief Technology Officer*

Jonathan Murray, *Vice President of Sales*

Gretchen Griswold, *Vice President of Marketing*

Michelle Hays, *Vice President of Finance*

Neal Olsen, *Vice President of Solution Delivery*

### Ownership:

Anvita Health is privately owned. Its primary investor is Hicks Equity Partner LLC.

**Any organization with clinical data and a desire to analyze it to improve quality of care and lower costs.**

### Company Headquarters:

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