



Media Contact:
press@evivehealth.com

Evive Health President to Discuss Growing Impact of Predictive Analytics in Healthcare at Association for Corporate Growth’s Conference in Chicago

(CHICAGO – June 27, 2016) — Prashant Srivastava, president of Evive Health, will be among the featured speakers at the Association for Corporate Growth’s seventh annual Healthcare Mergers and Acquisition Conference on July 13 in Chicago. Srivastava will be joining a panel of distinguished leaders to discuss the increasingly important role predictive analytics is playing in healthcare decision making and how investments in this area are dramatically affecting the cost and quality of healthcare delivery.

As president and co-founder of Evive Health, Srivastava developed a predictive analytics engagement platform that integrates data management, prioritization algorithms, multimodal delivery mechanisms, and behavioral science to create communications that produce health improvements and resource savings. As a result, Chicago-based Evive Health has grown to become the nation’s leading personalized health engagement company and a pioneer in the field of predictive analytics.

“In the world of value-based care, predictive analytics plays an important role for all stakeholders – patients, providers and payers,” says Srivastava. “For patients this can address questions around cost and efficacy of medical treatment; for providers this can help determine the best course of treatment; and for payers it can help better manage costs, premiums and reimbursement. Predictive analytics lies at the intersection of decision making for these stakeholders, which is what makes it such a worthy topic for discussion and continued exploration.”

Srivastava believes that the intelligent use of predictive analytics can help minimize wasteful healthcare spending in such areas as unnecessary tests or procedures, inappropriate

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place of service, and wrong diagnosis or care. “By leveraging predictive analytics we can build personalized profiles that ‘learn’ about the individual with each interaction with benefits and during specific life events,” he says. “This knowledge then allows us to push hyper-personalized messages to employees and covered dependents when they need it, thus increasing their appropriate use of the healthcare system while reducing wasteful healthcare spending. This saves money for patients and payers and most importantly reduces the risk, harm and cost of unneeded or ineffective care.”

Each year the M&A Conference attracts more than 300 corporate and private-equity executives, investment bankers and national experts to share their visions and explore new investments and growth opportunities in healthcare. In addition to predictive analytics, other topics to be discussed at this year’s gathering include the increasing impact of technology, care coordination, consumerism in healthcare, opportunities in the pharmaceutical space, and healthcare market trends. Further information on the conference, to be held at the Hyatt Regency Chicago, may be obtained at www.ACGChicago.com.

About Evive

Evive Health provides data-driven predictive analytics and highly personalized engagement technology delivered through a benefits hub or imbedded within an existing portal to help members optimize health and benefits decision making. This, in turn, allows employers, plans and exchanges to maximize the value of their health and benefits investments. Evive delivers highly personalized engagement services to members covered by Fortune 500 companies, leading health plans and private exchanges. Learn more at www.evivehealth.com.

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