

Complex health data turned to useable information.  
Connecting you to the power of your data.



*Transforming health data assets into strategic benefits decisions*

## Why LumenConnect?

LumenConnect sets a new standard for communication between health organizations and their customers. As a “software as a service” (SaaS) solution, LumenConnect supplies account managers and sales organizations with the performance information they need--through consultative reports and supported delivery techniques--to dramatically improve customer relationships. Empowered with solutions that demonstrate their value, health organizations significantly improve client retention rates and attract additional new clients.

## What Does LumenConnect Provide to Account Managers and Sales Organizations?

- Expertly designed integrated performance reports that set a new industry standard
- Information presented to customers in a way that creates greater impact
- Built-in workflow applications and content libraries that allow account team members to improve their ability to deliver performance data efficiently and economically
- Automated analyses of client data that draw out key client messages
- Data-driven communications that quantify performance measures
- Targeted recommendations based on actual client data

## About Zenger Analytics

Zenger Analytics is a consulting company that specializes in optimizing the value of health data. We believe that health data complexity and volume has outpaced the capacity of most organizations to effectively bring it to bear on their decision-making. We help our clients communicate with their customers using data.

Zenger Analytics was founded in early 2004 by Blake R. Zenger. He is a national expert with over 20 years of experience in the area of health informatics, health data design, health data decision support systems, benefit plan performance measures, and health plan performance. Zenger Analytics is privately held and is based in Dover, Massachusetts.

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The data is only as powerful as the solutions it delivers.

## Challenge

Virtually all organizations in the health care industry struggle to communicate their value to their clients. The complexity and volume of the health data has outpaced the capacity of most organizations to effectively present it to clients in a usable format.

- Sponsors want integrated information, and the cost of linking and standardizing data sources to meet client expectations is prohibitive.
- Analytic knowledge that could differentiate service offerings is spread across departments without meaningful mechanisms for the gathering the collective wisdom.
- Account teams responsible for delivering performance data are unprepared to deliver performance information.

The result is clients who question the value they receive from health vendors and look for alternative vendors to meet their needs.

## Solution

LumenConnect is an innovative web-based product that integrates health data from multiple sources and returns content-rich, visually accessible communications in the form of customized reports. Zenger Analytics uses a revolutionary, efficient approach to data acquisition and integration. We work with your existing IT infrastructure and extract aggregated health data at the level at which it needs to be reported (e.g., client or client segment.) We avoid the cost and effort of building a centralized data repository and avoid the privacy and security issues that come with collecting personal health information (PHI). LumenConnect was built specifically to integrate all data sources – including non-traditional data sources – and allows even small companies to provide data output that has been exclusively controlled by large-enterprise data warehouses.

LumenConnect's wiki-style collaborative tool, combined with automated libraries of consultative content, allows Account teams to customize the narrative text that is included in each report. Action lists are automatically generated for the Insurers, Accounts, and Consultants supporting account teams to deliver clear performance improvement strategies as well as data-driven decision-making. The end result is a report that effectively communicates the full value of your benefit program.

## Key Features

- LumenConnect is a substitute for building an expensive centralized data repository
- LumenConnect ensures that everything is done within the context of HIPPA
- LumenConnect comes pre-loaded with reporting templates that are populated with data extracted from the any number of data systems across your organization.
- LumenConnect is data-agnostic and can be coordinated with any data system
- LumenConnect deposits narrative, descriptive text that is automatically generated by the data on each page
- LumenConnect's content libraries allow Account managers to select and drop pre-written analytic text to each page
- LumenConnect has a built-in application that manages the workflow of clients' regular and periodic reporting
- LumenConnect's "wiki" technology allows Account teams to customize further performance messaging to clients and to collaborate across knowledge centers within your organization
- LumenConnect, as a hosted site, is available any time, anywhere from most standard internet browsers

With LumenConnect, you can effectively tell your "story" using the full range of data available across your organization.

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