

# Accolade's Maya Intelligence Engine



Accolade was built from the ground up to blend rich data and intelligence with human empathy and clinical expertise – creating real change in healthcare. Our platform comprises a robust set of connected services and solutions within an open, flexible and intelligent environment. Unlike singular service-centered or technology-centric solutions, ours is an intelligent and trusted blend of both.

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## The Importance of Integrated Data

Accolade is built on an open, flexible and intelligent platform that connects the widest array of health data – medical and Rx claims; biometrics; lab results; member demographics and health history; clinical, social and behavioral risk scoring; benefit programs and point solution applications and utilization data; and more. We combine this data with the insights we gather from personal interactions with members – via online, mobile and phone connections – to develop precise insights and recommendations that result in the right decisions that lead to the right care, at the right time, and in the right setting.

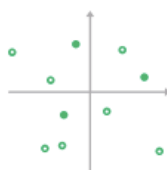
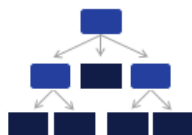
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## Woven Intelligence throughout Accolade

Accolade is powered by a sophisticated intelligence engine called **Maya**, which analyzes data from more than one million members to learn, recommend and present options for delivering precise support for every member.

- **Natural language processing** and artificial intelligence analyze, identify and extract meaning from millions of data points to understand relationships between individuals, conditions, decisions, outcomes and results.
- **Our business rules engine** looks for rules-driven conditions that trigger decisions and actions by our team and our platform, leading to proactive connections with members and their providers.
- **Machine learning technology** and continuous feedback loops capture the actions that drive smarter utilization, better health outcomes and more appropriate costs for each member, creating a solution that gets smarter every day.
- **Our people + technology approach** allows intelligent technologies to make the recommendations while our people make the choice, fueling a cycle of excellence for the entire member population.

*Understand & Manage – Segment & Profile – Decide & Learn – Optimize & Automate*



## How Maya Works for our Members:



### Meet Betsy



55 years old  
Mid-engager  
Financial stress  
Low/med health score diabetic  
Montly connections to Accolade Health Assistant or Registered Nurse  
Has scheduled appointment with PCP

#### Maya Intelligence...

- Looks at claims and DM data, as well as Betsy's digital awareness and identifies Livongo as a good offering
- Data identifies that Betsy likes to communicate through the online member portal
- Analyzes Betsy's benefits, health plan, and financial history
- Creates notifications based on the history of Betsy's clinical visits, prescriptions, and possible compliance issues

#### Accolade Personalization...

- Notifies Betsy's nurse about conditions and office visit, recommends outreach to avoid processing errors
- Betsy's online portal highlights more information about diabetes and promotes Livongo
- Automated mobile notifications ask Betsy if she wants to discuss anything with her Accolade nurse after her office visit
- Betsy's nurse gives recommendations on the right evidence-based care plans, and is given guidance on how to further personalize Betsy's experience

### Meet Tom



Millennial  
Low engager  
Medium health score  
Sprained his knee and needs immediate care

#### Maya Intelligence...

- Looks at the social risks such as zip code and facility usage to determine accurate recommendations
- Determines that the likelihood of repeat inpatient encounters is high
- Identifies Tom as a digital saavy user and recommends engaging through mobile messaging
- Flags the possibility of emergency room error possibilities
- Surfaces local Urgent Care facilities in network, co-pays and deductible data

#### Accolade Personalization...

- Health Assistant reviews recommendations to intervene and escalates Tom to a nurse
- Meanwhile, Health Assistant provides timely guidance through mobile around Urgent Care options
- Alerts Health Assistant to follow up after Tom's visit
- Inputs treatment decisions Tom made and outcomes back into the Accolade InView software

For more information on Accolade and its Maya Intelligence Engine, visit [Accolade.com](https://www.accolade.com)

