



Speed & ease to actionable insights

Get the whole picture with CDoH and Engagement Channel Preferences

From precise community profiles to easily actionable record-level insights, our **107 proprietary Comprehensive Determinants of HealthTM** and **25 Engagement Channel Preferences**, provides powerful and unique population health intelligence and stratification including socio-behavioral and social determinants, health behaviors and attitudes, as well as the most effective channels for targeted patient outreach and communication.

132 Proprietary CFH Scores

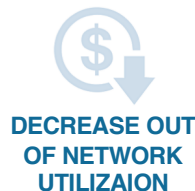
- **107 Comprehensive Determinants of HealthTM Scores**
- **25 Engagement Channel Preferences Scores**

#	CFH Score Category
19	Socio-Behavioral Risk
7	Attitudinal Risk
8	Precondition Risk
9	Current Chronic Condition Risk
6	Facility Utilization

#	CFH Score Category
30	Specialist Utilization
16	Social Determinant Risk
12	Socioeconomic Risk
25	Engagement Channel Preferences
46	<i>Standard Demographics*</i>

* From public and private demographic sources.

Use Case Applications



Comprehensive Determinants of Health™

Socio-Behavioral Risk Scores

Address behaviors that may be contributing to health risks

Adherence

- Medication Risk
- Vaccines – Adult Risk
- Well Checkups Risk

Behavioral Determinants

- Alcohol Risk
- Diet Risk
- Exercise Risk
- Tobacco Risk

Health Indicators

- Current Depression Risk
- Lifestyle Risk
- Sleep Deficiency Risk
- Stress Risk

Health Utilization Patterns

- ER Utilization Risk
- Hospital Utilization Risk
- Provider Attitudes Risk

Psychosocial

- Compliance Risk
- Isolation Risk
- Life Event Risk
- Outlook on Life Risk
- Personality Risk

Attitudinal Risk Scores

Address attitudes that may be contributing to health risks

Psychosocial Risk

- Diet Compliance Risk
- Doctor Relationship Risk
- Health Informed
- Prevention Risk
- Screening Risk
- Self Medicated Risk
- Outlook on Health Risk

Current Chronic Condition Risk

Identify individuals more likely to have a given chronic condition, especially useful in cases of little to no known data

Health Indicators

- Current Behavioral Health Risk
- Current BMI Risk
- Current Chronic Conditions Risk
- Current Cardiology Risk

Social Determinant Risk Scores

Address what may be contributing to healthcare access and associated health risks

Community & Social Context

- Community Engagement Risk
- Discrimination Risk
- Social Integration Risk
- Support Systems Risk

Economic Stability

- Low Income Risk
- Medical Bills Risk
- Support Risk
- Unemployed Risk

Education

- Higher Education Risk
- Low Education Risk
- Spanish Dependent Risk
- Vocational Training Risk

Food

- Hunger Risk

Healthcare System

- Uninsured Risk
- Quality of Care Risk

Neighborhood & Physical Environment

- Transportation Risk

Precondition Risk

Identify individuals who may not yet report a condition but are more likely to in the future

Health Indicators

- At Risk Behavioral Health
- At Risk BMI
- At Risk Cardiology
- At Risk Diabetes
- At Risk Gastrointestinal
- At Risk Liver Disease
- At Risk Pulmonary-COPD
- At Risk Stroke

Specialists Utilization

Predict likely utilization levels for these types of facilities and specialists

- Acupuncture
- Allergist
- Cardiologist
- Chiropractor
- Dermatologist
- Diabetes Specialist
- Endocrinologist
- ENT
- Gastroenterologist
- Gynecologist
- Hematologist
- Neurologist
- Nurse/PA
- Nutritionist
- Obstetrician
- Oncologist
- Ophthalmologist
- Orthopedist
- Other Surgeon
- Pain Specialist
- Periodontist
- Plastic Surgeon
- Podiatrist
- Primary Care
- Psychiatrist
- Psychologist
- Pulmonologist
- Rheumatologist
- Sports Medicine
- Urologist

Facility Utilization

Predict likely utilization levels for these types of facilities

- Retail Clinic
- Surgery Center
- Urgent Care
- Emergency Room
- Hospital
- Outpatient

For more information or a demo contact Jay Kleinman at jkleinman@centraforce.com centraforcehealth.com

Engagement Channel Preference Scores

Engagement Channel Preference Scores

Understand the most powerful channels for targeted outreach and communication

Generate Awareness

- Other Websites
- Outdoor – Other Places
- Print
- Radio
- TV

Cultivate Interest

- Collateral at Grocers
- Collateral at Pharmacies
- Direct Mail
- Email
- Mobile Ads
- SEM

Promote Engagement

- Cellphone
- Friends/Family
- Landline Phone
- Social Media
- Text Messaging

Facilitate Intent

- Collateral at Health Facilities
- Diet or Fitness Websites
- Digital Video
- Health Websites
- Mobile Health Apps
- SEO

Drive to Action

- Doctors or Professionals
- Nurses and Physician Assistants
- Support Groups

Spectrum of Channels

- Direct
- Place Based
- Websites (Digital)
- Community
- Mobile
- Traditional
- Digital

Standard Demographic Appends*

Household Level

- Age - Individual 2-Year Age Bands
- Children's Age Ranges
- Contributions
- Credit Card - Present
- Credit Cards - New Range of Credit Granted
- Credit Cards - Number of Credit Lines
- Credit Cards - Types
- Credit Ranges
- Dwelling Type
- Elderly Adult - Head of Household
- Elderly Parent (Presence of)
- Family Position
- Generations in Households
- Grandchildren (Presence of)
- Home - Year Home Built
- Home Value
- Homeowner/Renter
- Marital Status

- Household Size – No. of Adults
- Household Size – No. of Children
- Household Size – No. of Persons
- Income - Income (Range)
- Investments
- Length of Residence
- Modeled Credit Rating (zip 4)
- Mortgage Loan Type
- Net Worth
- Operates business out of home
- Pet (Lifestyle Data)
- Presence of Children
- Religion
- Vehicle - Number of Vehicles
- Veteran
- Voter
- Voter - Political Party Affiliation
- Wealth Rating

Person Level

- Age - Date of Birth
- Age - Exact Age
- Birth Month
- Education
- Ethnicity - Ethnic Code
- Ethnicity - Ethnic Group Code
- Ethnicity - Religion Code
- Ethnicity - Language Preference Code
- Ethnicity - India Code
- Ethnicity - Assimilation
- Ethnicity - Connected Ethnicity
- Gender
- Occupation

* Optional

For more information or a demo contact Jay Kleinman at jkleinman@centraforce.com centraforcehealth.com

Confidential and Proprietary Property of CentraForce, LLC and/or its Licensors. Copyright 2018. All Rights Reserved.