

Metrics that Matter: The Partnership Between Product and Data Science

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To us, mental health is personal



Co-founded by an Army captain and Bronze Star recipient who saw the value of delivering mental health support to those who need it



All star team committed to supporting a mission-driven organization and **building a world-class product**



MEDETECH
BOSTON



HIMSS19



Helping 650+ providers and clinicians **close the gap between mental and physical health**

Agenda

What we'll cover today

- 1 The impact of the mental health crisis.
- 2 How NeuroFlow addresses privacy and security concerns in healthcare.
- 3 A partnership between product and data science creating the metrics that matter.

Committed to Security, Compliance, and Safety

NeuroFlow's technology and employees follow the highest standards for data security and user privacy

- ✓ Maintain HIPAA compliance
- ✓ Conduct semiannual 154-point risk assessments
- ✓ Host on secure FedRAMP-authorized AWS infrastructure
- ✓ Keep health information confidential between provider and patient
- ✓ Forbid information from being sold to third parties
- ✓ Undergo regular multiple expert penetration tests



“The NeuroFlow platform and tools strengthens the connection between behavioral health, physicians and their patients, helping them improve both patients’ experience and outcomes.”

-Dr. Jennifer Chambers
Chief Medical Officer



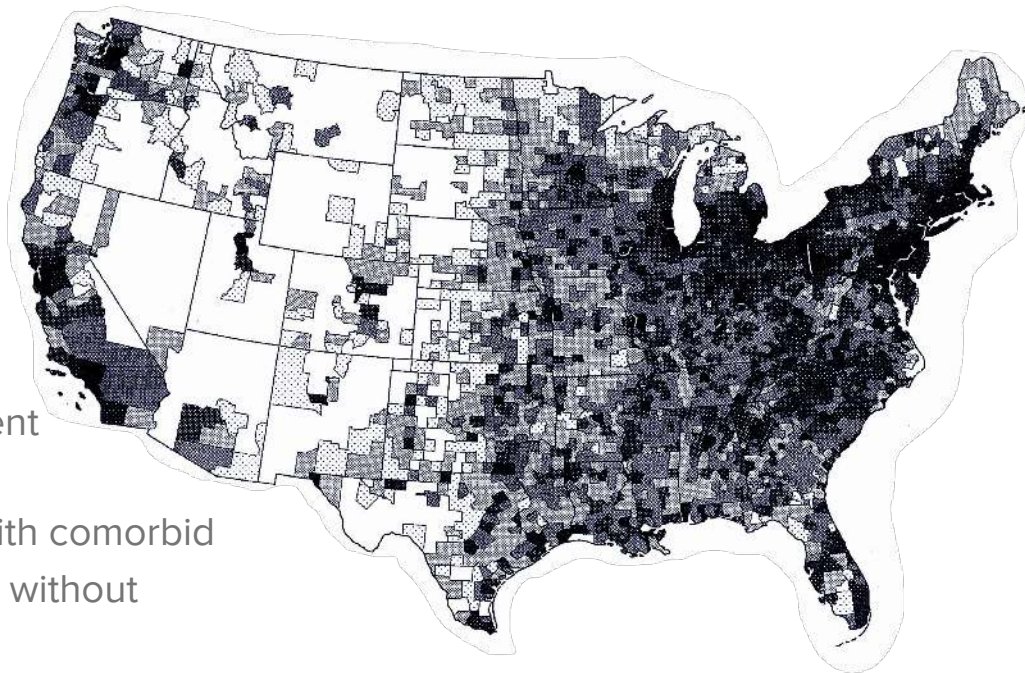
The impact on overall health & costs

1 in 5 people in the US have a behavioral health disorder

Suicide is the **10th** leading cause of death in the US

67% of people with a behavioral health disorder do not get appropriate treatment

Medical costs are **2-3x** among those with comorbid behavioral health conditions than those without



Sources: 2018 BCBSA Health of America Report on Major Depression and 2018 Milliman Research Report on Potential Economic Impact of Integrated Medical-Behavioral Healthcare

The Partnership Between Product & Data Science

Data Science team is involved throughout, from prioritization through design, scheduled into roadmap & beyond



User Stories



Problem Understanding



Goal Setting



**Data Prep / Model /
Evaluation**



**Cross Functional
Roll-Out**



**User Feedback &
Success Measurement**

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User Stories

“As a user, I’d like to track my emotions and get recommendations”

“How can we help make doctors’ lives easier?”



Problem Understanding

“What business problems are we solving?”

“How will we measure success?”



Goal Setting

“How will it integrate into product?”

“Do we need to collect new data?”

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**Data Prep / Model /
Evaluation**

"What kinds of models will we try?"
"How do we keep them simple while solving the problem?"



**Cross Functional
Roll-Out**

"When will we build these features?"
"What does Engineering need to move forward?"

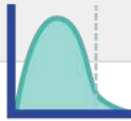


**User Feedback &
Success Measurement**

"Is this solving pain points?"
"Is it being used?"

Creating the Metrics that Matter

NeuroFlow's dedication to data science helps deliver a transformative behavioral health experience for our clinical partners by providing **clear, actionable data** for improved outcomes and decreased costs



Risk stratification



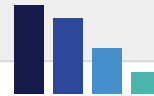
Activity compliance



Technology usage



**Health outcomes,
symptom reduction**



**Activity
on platform**



Samuel, 47

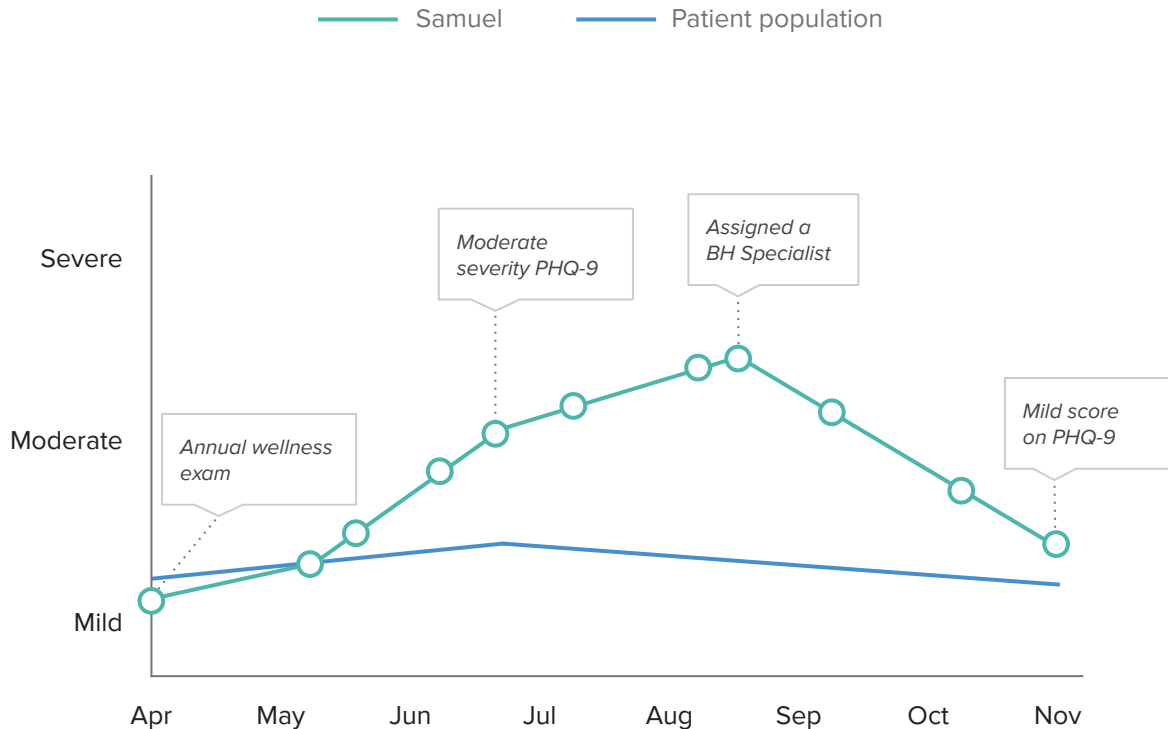
Left provider's office signed up for NeuroFlow.

PHQ-9s **automatically pushed** to his app, as well as **educational content**.

Utilized **tools and resources** such as the mood and sleep tracker.

Providers **automatically alerted** when Samuel began to slip. Got him the **help** he needed.

Using data for personalized care



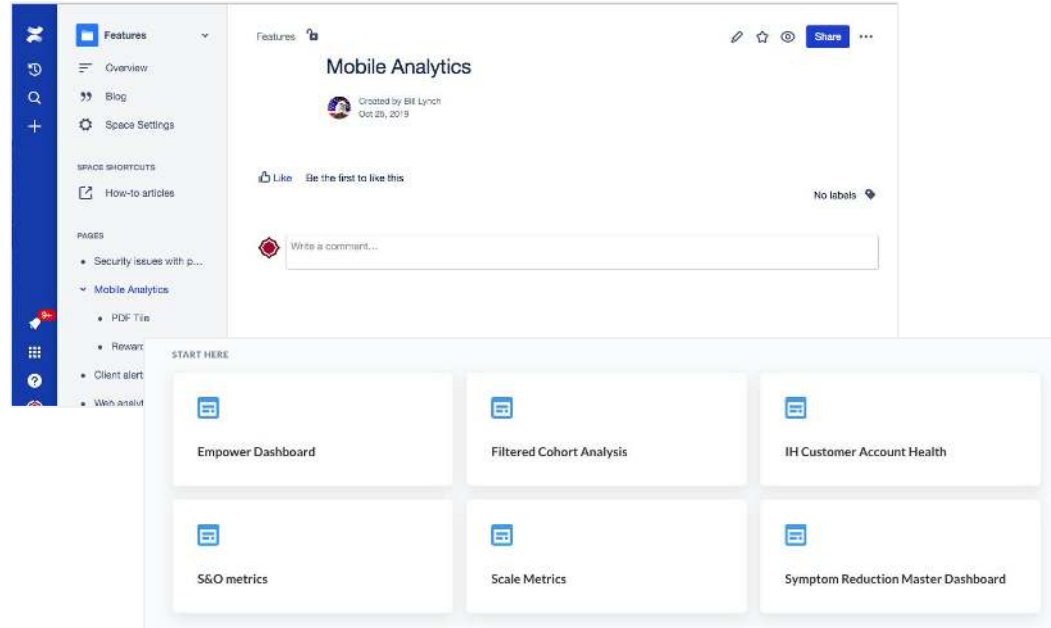
Steps for building a data-driven culture.

1 Document, document, document!

2 Make noise

3 Communicate Openly and Often

4 Teach people how to fish



Thank You! Questions? We're Hiring!!

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