



**Validation**Institute

# 2020 Validation Report

**Review for: Welltok**  
**Valid through March 2021**



# Company Profile

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<b>Category:</b>	Health Analytics
<b>Website:</b>	<a href="http://www.welltok.com">www.welltok.com</a>
<b>Public or Private:</b>	Private
<b>Year Established:</b>	2009
<b>CEO:</b>	Robert Fabbio
<b>Company contact:</b>	optimizedhealth@welltok.com

## Description:

**Welltok** is a data-driven, enterprise SaaS company that delivers the healthcare industry's leading consumer activation platform. **Welltok's** solutions empower leading health plans, employers, providers and public entities to connect consumers with personalized health improvement resources, making it easy and rewarding for consumers to complete actions that optimize their health and wellbeing.



# Claim Assertion for Validation

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Validation Institute reviewed Predilytics' Analytic Design Plan (ADP) for a health plan, which outlined:

- the objectives of the Medication Adherence project,
- the method for achieving those objectives, and
- the statistical and quantitative metrics that are used to document model validation

Validation Institute reviewed Predilytics' program evaluation which described how the models were used in a health plan's operational call center to improve medication adherence for their members.



# Method / Calculation / Examples

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Predilytics' evaluation of the predictive models and the operational recommendations reflect a well-grounded understanding of how predictive models perform and accurate assessment of the value of the insights created by these models to inform resource deployment within healthcare operations.

Within that program evaluation, Predilytics used additional statistical analysis to isolate the incremental performance of the predictive model above and beyond call center efficiency gains. Overstatement of attribution is commonplace in predictive modeling in population health, but the model was very carefully designed not to overstate attribution of the Predilytics' intervention to the outcomes. The one aspect of this study in which overstatement might have been taking place is that the customer service representatives making the outbound calls got better at calling members over the course of the study. As a result, calls towards the end of the period were more successful. Predilytics pointed out this potential confounder to the validator and estimated the impact of it, rather than wait for the validator to point this out to them.





# Findings & Validation

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Validation Institute is able to provide validation for Predilytics, as they are well above the standard of using a methodology that is equivalent to or better than the most valid standard commonly used in their segment of the industry.





# Validation and Credibility Guarantee

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**Welltok** achieved level 3 validation for Metrics. Validation Institute is confident that **Welltok** performs as they state they are willing to provide up to a \$10,000 guarantee as part of their Credibility Guarantee Program\*.

## Level 1 - Savings

Can produce a reduction of health care spend including the cost of the provider. Product/solution has produced, and replicated a lower cost for healthcare overall or a specific component of healthcare

## Level 2 - Outcomes

Product/solution has measurably “moved the needle” on an outcome (risk, hba1c, events, employee retention, etc.) of importance.

## Level 3 - Metrics

Claim is made that – with sourced, overridable assumptions linked to peer-reviewed or government sources

## Level 4 - Contractual Integrity

No outcomes or savings has been shown, but vendor is willing to put a part of their fees “at risk” as a guarantee





**Validation Expiration: March 2021**

# CERTIFICATE OF VALIDATION

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**Applicant:**

**Welltok**

1515 Arapahoe St., Tower 3, Ste. 700

Denver, Colorado, 80202

**Product:**

**Predilytics' Analytic Design Plan**

**Validation Achieved:**

**Level 3 - Validated for Metrics**

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**Al Lewis**

**Senior Advisor**

**Validation Institute**

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**Benny DiCecca**

**Chief Executive Officer**

**Validation Institute**



# About Validation Institute

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**Validation Institute** is a professional community that advocates for organizations and approaches that deliver better health value - stronger health outcomes at lower cost. We connect, train, and certify health care purchasers, and we validate and connect providers delivering superior results. Founded in 2014, the mission of the organization has consistently been to help provide transparency to buyers of healthcare.

To strengthen our offering and provide additional credibility around our service, the **Validation Institute** recently announced a Credibility Guarantee\* that offers customers of validated solution providers up to a \$25,000 guarantee. This guarantee confirms that a validated solution provider will, achieve what the validation language on a marketing claim says it will achieve.