



ValidationInstitute

2021 Validation Report

Review for: BiolQ

Validation Achieved: Level 2 - Outcomes

Valid through June 2022



Company Profile



Category:	Health Analytics
Website:	http://www.bioiq.com
Public or Private:	Private
Year Established:	2005
CEO:	Sean Slovenski
Company contact:	sales@bioiq.com

Description:

BioIQ is a healthcare engagement and quality care gap closure company that is redefining the way payers, employers and consumers navigate and connect with the U.S. healthcare system. BioIQ leverages consumer analytics, real-time omni-channel engagement strategies and an extensive ecosystem of healthcare partners to provide a comprehensive view of individuals throughout their health journey and engage them to make better decisions that lead to healthier outcomes.



Claim Assertion for Validation

The claim being validated is that BioIQ will significantly reduce the number of “gaps” in screening for conditions in the Medicaid population.

This is accomplished, according to BioIQ, by directing members to a network of 12,000+ retail outlets where their tests can be undertaken, or in some cases facilitating at-home testing. In many cases, they recommend tests that are specifically designed to be done at home.

Their point-of-service offering is complemented by a marketing campaign to encourage testing geared to the Medicaid population.

Therefore, BioIQ can commit to a **7 percentage point (700 basis points)** increase in compliance for the two measures of colorectal screening and Hb a1c.

They expect to achieve even greater improvement, statistically speaking. However, it is always wise to guarantee only what is virtually certain to be achieved while aspiring to higher levels.



Method / Calculation / Examples

A BioIQ Medicaid customer will attempt to screen Medicaid members, on the assumption that early detection leads to better outcomes. (This assumption itself is not being proposed for validation.)

Unlike employers, which can do workplace screenings, Medicaid plans don't have the advantage of being able to bring all their members together into one place. Quite the opposite, their members are often even hard to find. (Some are homeless.) They have to rely on members going to get the screenings. Likewise, their incentives are strictly limited by CMS. Therefore, it can be a challenge finding members, and then getting members to undergo those screens.

Therefore, many members will not access the screens, when requested by the Medicaid HMO. The pool of decliners becomes the pool which BioIQ markets to, a pool from which the "yeses" have already been removed.





Method / Calculation / Examples

Therefore, BiolQ does not get “credit” for people who would have done something anyway. Vendors claiming credit for things that would have happened anyway is classic fallacy in population health.

So BiolQ is validating not its results in getting people to assent, but rather in getting people who have declined to subsequently assent. The figures in the validation therefore apply only to those no-to-yeses.

Row Labels	Sum of Participants with Kits Shipped ODS	Sum of Participants with Returned Kits ODS	Return Rates
2018	92	24	26.1%
FIT	92	24	26.1%
2019	5112	1271	24.9%
A1c	3863	569	14.7%
FIT	1249	702	56.2%
2020	8495	2149	25.3%
A1c	6918	1404	20.3%
FIT	1577	745	47.2%
Grand Total	13699	3444	25.1%

Table: Medicaid Return Rates by Year



Findings & Validation

Specifically, the two tests validated are:

1. The Hb a1c test.
2. The aforementioned FIT for colon screening.

Normally the Validation Institute does not use subjective words like “best,” and even though we will use that word here, we will qualify it.

BioIQ is, to our knowledge, the best tool to use in order to encourage recalcitrant and hard-to-reach Medicaid members to complete recommended screenings. While representing our considered opinion, this adjective is not covered by the Validation Institute’s Credibility Guarantee.

Objectively, the following statements are valid and covered by the Credibility Guarantee:



Findings & Validation

1. The methodology used to calculate the reduction in missing screens is valid.
2. The amount of the reduction is valid.
3. The screens are recommended by the US Preventive Services Task Force.
4. BiolQ screens may be done at USPSTF-recommended intervals unless different intervals are requested by the client.
5. In the case of the Fecal Immunochemical Test (FIT), the interval is one year, vs. the colonoscopy interval of 10 years for people with a previous “clean” screen. This annual frequency for FIT, as a future validation will show, provides greater efficacy than the colonoscopy every ten years. It is non-invasive so there is no chance of complications.
6. While the second-year gap closures are lower than the first year, it is the case that employees/members who fail to get their screenings when requested by the program sponsor/carrier and then fail to get their screenings after one round of requests by BiolQ are going to be the most recalcitrant. Therefore, the correct measure is to look at the cumulative 2-year reduction in non-compliance.





Validation and Credibility Guarantee

BiolQ has achieved a level 2 validation – Outcomes. Validation Institute is willing to provide up to a \$25,000 guarantee as part of their Credibility Guarantee Program. To learn more, visit

<https://validationinstitute.com/credibility-guarantee/>

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 - 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

Level 4 - Metrics

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



Limitations

It is possible that some portion of the no-to-yeses might have changed their mind on their own, but it is very unlikely they would have done so in numbers approaching the numbers seen in the above tallies.



Validation Expiration: June 2022

CERTIFICATE OF VALIDATION

Applicant: **BioIQ**
2300 Windy Ridge Parkway, Suite 850S
Atlanta, GA 30339

Claim: BioIQ will significantly reduce the number of “gaps” in screening for conditions, in the Medicaid populations.

Validation Achieved: **Level 2 - Validated for Outcomes**

Award Date: June 2021

Al Lewis
Senior Advisor
Validation Institute

Benny DiCecca
Chief Executive Officer
Validation Institute





About Validation Institute

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.

