

## CARE MANAGEMENT E D I T I O N



## InfoMC



*The annual listing of 10 companies that are at the forefront of providing  
Care Management solutions and impacting the marketplace*

# InfoMC

## Driving Innovation in Enterprise Care Management

While many organizations strive to embrace whole-person care, managing care across disciplines in a healthcare system where fragmented care is the norm is difficult. Building a comprehensive understanding of patients' unique needs and circumstances, and then bringing together diverse services and providers to address those needs can tax even the most advanced technologies.

InfoMC has embraced this challenge, delivering an enterprise care management solution that enhances the interaction between payers, members, and providers to improve care quality, cost, and value.

What makes InfoMC different? Decades of experience integrating behavioral health as part of a holistic, person-centered approach to care.

InfoMC was founded more than 25 years ago to pioneer the use of behavioral health, social determinants, and community resources to improve how to manage an individual's health. The company believes that this whole-person care approach—combining medical treatment with behavioral, emotional, and social services in a single plan of care—helps identify and remove barriers that make medical care less effective so that organizations can make a bigger impact on their populations.

InfoMC's technology, called Incedo, seamlessly combines behavioral health management with care and utilization management into a comprehensive, integrated solution that optimizes care delivery for complex and vulnerable populations. Incedo's strength lies in its flexibility—it can be tailored for the specific needs of each program, with robust interoperability and self-serve configurability that enables organizations to integrate with key systems and stay compliant while adapting to new business and regulatory requirements.

### Harnessing Technology to Drive Innovation

Care management is evolving quickly, with progress in technology, analytics, and patient-centric approaches driving advancements in quality, efficiency, and patient outcomes. InfoMC is actively innovating to support this transformation, focusing on three key trends that are defining the healthcare landscape.

### Trend 1: Integration of Community Resources

Today, Incedo brings together medical and behavioral health providers with resources across the community as an interdisciplinary care team to manage the complex and interlocking physical, behavioral, emotional, and social issues that are obstacles to health. Collaboration with the community can remove barriers to equitable care delivery by helping vulnerable populations access key resources and services. Integration with community networks such as Aunt Bertha or Unite Us is in process to make access to these important resources easier.

But referrals to community resources are just part of the puzzle. Unlike physical and behavioral health treatment, interactions with community resources are typically one-way—information about the results is rarely available to the care team. InfoMC believes that tighter integration with community resources with a bidirectional exchange of information will create a more effective, collaborative network of support and more comprehensive care plans that improve patient health.

"Closing the loop with community resources strengthens the continuity of care and is a crucial part of our roadmap," says JJ Farook, founder and CEO, InfoMC. "Integrating community-based activities and results into the care plan alongside medical and behavioral health will help the care team make more informed decisions, address a broader range of patient needs, and achieve more positive health outcomes."

### Trend 2: Artificial Intelligence

Artificial intelligence (AI) is a hot topic in the healthcare industry, with the potential to transform how care is managed and administered. While the company already offers dynamic rules engines that speed processing, InfoMC is actively integrating machine learning algorithms into its solution to roll out to its customers throughout 2024. Key areas of innovation include:

- Care planning that leverages an organization's data to provide prioritized suggestions for treatment based on what interventions have previously been successful for the organization.
- Improved authorization processing algorithms that differentiate decision-making based on an individual's health data to facilitate automatic processing and minimize the need for clinical intervention.
- Automation of clinical documentation and interpretation of clinical records via natural language processing to help clinicians more quickly understand individual health histories for better decision-making and quicker documentation.

"We are developing an intelligent, 'responsible AI' approach that delivers data-driven insights that help our clients work faster and deliver precision healthcare," says Steve Vertrees, chief product and technology officer, InfoMC. "We're leveraging AI to speed interventions and enable more personalized treatments so the people our clients serve can lead healthier lives."

### Trend 3: Robust Microservices Architecture with API Support

InfoMC's care management solution uses a modular approach to software development that breaks down complex applications into smaller, independent "microservices" that can be individually implemented, updated, and scaled based on changing requirements without affecting the entire application. This approach enables seamless integration and interoperability, with each module communicating via the API layer that also

simplifies integration with other third-party services and applications. InfoMC's robust API architecture also makes it easier to implement CMS data exchange requirements on an ongoing basis.

“InfoMC gives interdisciplinary care teams a blueprint for collaboration, integrating physical health with behavioral and social determinants to support whole-person care”



"Our microservices approach helps us future-proof our care management platform," says Vertrees. "This methodology gives us the agility we need to innovate more quickly. Plus, we empower our customers to individualize their implementation, effortlessly scale, and evolve their programs to address shifting needs and regulatory requirements."

### Unlocking the Potential of Whole-Person Care

InfoMC's commitment to improving and optimizing patient-centered care is helping clients improve care quality and consistency. As important, it improves how valuable human resources are utilized, freeing them to be used in the most effective way—caring for people.

"We believe that whole-person care has a transformative impact on health," said Farook. "A technology that fosters comprehensive, holistic care empowers both payers and providers to truly make a difference for the people they serve." **HT**



JJ Farook,  
Founder and CEO