Transforming the Behavioral Healthcare

Journey Through Augmented Intelligence

Ontrak Health's Advanced Engagement System is the first of its kind to deliver precision behavioral health by infusing AI across the care journey

Despite the growth in applications of artificial/augmented intelligence (AI) to improve access to, and quality of, behavioral healthcare, the market today lacks large, high-quality datasets that link data on clinical interventions, member progress, service preferences and provider feedback. To date, health plans and providers have primarily used AI to identify members who may be eligible for programs and services, and have tended to rely on pre-post measures rather than the real-time insights that enable optimization of member engagement, treatment, measurement, and outcomes.

Additionally, much of the market today is focused on building solutions designed around "emotion AI", such as chatbots that mimic therapy, and wearable devices designed to help users manage anxiety and depression by analyzing biomarkers. While there is some promise that such solutions can make

an impact on the country's growing mental health challenges, these applications are still in their infancy, have not been scientifically validated, and are not designed to address the needs of complex, vulnerable populations who face myriad barriers to care.

By combining in-house AI capabilities with eight AI-service technology company partnerships, Ontrak Health is solving for these challenges by building an industry-leading intervention platform that integrates AI into every step of the behavioral healthcare journey.

Powered by a single analytics and measurement engine, Ontrak's coach-led and AI-infused Advanced Engagement System delivers precision behavioral healthcare services and offers payers and providers a new level of visibility into each member's progress and outcomes.

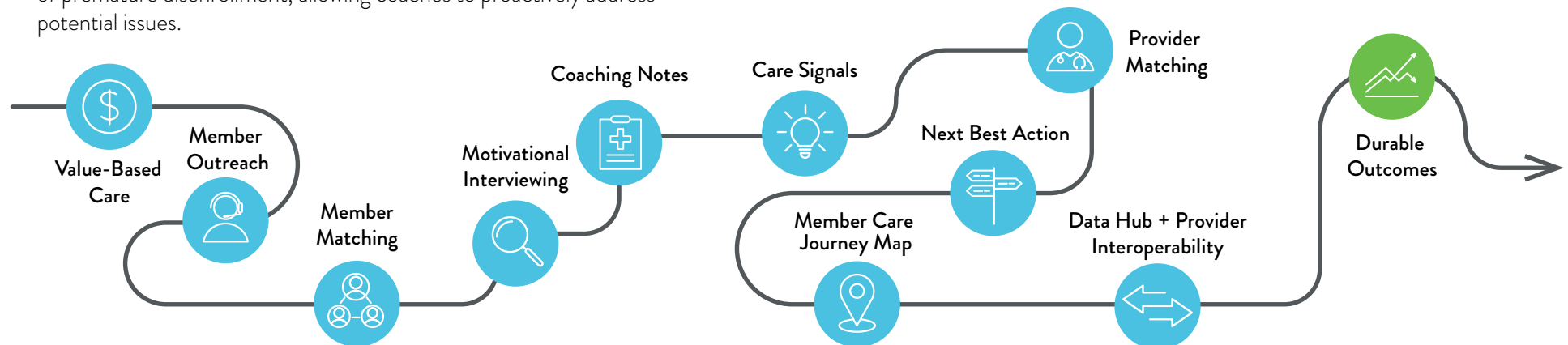## The Evolution of AI in the Behavioral Healthcare Journey

Ontrak's innovative platform is leading the industry shift toward infusing AI into every step of the care journey. Highlighted below are the key aspects of this evolution:

Current Industry Standard →	Where Ontrak is Taking the Technology
Pre-post measurement	A continuous measurement feedback system (MFS) collects and scores session-by-session information throughout the member journey
Lagging indicators of progress and fidelity to treatment plan	Leading indicators that we can act upon in real time include lack of sufficient progress and dropout warnings
Commoditized care activities that are hard to track	A clear view of care journey with every session recorded and automatically summarized
Little effective supervision of sessions	Automated supervision is provided through natural language processing (NLP) algorithms and a continuous measurement feedback system
Reliance on static evidence-based models that cannot be changed	Potential to improve evidence-based models through feedback on aspects that are not working well
Heavy reliance on claims data	Algorithms fed by multi-dimensional data sources including engagement activities, standardized session measures and NLP scores
Lack of integration between data sources	A single AI-supported engagement and measurement system includes all data collected about member, coach, and provider

What Does This Journey Look Like for Ontrak Members, Engagement Specialists, Care Coaches, and Providers?

As we've highlighted above, Ontrak is transforming every behavioral healthcare journey through our coach-led and AI-infused measurement feedback system to produce a precision behavioral health approach. Let's take a closer look at how Ontrak will be leveraging AI to optimize program eligibility, member outreach, and every subsequent member interaction.

1. **Program Eligibility Aligned to Value-Based Care:** AI predicts readiness-to-engage and ROI of prospective member based on claims data – helping our engagement specialists prioritize outreach.

2. **Matching Member with Ontrak Engagement Specialist and Care Coach:** AI matches member with the best engagement specialist and coach for member engagement, optimal outcomes, and minimizing drop out potential.

3. **Member Outreach:** AI prioritizes outreach based on risk, acuity, claims, prescriptions, and enrollment history. AI provides customized dialogue prompts aligned to member readiness – building trust and maximizing engagement.

4. **Evidence-Based Motivational Interviewing:** AI provides real-time feedback to coach on motivational interviewing techniques (use of empathy, talk time), fidelity to evidence-based models, and predicts strength of the coach-member relationship.

5. **Coach Notes:** AI-generated speech-to-text structured notes liberate coaches from time-consuming data entry, improves documentation quality with theme-based summaries, allows more time with members, and facilitates COMB + PROM evidence-based practices.

6. **Care Signals:** AI + ML (Machine Learning) gather session-by-session data to surface actionable analytics, risk scoring, poor progress, and possibility of premature disenrollment, allowing coaches to proactively address potential issues.

7. **Provider Matching:** AI recommends best provider-member match beyond merely age, gender, language, and distance.

8. **Next Best Action:** AI engagement engine recognizes and communicates opportunities for improvement in real-time, including fidelity to models, telephonic/video vs. in-person member experience histories, and recommendations for social determinants of health (SDOH) resources and services.

9. **Member Care Journey Map:** AI provides unprecedented visibility to member's care journey and health outcomes, and aligns member-specific activities to practices that are data-informed, evidence-based techniques.

10. **Data Hub and Provider Interoperability:** AI enables us to move beyond evidence-based care to precision behavioral healthcare through linked data from multiple sources, and allows us to fuse HIPAA and proprietary claims feeds with provider assessments (ReQoL, PHQ9, GAD7).

11. **Durable Outcomes:** AI tracks member's behavioral health outcomes and costs at six months and twelve months post enrollment to inform algorithms, identify best practices, and continuously improve program efficacy.

Value-Based Care → Member Outreach → Member Matching → Motivational Interviewing → Coaching Notes → Care Signals → Provider Matching → Next Best Action → Member Care Journey Map → Data Hub + Provider Interoperability → Durable Outcomes

Summary

The market today lacks large, high-quality datasets that facilitate interoperability of data on clinical interventions, member progress, service preferences and provider feedback. Furthermore, the industry has tended to rely on pre-post measures rather than the real-time insights that enable optimization of member engagement, treatment, measurement, and outcomes.

Emerging solutions based on emotion AI are generally not aligned to value-based care models, do not link various data sources or provide interoperability of that data, and do not offer an evidence-based, whole-person approach to engaging complex populations.

Ontrak is overcoming these current limitations by pioneering a new approach to behavioral healthcare that infuses AI-services into every step of the behavioral health journey. The end result is an industry-leading Advanced Engagement System and measurement feedback system that optimizes program eligibility, member outreach, coaching interaction, provider visits, interoperability of data, and outcomes.

About Ontrak Health

Ontrak Health is a leading AI-driven healthcare company that helps healthcare payers identify and engage the **3 – 5% of adult members** with unaddressed behavioral health issues + chronic physical conditions — who **account for nearly half of total healthcare costs** — to improve outcomes and meaningfully reduce medical expense by curbing avoidable ED and IP utilization. Our validated cost savings are driven by a **42% reduction in ER visits** and **63% reduction in inpatient stays** on average across our book of business.

Ontrak's evidence-based, person-centered approach to engagement delivers exceptional outcomes by leveraging AI combined with deep human connection at every step of the member journey.

› Advanced analytics identify high-cost, underserved members with unaddressed behavioral health conditions — even absent a diagnosis — and a high predicted readiness-to-engage

› Member Engagement Specialists establish trust through consistent, empathetic outreach focused on the member's needs

› Members are matched with a dedicated Care Coach who helps to remove barriers, alleviate social risks, develop personalized care pathways, and serve as a single trusted resource and advocate

› Care Coaches match members with the behavioral health provider best aligned to their care pathway for treatment, while guiding them into primary care to address physical conditions

To learn more, visit

www.OntrakHealth.com or call 866-517-1414.

ontrak
health