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## **Noble.MD Introduces Population Health Reports for its Theo Platform**

*Monthly Reports Help Clients Quickly and Easily Access Data to Improve Patient Care*

**July 27, 2015 (Philadelphia)** – Noble.MD, creator of the Theo digital healthcare advisor technology platform, announced today the addition of population health reports. With real-time access to Theo's accurate patient-reported population health information, health care organizations will be able to accelerate risk adjustment and more rapidly engage patients to increase enrollment in proven care pathways and programs at the time-of-care.

"A major stumbling block of effective population health is the time it takes to turn claims and EHR data into actionable improvements in patient care. The impact of that delay is a major drag on healthcare costs," stated Dr. Todd Johnson, CEO of Noble.MD. "Systems that can bring accurate patient risk information in real-time are game changers for ACOs and other risk-bearing health systems."

Theo is currently being used by healthcare provider organizations across the country to collect self-reported patient information and change patient behaviors. An iPad-based digital healthcare technology, Theo interactively engages patients with questions about their own health during the course of their visit. As patients answer questions, Theo provides them with the relevant health information they need to change behaviors, often by opting in to care pathways and programs.

Aggregating all of this patient information, Theo's monthly population health reports include statistics and specialized information on patient experience, preventative care, adherence and health outcomes surveys. The reports are unique in the healthcare industry as they offer new opportunities to capitalize on population health information and risk data in real-time.

"Our clients are telling us the data provided by Theo's population health reports is invaluable," Johnson said. "These reports synthesize many points of information a healthcare decision-maker wants to know, but previously never had time to ask. They eliminate the confusion and tedious work traditionally required for proactive risk adjustment and effective population health."

In the last 12 months, Theo was used in over 40,000 patient encounters. Through integration with EHR data, Theo has proven it can activate patients to opt-in to programs that reduce health risks, a problem that costs the U.S. health care system \$260 billion each year.

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## **About Noble.MD**

Noble.MD was founded in 2012 and is led by a visionary team of physicians, entrepreneurs and innovators. Its signature product offering, Theo, is the first and only digital healthcare advisor that increases provider revenues while decreasing costs in the new accountable healthcare system. An iPad-based hub that engages patients, gathers information on health risks, and connects patients to care pathways and programs based on their individual risks, Theo has been proven to change patient behaviors and outcomes, while enabling healthcare providers to seamlessly collect and track actionable data. For more information on Noble.MD or Theo, visit [www.noble.md](http://www.noble.md).

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