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# Newsletter

Issue 4, September 2021

## Welcome

Welcome to Issue 4 of the ah! Newsletter from Accountable Health. This month we'll cover:

- The application of our recent work to your company. In this issue - Online and telephonic programs in the addictions space, who did you build them for?
- This month's Insight on **Segmenting** your Population.
- August's guests on the [PopHealth Week](#) radio show and podcast.
- The [AMCP Podcast Series Powered by PopHealth](#) Week featuring April Armstrong, MD, MPH of the Keck School of Medicine at USC speaking on Psoriasis
- Fred's Viewpoint [One Year Out: The 5 Ds of COVID-19](#) as published in the journal Population Health Management.
- Upcoming conferences or webinars we'll be attending or participating in during the coming months.
- Our **Weekly COVID-19 Updates** with Dr. Nick van Terheyden.
- And **We Support**, highlighting charitable groups or non-profits we support. This month, **Pinksocks**.

So read on, and please feel free to share with others.

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One of our clients has developed an addictions recovery program that includes digital assets, and an online program along with telephonic coaching. Our work has included what additional resources or approaches are needed to fully complement the services they provide as well as determining what markets they can take their product into and how to position it for those specific markets.

There is not a one size fits all digital system or approach that should be utilized. People have different levels of health literacy, culture, access to technology, etc. These will have a profound impact on utilization and ultimately outcomes. Too often we see a plain vanilla program that looks like it was built for those that built it. But are they the entire target audience? Knowing your target audience and designing for them is critical. How to do that is the tough part.

If you'd like to discuss your specific situation, [contact us](#).



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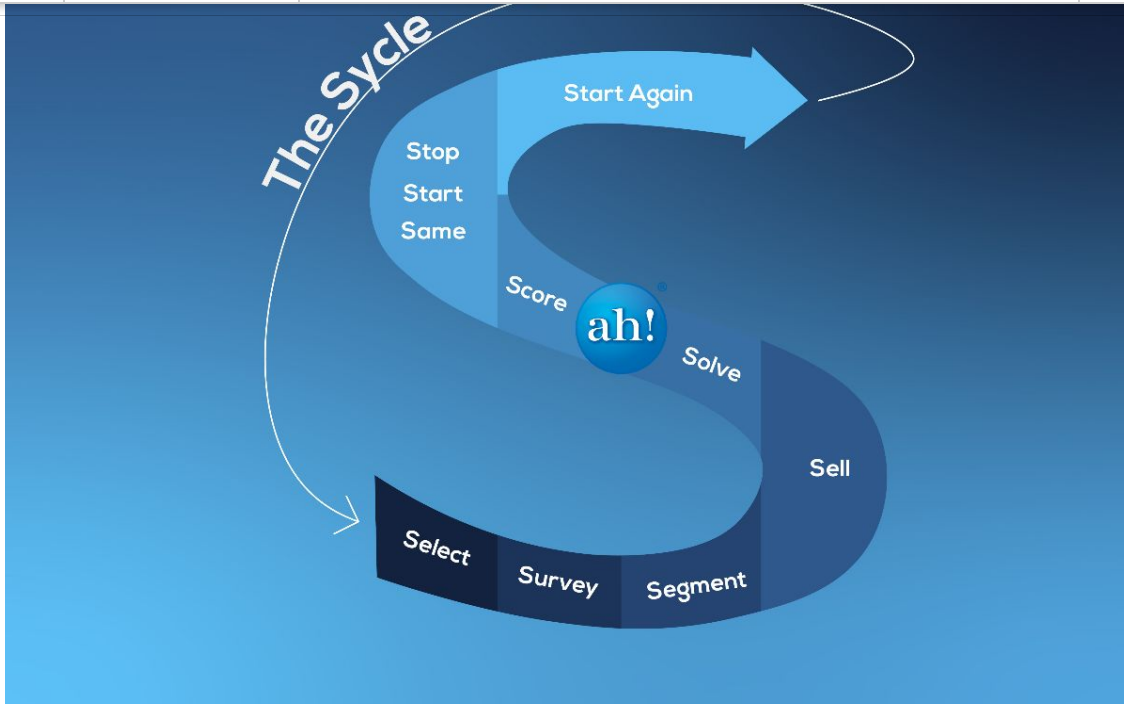
## *A PopHealth Insight!*

Lets talk about **Segment**. This step of the Sycle is one of the 4 interrelated steps as discussed in the prior newsletter. Typically programs had segmented individuals into three risk categories, low, moderate or high and applied their resources based upon which **Segment** the person was in. But there is considerably more power to further **Segment** and more clearly define your resource needs. For example a person could be moderate risk but require telephonic communications while another might utilize text. Getting to a greater level of detail allows for better determinations of resource allocation.

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This is the Population Health Cycle (TM) . A framework developed by Accountable Health to design and operate population health programs. Each of these **Steps** is a necessary component for a functional population health program. This framework allows for the creation of functional programs that will be measurable and impact your target population.

If you'd like more information or assistance with your program, [contact us](#).

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## August Guests on PopHealth Week

[Vik Krishnan, General Manager Intrado Digital](#)

[Workflows](#)

This interview was conducted at HIMSS 2021 in the HealthcareNOW Radio booth from the exhibit hall. Vik discussed Intrado's unique messaging capabilities used by hospitals, physician groups and

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## AMCP Podcast Series Powered by PopHealth Week

[April Armstrong, MD, MPH](#), On this Special Edition [AMCP Podcast Series Powered by PopHealth Week](#) Dr. Armstrong discusses The Physical and Mental Impacts Psoriasis Inflects on Adults and Children.

### Suggest a Guest



## [Read Fred's Viewpoint: One Year Out: The 5 Ds of COVID-19](#)

Death, Disinformation, Disparities, Discovery, Don't Know

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## Presentations

Fred is scheduled to attend the AMCP NEXUS 2021 conference October 18 -21. While there he will be moderating the opening AMCP Talks entitled [Best Practices in Addressing Health Disparities](#).

Panelists will include:

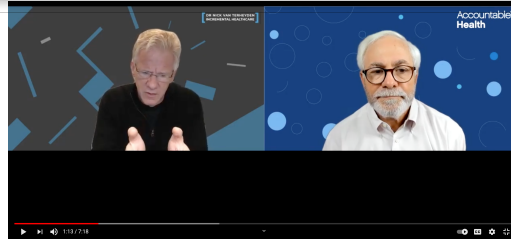
- Edward Jai, PharmD, Senior Director and Chief Pharmacist, IEHP
- Sharon K. Jhawar, PharmD, MBA, BCGP, Chief Pharmacy Officer, SCAN Health Plan
- Aimee Loucks, PharmD, Manager, Specialty Clinical Pharmacy Programs and Formulary Kaiser Permanente Washington
- Kat Wolf Khatchatourian, PharmD, MBA, Chief Quality Integration Officer; Clinical Executive Director Employee Health Plan PSW, a Population Health Company; MultiCare Health System



[Learn more about AMCP NEXUS 2021.](#)

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**COVID-19 Weekly Updates.**

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Each week [Dr. Nick van Terheyden](#) and Fred Goldstein produce an eight to 10 minute video update on various topics regarding the COVID pandemic, operating a business, the virus and other issues of importance for companies to consider. Now at over 70 episodes, you can access them [here](#).



Listen to a [PopHealth Minute](#), quick insights into key areas in population health.

[Schedule a Call](#)

## We Support

Pinksocks founded by Nick Adkins is one of the non-profits we support. Their members are united in changing the world from the ground up, with heart speak, hugs, and gifting. We're a group of people with a common belief that we can do our part to make a positive impact on the world and change it for the better. Check them out by clicking below..

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# Pinksocks

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