

ScoreData and NTT DATA Announce Multi-Year Agreement to Deploy Nudge Engines in the Healthcare Insurance Industry

Palo Alto, California – October 30, 2020 – ScoreData today announced that it has signed a multi-year agreement with NTT DATA Services, a global digital business and IT Services leader, to deploy its nudge engines along with [NTT DATA's Artificial Intelligence \(AI\) solution that predicts risk for early onset of chronic diseases](#) for health insurance and provider communities.

In extensive tests using publicly available CDC and other medical data sets, ScoreFast Predictive SmartConnect Nudge Engines™ for prescriptions adherence, exercise and diet demonstrated a 12% reduction in readmission rates and a 15% reduction in claims filed. By integrating the Predictive SmartConnect Nudge Engines with NTT DATA's AI Solution, healthcare providers can make early disease predictions and provide quicker and more efficient intervention measure to better manage chronic conditions, which further reduces hospital admissions and readmissions, as well as helping at risk patients prevent or delay the onset of chronic conditions.

“We can save money and improve quality of life by applying our AI solution to make early predictions of patients at risk of certain chronic diseases and then using ScoreData's Nudge Engines to deliver evidence-based health recommendations,” said Tanvir Khan, Executive Vice President, Dynamic Workplace Services and Business Process Outsourcing, NTT DATA Services. “For example, if we predict a patient at risk for diabetes, then we can use Nudge Engines to send health reminders and help monitor the eyes for early symptoms of diabetic retinopathy,” he added.

“Patient journeys in the health management ecosystem can be significantly improved by AI powered interactions and nudges, from the time of patient discharge, to recuperation, and claims filing. With a deep understanding of a disease, treatment options, a patient's social environment and lifestyles, ScoreData can significantly improve system efficiencies and patient health” said Dr. Jane Lombard Medical Director of the Women's Health programs at El Camino Health Group in Palo Alto, California.

[ScoreData won the 2019 NTT DATA Open Innovation Contest](#) for the Western region. The company was selected based on technology innovation, scalability, social impact, and strategic alignment to NTT DATA's business goals. ScoreData's ScoreFast SmartConnect Nudge Engines have been implemented at scale in banking, telecom, insurance and healthcare industries.

ScoreData Summary:

ScoreData delivers cloud-native AI/ML powered predictive customer engagement (agent-intermediated) applications for Credit, Collections and Claims for global Fortune 1000 companies. Agent Intermediated Businesses lose millions of dollars because the right customers are not connected to the right agents empowered with the right actionable tools. As a result, these businesses have suboptimal business outcomes, and the lowest net promoter scores in the industry.

ScoreData's ScoreFast platform solves these problems by combining external data sets with internal data sets, predictively matching customers to agents to deliver optimally designed offers/advice (loans, policies) to these customers. ScoreData uses a combination of ranking,

matching and nudge algorithms to empower agents to sell these products. ScoreData is the only predictive analytics company that combines patented dynamic machine learning, with robust algorithms using econometrics, driving business results that are consistently profitable. ScoreData is a privately held company with investors that include ImpactVC from Silicon Valley, USA and 3one4Capital from Bangalore, India.