

Custom AI/ML Models

Custom model development to support specific customer data and population requirements.

For 10 years Certilytics has been an innovator in the use of AI-driven modeling techniques to maximize the value of large data sets to deliver predictive analytics to leading healthcare organizations.

We understand that each healthcare organization is unique — from the population it serves to the goals it needs to achieve. So we built BrainstormAI®, our proprietary predictive modeling platform to fine-tune models to a customer's data or quickly create brand new models based on specific requirements.

► Our Approach to Custom Model Development

1. Foundational Modeling

We start with trained foundational healthcare models built with our **generative pre-training clinical modeling technology**, which leverages natural language processing (NLP) techniques and **deep learning** to translate complex medical history data into a machine learning feature space primed for learning.

2. Customer Collaboration

Once we identify the need for a custom model, we **work in close collaboration with our customers** and the Certilytics team of clinical, actuarial, and other subject matter experts to mutually **define design parameters, review outputs, and iterate on findings**.

3. Deploy Models to Production

Quickly and rapidly **train, QA and deploy models into production in as little as 2 weeks** by:

- Cleaning and standardizing data domains via Certilytics Healthcare Data & Prediction Platform
- Automating data creation functionality through BrainstormAI®
- Using efficient NLP-based Deep Representations that cut down on manual feature engineering and allow for the incorporation of structured and unstructured data domains
- Leveraging large, internal data set for model development, comprising over 100M members nation-wide
- Using extensive automated model QA, with analyses designed specifically for healthcare applications
- Seamless deployment of trained models to production
- Automating post-deployment and actions — scoring, monitoring, calibrating, and retraining. In the last year we have trained:
 - Custom underwriting models to fit customer actuarial underwriting assumptions and workflows
 - Custom clinical models predicting sepsis and metabolic syndrome to fit client clinical input
 - Custom administrative claims models to identify outlying claims for payment integrity and other purposes, incorporating client network and contract information

About Us

An AI-driven Predictive Analytics Solution Built for Healthcare

Certilytics has been developing and deploying AI models to production since 2014. Our GenAI and deep learning technologies are helping healthcare organizations turn their data into powerful analytic assets.

Customers trust us because we have a tested and proven process for developing custom AI/ML models.

Unrivaled Predictive Modeling in Production

67 billion scores

1,000+ healthcare models

2 weeks to create new
custom models for customers

Uncovering Powerful Insights

\$10B in savings identified

2.4x increase in engagement

\$200 PMPY in savings

To learn more about our AI modeling approach
and technology meet with our team today!



Learn More

Explore how our AI-driven solutions are helping make healthcare more efficient and affordable at certilytics.com