KLAS Spotlight

Atlas Health

CONNECTING PATIENTS WITH PHILANTHROPIC AID

atlas | Connecting Patients with Philanthropic Aid

Why This Spotlight?

Atlas Health offers solutions that help healthcare organizations better serve their low-income and uninsured patient populations by matching patients with financial aid and medication assistance programs. Atlas Health's staff also manages all post-enrollment tasks, like ordering medication, submitting claims, and documenting reimbursements. This report is an early look at the customer experience with Atlas Health's services and Atlas Navigator product.

What Does Atlas Health Do?
(A Client Explains)

"Atlas is involved in pharmaceuticals and procuring philanthropic revenue sources. Grant programs require demographic and diagnostic information. We place that information into Atlas, which is very simple and matches the information with thousands of programs and highlights scheduled patients. Users see all programs that patients are eligible for. The tool helps facilitate patient information collection in an automated, dynamic way and submits applications for funds and replacement drugs for free." —Director

Bottom Line

Atlas Health helps find and process financial aid for patients by using AI tools, EMR and PA system integration, and personnel who manage patients' post-enrollment tasks. While Atlas Health is new and scalability will need to be a focus moving forward, they are helping clients provide significant philanthropic aid to patients as they are connected to resources that can help alleviate financial concerns.

Key Competitors

AmerisourceBergen (Pharmacy Healthcare Solutions), Cardinal Health, McKesson
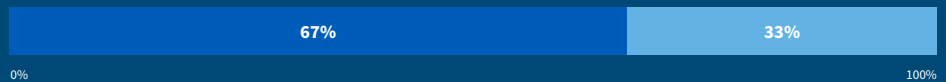
Top Reasons Selected

Referral, philanthropic aid, AI

Number of Clients Interviewed by KLAS

3 individuals from 3 unique organizations
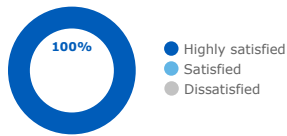(out of 6 qualifying organizations, based on the time since their implementation)

Survey Respondents—by Organization Type (n=3)

■ Standalone hospitals ■ Small-hospital health systems ■ Academic health systems ▢ Large IDNs
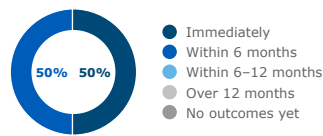
67%	33%

0%   100%

Atlas Health Client Experience: An Initial Look

Overall Client Satisfaction (n=3)

100%

● Highly satisfied
● Satisfied
● Dissatisfied

Time to See Outcomes (n=2)

50% 50%

● Immediately
● Within 6 months
● Within 6–12 months
● Over 12 months
● No outcomes yet

Outcomes Expected by Clients

⊘ Achieved	⊗ Not achieved
⧗ Pending	★ Unexpected outcome

Locate millions of dollars in funding workflows	⊘
Assist financially challenged patients	⊘
See an immediate ROI	★
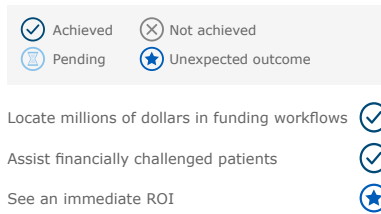
Atlas Health—Key Performance Indicators (1–9 scale)

Quality of staff/ consultants	Likely to recommend	Drives tangible outcomes	Strength of partnership
A	**A+**	**A+**	**A+**
(n=3)	(n=3)	(n=3)	(n=3)

Would you buy again? (n=3)

● Yes ● No

100%
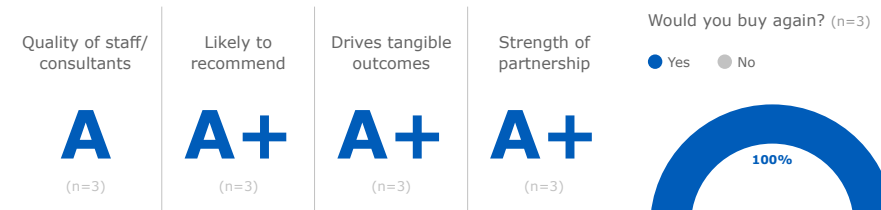
Grading Scale

A+ = 8.73–9.0   B+= 7.83–8.09   C+= 6.93–7.19   D+= 6.03–6.29   F = <5.40
A = 8.37–8.72   B = 7.47–7.82   C = 6.57–6.92   D = 5.67–6.02
A- = 8.10–8.36   B- = 7.20–7.46   C- = 6.30–6.56   D- = 5.40–5.66

Adoption of Key Functionality

Percentage of interviewed customers using functionality (n=2)

Automated patient financial assistance program matching	100%
Epic, Cerner, and MEDITECH EMR integration (via SFTP and HL7)	100%
Claims/orders automation	100%
Patient enrollment via texting	100%
Projected reimbursement for matched program cases	100%

0%   100%
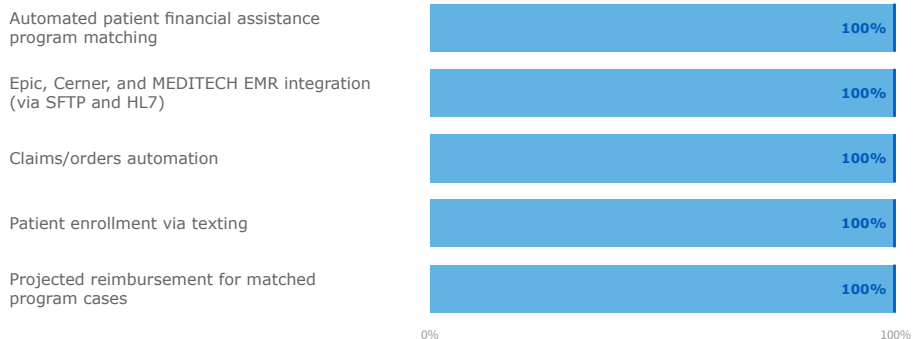
Strengths

❝

AI frees up clients' resources

"We formerly had an internal, manual process to locate foundation money to help supplement high-cost drugs. We replaced that manual process with Atlas, and we utilize their AI solution to help us do a better job of locating cases to work on, prioritizing those cases, and in most of the workflows, automating the work to apply for the foundations." —VP

Clients involved in customization

"Atlas Health involves their clients and really understands their workflow. They don't try to force us into cookie-cutter options. They really try to hear us and understand what our challenges are, and they try to find ways to make their tool work for us and get the results we want. Atlas Health is very clear about the challenges they or we are having." —VP

Change management during implementation

"The technology piece did not take long to deploy. We had to refine some things a little, but in general, the hard part was just talking some folks who are very change resistant and used to doing things very manually into using AI to do their jobs. Atlas Health really helped guide us through the operational part of changing how people work. They provided an account manager to help me monitor what we were doing, help us figure out what we needed to do, and get good collaboration on what needed to change to really make sure that we got the full value of the tool. That really played a good part in the success." —VP

Opportunities

❝

Sufficient resources to scale

"The vendor has to be careful to resource their ramping up. They haven't had a problem that I know of; they have certainly serviced us. But they need to stay focused on how they are going to grow and continue to work on their implementation skills. I expect that from now until this time next year, there will be another night-and-day improvement in the implementation. Atlas Health is growing, so they still have some underlying talent building to do. But the people they have sent us have all been great. I have recommended the vendor to several of my peers." —CFO

Unclear data set

"There were probably some early missteps on what we needed to do to use the tool the way we wanted. We didn't have as clear of a data set, but I think that was mostly because I was willing to be more of a frontrunner. Atlas Health has probably gotten better at deployment since then. I have no complaints. Atlas Health did a great job, and the organization is still benefiting significantly from deploying the tool." —VP

KLAS' **Points to Ponder**

The Positives: Atlas Health provides health equity solutions that enable provider organizations to better serve their low-income and uninsured patient populations by matching patients with financial aid and medication assistance programs. Atlas Navigator uses AI algorithms to identify patient enrollment probabilities, out-of-pocket medication costs, and payments for future services. Atlas Auth provides prior authorizations, patient enrollment, and collection services for cancer and medication infusion services. These services allow provider organizations to protect their margins and extend care access to their patients.

Organizations should consider the following:

Mike Davis
HCIT market research and analysis expert with 40+ years of experience

The Solution's Long-Term Viability in Healthcare

Atlas Health is well positioned to assist provider organizations in extending care access to patients, which can improve an organization's market reputation and cash flows. The solution uses AI and integrates with existing financial and clinical systems to support quick implementation. This solution is well positioned to support the current healthcare market, which abandons a large percentage of citizens (i.e., those who do not have access to insurance via their workplace). Movement to a single-payer model in the US would impact this business model.

Impacts and Tradeoffs of the Underlying Technology

Atlas Health's solution architecture is well designed to support business and solution growth. The security environment is SOC 2 compliant, and data is encrypted at rest and

in transit. HITRUST certification is a company initiative for 2022. Early client feedback describes well-designed integration services with financial and clinical systems, and Atlas Health is developing FHIR APIs. Patient enrollment services are supported with texting to boost patient access via smartphones. The AI models are based on claims data and updated daily based on algorithm outcomes.

501(c)(3) Considerations

Most healthcare organizations are focused on patients who have healthcare insurance. However, provider organizations that have a 501(c)(3) tax certification must demonstrate that they provide benefits to a class of people broad enough to benefit the community. Programs that automatically match charitable cases to financial and medication aid can advance healthcare organizations' service and reputation in the community while protecting their 501(c)(3) status.

AI Accuracy

As the Atlas Health solution matures, the accuracy of the AI algorithms should also improve. The increase of financial/clinical data from current and future customers will enable the AI model to evolve and improve predictions for enrollment acceptance, future financial costs, and out-of-pocket medication costs. Atlas Health provides access to the model via their clients, enabling charitable service executives to increase their trust in and adoption of the AI algorithms. Atlas Health clients should continually monitor the accuracy metrics of the AI engine.

Atlas Health: Company Profile at a Glance

Founder
Ethan Davidoff

Year founded
2017

Headquarters
Seattle, WA

Number of clients
8 live, 18 under contract
(not yet implemented)

Number of employees
20–30

Estimated revenue
$8–$10M in 2021 annual
contract value bookings

Funding
Raised $3M in seed funding
(planning another round)

Revenue model
Primarily a shared savings model where Atlas Health provides the technology platform, process, and patient advocates to deliver the authorization, enrollment, and reimbursement services. The vendor is fully at-risk and is paid a percentage of monthly reimbursement dollars delivered to the hospital. Occasionally, Atlas Health provides the technology themselves and charges a licensing fee.

Healthcare Executive Interview

Ethan Davidoff
Founder & CEO

What is your background?
I am a serial entrepreneur and software developer. I believe in the power of technology to improve people's lives and progress society forward. Prior to Atlas Health, I was a founding team member of RiskIQ, the market leader in attack surface management (RiskIQ was acquired by Microsoft in July 2021). Prior to RiskIQ, I owned and operated a software development firm that built smartphone applications for consumer brands like Pizza Hut.

Why was Atlas Health started?
We wanted to do something to help patients. After seeing friends post GoFundMe campaigns to cover their medical expenses, we felt there must be a better way for patients to afford care. We found thousands of programs to help those with cancer, chronic conditions, and rare diseases. But due to data silos and a lack of technology-driven processes, patients slip through the cracks. As a result, hospitals aren't reimbursed for delivering high-cost therapy and risk not having the resources needed to serve their communities. Our mission is to enroll patients in the best programs available and keep hospitals open.

What is Atlas Health's biggest differentiator?
We are the only solution in the market that handles prior authorization, matching, enrollment, and collections for all high-cost drugs in a single platform. We leverage more programs than any other solution. We are deeply integrated with all major EMRs and PA systems, so our implementation requires minimal IT lift. We leverage AI to accurately predict the out-of-pocket estimate for every payer/drug combination, program enrollment probability, and the exact dollar value the program will pay for each future date of service. Finally, we streamline patient enrollment via SMS (texting), thus reducing administrative burden while improving the patient experience.

Target clients
Multi-hospital health systems with cancer centers and outpatient drug infusion therapy services (may be part of a cancer care service line or service line for other conditions/diseases).

Solution Technical Specifications (provided by Atlas Health)

Cloud environment
Google

Development platform
Python

Database environment
SQL

Mobile application environment
Mobile web service

Security platform
ISO 2700, NIST, third-party security assurance platform. Achieved SOC 2 audit completion.

Confidentiality
Security program applied to employees and any entities associated with Atlas Health. Program includes personnel screenings, training, access controls, and two-factor authentication.

Data encryption
When stored at rest, utilizes AES-256. When in transit, utilizes stringent encryption. Clients allowed to bring their own encryption solution.

Integration approach
Currently SFTP and HL7, but FHIR and EMR apps are in development.

HITRUST certification
No, but this is a 2022 initiative.

REPORT INFORMATION

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Our Mission
Improving the world's healthcare through collaboration, insights, and transparency.

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