

# BABEL HEALTH MAKES IT EASIER TO MANAGE RISK ADJUSTMENT SUBMISSIONS



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## WHEN YOU TALK WITH ROBERT DUNN, CEO OF BABEL HEALTH, PITTSBURGH'S CLOUD-BASED DATA-MANAGEMENT AND SAAS APPLICATION COMPANY,

you're struck by his unabashed enthusiasm for what he's doing. And rightly so. Babel Health stands to make it easier for health plans to manage and support data submissions to CMS, the federal agency that administers Medicare and Medicaid.

Babel Health stands at the proverbial right time and place. That's because the healthcare insurance industry is undergoing disruption and change. In particular, CMS is transitioning from its Risk Adjustment Process System (RAPS) to its Encounter Data Processing System (EDPS). The difficulty for the health insurance industry lies in keeping up with changes this development places on the effective management of risk adjustment submissions.

What's more, formats continue to change, existing tools aren't user-friendly and poor data leads to lower scores with CMS. Fact is, it costs too much and involves too much work for plans to meet all the extract and submission requirements amid these continuing changes.

To help customers, Babel Health supports a wide range of SaaS cloud-based services—from a full BPO model to complete plan independence, without relying on limited IT resources. Plus, the company's team has deep expertise in healthcare data management, data transformation and compliance and submission solutions.

After an intensive search, Babel Health decided to hire Dunn with great trust in his more than 30 years' experience in healthcare and consulting. Before he came to Babel Health, he had excelled at a number of top-line positions. Dunn had served as Chief Operating Officer of DST Healthcare. Before this, he held the position of President and Chief Executive Officer of Dynamic Healthcare Systems. Earlier, he served as Executive VP and Chief Development Officer at TMG Health.

Dunn comes to his position as CEO of Babel Health at just the right time of the company's emergence. Babel Health has several customers and a robust pipeline of prospects.



"Our vision," says Dunn, "is to sell cost-effective SaaS software to payers that can be leveraged and managed across all government-sponsored programs to provide utility and integration of data and processes." As Dunn emphasizes, Babel Health will help health plans to bridge the gap to new data-management technology affordably and compliantly.

Babel's Health's core technology platform is based on a user-friendly Extract, Transform and Load (ETL) tool. This tool is designed specifically for the navigation, transport and processing of healthcare data. The platform is multi-purpose and multi-use. The first product is an integrated suite of applications for EDPS, RAPS, EDGE, and Medicaid Encounter submissions.

Babel's risk-adjustment tool provides higher-quality data and enriched analytics for users, and accelerates submissions and reporting. This tool further empowers users to maintain the highest level of transparency and control over the submissions process.

Dunn was approached by Babel Health to head the company while it was still headquartered in Arlington, VA. He liked the offer, but with the cooperation of founders Oron Strauss and Mark Tobias, they agreed to move the company HQ to Pittsburgh, his home town. Babel Health's board and investors agreed, and Dunn and the company moved to the 'Burgh. Soon after, Babel completed an oversubscribed Bridge round of funding for \$1.5 million.

Among other things, Babel Health is using this capital to hire additional Pittsburgh-based talent to move the company ahead. Its objective is to provide something not yet available for health plans—a highly innovative platform designed first and foremost with the customer's experience in mind from a usability and cost perspective.

Babel Health is just getting started. The company continues to expand its innovative suite of risk-adjustment and other healthcare software products while establishing its roots firmly in Pittsburgh.

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