

For Immediate Release

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Dey Presents At Academy Health Annual Research Meeting

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Lake Buena Vista, FL -- June 25, 2012 – Nobi Group Chief Scientist Kieron Dey was invited to participate as a panelist in the Academy Health 2012 Annual Research Meeting at the Disney World Swan and Dolphin Resort. The session: “A New Tool for Evaluating System Change” was chaired by Dr. Randall Brown of Mathematica Policy Research, Inc.

The session focused on utilizing statistical design to improve patient care in Care Management/ Disease Management (CM/DM) programs. Dey, who pioneered statistical design in CM/DM, was able to offer vast experience in the field to conference attendees.

The dialogue during the session examined how population health and hospital admissions could be improved primarily discussing how testing 20+ incremental changes to the clinical model simultaneously, accomplishes this universal goal. Dey discussed experience using orthogonal designs in multiple health systems as a catalyst for achieving optimal system-wide changes.

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About Nobi Group:

Nobi Group is a privately held firm based in Oak Ridge, TN—a nexus for scientific development around the world. The experts in applying designed experiments to any industry, Nobi provides clients with a structured way to innovate by design, unleash creativity, and quantify the effects of different management tactics. Client competitive advantage is delivered suddenly and sustained. Nobi's introduction of cross-channel optimization in November of 2011 solves an entire class of problem faced by most industries—optimizing across multiple platforms, channels, markets, or divisions.

