

When Data Meets Behavior Change: How Ursa Health and Altitude Team Up to Accelerate Value-Based Care Success

Overview

In value-based care, success depends on starting with the correct data and then continuously transforming that data into better decisions, stronger clinical judgment, and measurable improvement at the point of care. Ursa Health and Altitude have come together to close this critical gap, creating a seamless ecosystem where high-fidelity analytics meet precision activation and clinician learning.

Ursa provides the **data foundation**, harmonizing claims, EHR, pharmacy, and operational data into a unified, transparent model. This foundation ensures that every data element is trustworthy, auditable, and ready for activation. Altitude builds on that foundation by translating insights into targeted, within-workflow actions that not only drive better outcomes but also develop clinicians over time.

Through its **Altitude Organizational Profile (AOP)** and **Clinician Success Profiles**, Altitude identifies each provider's strengths, opportunities, and key performance levers. Every patient encounter becomes a structured learning moment, powered by one to three personalized, evidence-based **Most Valuable Actions (MVAs)** aligned with the clinician's strengths and the patient's needs. Over time, these repeated, context-specific interventions build clinical consistency, confidence, and mastery.

Together, Ursa and Altitude enable a full cycle of performance transformation: from **data to insight, insight to action, and action to growth**. The result is a self-sustaining engine of clinical excellence where clinicians evolve alongside their data and organizations achieve lasting gains in quality, utilization, and financial performance.

The Challenge: Bridging Population Strategy and Point-of-Care Action

Even the most sophisticated healthcare organizations face the same persistent problem: they're rich in data, but poor in activation.

Healthcare organizations have access to unprecedented levels of data and processing power, making them well-positioned to implement strategically essential initiatives that require data-driven action. However, for many organizations, leveraging their data to deliver business value requires substantial investments in time, personnel, and tools that are challenging to maintain and scale.

At the same time, health systems struggle with variations in provider performance, under-managed patient panels, and inconsistent achievement of quality measures — issues that directly affect revenue and patient outcomes in value-based care contracts.

As **Dr. Robin Clarke**, CEO and Co-Founder of Ursa Health, explains:

"Our clients have always known that data is only as valuable as the action it enables. Ursa can deliver a crystal-clear view of performance. But to translate that insight into better care at scale, providers need help changing behavior — and that's where Altitude comes in."

The Partnership: Where Data Meets Behavior Change

With this new model, **Ursa Health + Altitude** combine forces to bridge the complete performance improvement cycle, from analytics to execution.

Ursa Health: The Foundation

Ursa's healthcare analytics platform, **Ursa Studio**, unifies claims, clinical, and operational data into a single source of truth. It provides:

- Transparent, auditable logic
- Rapid integration of multi-source data
- Ready-to-use performance dashboards
- Flexibility to support payor- and contract-specific metrics

Altitude: The Activation

Altitude's Organization Profile leverages Ursa's unified data to surface the **"Most Valuable Actions"** (MVAs) for every provider. These clear, contextual recommendations fit directly into clinical workflows and:

- Identify under-managed and under-engaged patients
- Prioritize high-impact actions (e.g., closing gaps in care, increasing medication adherence, or more effectively managing chronic conditions)
- Deliver real-time recommendations through EHR overlays
- Pair high-priority providers with Altitude's coaching network to sustain performance

Together, this powerful combination of Ursa and Altitude transforms raw analytics into actionable change at the point of care.

Implementation in Action: Accelerating Performance at Scale

The Ursa + Altitude model launches quickly and with minimal operational lift:

- **No new infrastructure:** Ursa's modular data model integrates within your existing tech stack
- **Immediate readiness:** Altitude's Organization Profile goes live using Ursa's pre-structured analytics outputs
- **Continuous improvement:** The joint system updates dynamically as care gaps close, tracking financial and quality impacts (MLR, PMPM, STARS, etc.) in real time

As **Dr. Prabhjot Singh**, CEO and Co-Founder of Altitude, puts it: *"By pairing Ursa's population health insights with Altitude's ability to elevate clinician performance, we connect system-wide strategy to the point of care. Together, we enable organizations to not only see where improvement is needed, but to build the clinical capabilities that sustain it over time."*

Results and Impact

Organizations leveraging the Ursa + Altitude partnership benefit from:

- **Faster time to action:** Go-live within weeks, not months
- **Targeted provider engagement:** Clinician-specific actions integrated directly into workflows
- **Sustained improvement:** Continuous monitoring of intervention impact on utilization, costs, and quality
- **Data-to-action multiplier:** Combined ROI far greater than analytics or workflow tools alone

With Ursa powering visibility and Altitude enabling continuous clinician growth, organizations close the loop from knowing what needs to change to making that change happen.

Conclusion: Unifying Data and Development for Lasting Change

Analytics on their own don't create change, and action untethered from insight isn't sustainable. By uniting Ursa Health's data and analytics foundation with Altitude's provider engagement engine, health systems finally have a fully connected solution to drive continuous improvement.

As Dr. Clarke summarizes: *"Combining Ursa's data foundation with Altitude's focus on clinical development moves organizations from static insight to dynamic improvement. It's a model for redefining performance in value-based care."*

And in Dr. Singh's words: *"This partnership connects the broad view of population health with the daily reality of clinical care — creating a system that learns, adapts, and performs better every day."*

Ursa Health is a data analytics software and professional services company that is reinventing how organizations use data to practice, make decisions, and innovate in healthcare.

To learn more, reach out to us at info@ursahealth.com.

Altitude is a healthcare technology company focused on advancing clinical performance by embedding continuous learning directly into the clinician workflow. Purpose-built to support clinician growth over time, Altitude acts like a trusted colleague, learning from every patient encounter and adapting to a clinician's evolving skills across chronic conditions and broader areas of practice. For care delivery organizations and clinical training programs, Altitude provides a scalable platform to support workforce development, align clinical practice with organizational goals, and ensure clinicians and graduates are prepared to deliver high-quality care. By bridging the gap between training, real-world practice, and performance improvement, Altitude is building the system that helps clinicians, teams, and organizations grow together.

