

WebMD Ignite Predictive Model Suite 2025

Retired risk models with recommended replacements

Retirement date: July 8, 2025

NOTE: If a retired model is being used in an active Ignite Growth Platform campaign (i.e., communications are still in market and reporting is ongoing), action may be required as follows:

- **RETAINED** model: the recommended model is an **existing** model and can be selected in the platform to replace the retired model anytime
- **NEW** model: the recommended model is brand new and can replace the retired model **AFTER** the release is complete

Model Description	Model	Status	Recommended replacement (New or Retained/existing)	Model
Replacement models = NONE, ADJUST CRITERIA, OR REACH OUT TO YOUR ACCOUNT MANAGER FOR HELP				
Obstetrics: Abortion/Miscarriage	09_03	Retired	No replacement. Adjust criteria/create new audience.	n/a
Cold and Flu	C_12	Retired	No replacement. Adjust criteria/create new audience.	n/a
Replacement models = EXISTING/RETAINED				
Gastroesophageal Reflux Disease (GERD)	7K	Retired	RETAINED: Digestive Health: Gastroesophageal Reflux Disease (GERD)	C_24
ER non-compliance	21A	Retired	RETAINED: Encounter Type: (all) Emergency	E
Orthopedics: Knee Replacement	C_31	Retired	RETAINED: Knee Replacement/Arthroplasty	10C
Sleep Center	19A	Retired	RETAINED: Neurosciences: Sleep	08_01

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2025 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.

Model Description	Model	Status	Recommended replacement (New or Retained/existing)	Model
Prostate Cancer	9B	Retired	RETAINED: Prostate Cancer (previously had 2 models)	C_39
Vascular: General Vascular Inpatient	22_01_I	Retired	RETAINED: Vascular	22
Vascular: General Vascular Outpatient	22_01_O	Retired	RETAINED: Vascular	22
Replacement models = NEW				
Gynecology: Breast Cancer Screening Outpatient	10_04_O	Retired	NEW: Gynecology: Breast Cancer Screening	10_04
Gynecology: Cervical Cancer Screening Outpatient	10_05_O	Retired	NEW: Gynecology: Cervical Cancer Screening	10_05
Neurosciences: Neurosurgery Inpatient	08_07_I	Retired	NEW: Neurosciences: Neurosurgery	08_07
Neurosciences: Outpatient Headache Emergency	08_03_E	Retired	NEW: Neurosciences: Outpatient Headache	08_03
Neurosciences: Outpatient Headache Outpatient	08_03_O	Retired	NEW: Neurosciences: Outpatient Headache	08_03
Obstetrics: Delivery Inpatient	09_02_I	Retired	NEW: Obstetrics: Delivery	09_02
Obstetrics: Antepartum	09_01	Retired	NEW: Obstetrics: Maternity Care	09_05
Rehabilitation: Rehabilitation Outpatient	20_01_O	Retired	NEW: Rehabilitation	20
Readmission models = 2 MODELS REQUIRED, SOME NEW AND SOME EXISTING/RETAINED				
Readmission: Acute Myocardial Infarction*	R_01	Retired	RETAINED: Readmission AND RETAINED: Myocardial Infarction with PTCA/CABG RETAINED: Myocardial Infarction without PTCA/CABG	R —AND— 3A 3B (see *Readmission)
Readmission: Coronary Artery Bypass Graft*	R_02	Retired	RETAINED: Readmission AND RETAINED: Myocardial Infarction with PTCA/CABG	R —AND— 3A (see *Readmission)

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2025 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.

Model Description	Model	Status	Recommended replacement (New or Retained/existing)	Model
Readmission: Chronic Obstructive Pulmonary Disease*	R_03	Retired	RETAINED:Readmission AND RETAINED: Pulmonology: COPD Inpatient	R —AND— 16_02_I (see *Readmission)
Readmission: Heart Failure*	R_04	Retired	RETAINED:Readmission AND RETAINED: Congestive Heart Failure	R —AND— 4B (see *Readmission)
Readmission: Percutaneous Coronary Intervention*	R_05	Retired	RETAINED:Readmission AND NEW: Cardiology: Coronary Interventional Procedures Inpatient	R —AND— 01_06_I (see *Readmission)
Readmission: Pneumonia*	R_06	Retired	RETAINED:Readmission AND RETAINED: Pulmonology: Pneumonia Inpatient	R —AND— 16_03_I (see *Readmission)

*Readmission

If using and replacing any of the retired **readmission** models, we recommend the following depending on what option best supports the campaign objective:

- Select the general “**Readmission**” model (R) **AND a second model selection** – for example, the specific inpatient model you’d like to refine for readmission.
 - Selecting both (or more) models in a single card means contacts will qualify based on having ANY of the models in the selected range where we want ALL of the models to fall in the selected range.
 - Example** below (Readmission AND Cardiology: Electrophysiology Inpatient):

- If the intent for using the readmission model is for more general service line coverage, it is recommended that the **NON-readmission version** of the model is used.
 - Example: replace “Readmission: Heart Failure” (R_04) with Congestive Heart Failure (4B)

