

## CASE STUDY

# How a large national health plan designed and launched high-performance networks in 12 new markets 8X faster



## Overview

A national health plan identified Medicare Advantage (MA) as a key growth platform for their business. They were looking for ways to launch high-performing provider networks more efficiently and needed to quickly assess provider performance in 12 new markets. With limited data on new markets, disparate data split between spreadsheets, clunky CMS data sets, and various analytical tools, they knew it would be cumbersome to design new networks on their own. Using Clarify Networks, a cloud-based software that optimizes network design for market success, this organization was ready to enter all 12 new markets in just 3 months.

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*Clarify provided comprehensive provider insights in one, integrated, platform for us to compare our plans to our competitors and see what network changes we needed to be competitive and ensure high-quality member care.*

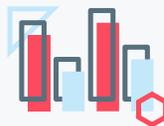
Senior Director, Network Analytics, National MA Plan

## Highlights



### High-performing from the start

Successfully entering new markets requires time, money, and resources. Instead of waiting years to gather enough data on their new networks to understand performance, the team designed high-performance networks from day one.



### Saved analysts >1K hours

With on demand insight into provider performance and the ability to optimize network designs in software, the analyst team saved >1K hours.



### Launched 21 months faster

With the Clarify platform, the team entered 12 new markets in 3 months instead of the usual 24 months. They leveraged advanced case mix-adjusted details to precisely understand provider performance and rapidly design high-performing networks in new markets.

## Challenge

### Designing MA networks for new markets

In recent years, this national organization launched significant expansion efforts and began to focus on MA as a key growth platform. In addition to growth, the goal was to create a presence in areas where they could be competitive and differentiate their network on member experience, quality, and efficiency.

Traditionally, when launching a new network in a new market, the business would have to wait 24 months after the initial launch to gain enough data to analyze the network's performance. The team needed a way to accelerate time to market, increase its membership, and offer high-quality plans simultaneously. In order to quickly develop high performing networks, they needed an analytics partner to provide insights into the performance of the providers in their new markets.

## Solution

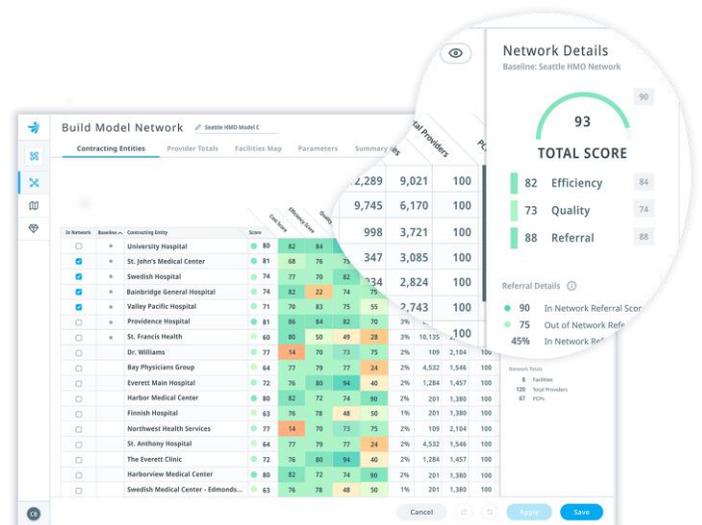
### Optimizing network design

The health plan understood that to get an accurate view of the markets they planned on expanding into, they would have to partner with a CMS Qualified Entity. They also knew that they would need an analytics platform that had precise case-mix adjusted benchmarks, centralized insights, and the ability to compare competitor network decisions side-by-side.

After an evaluation of multiple vendors, the plan selected the cloud-based software, Clarify Networks, to design and optimize their new MA networks. Through their partnership with Clarify, the health plan answered three critical questions needed to launch:

- How do we build geography-specific high performing networks at scale?
- How do we select the best providers?
- How do we optimize for member experience, quality, and efficiency?

### Network design software



## Results

### Accelerating time to launch

The health plan designed and launched high-performing MA networks in 12 new markets in just 3 months, compared to their prior 24-month timeframe. Leveraging a cloud software that instantly generated insights provided immediate time to value. With greater efficiency they saved their analyst teams over 1,000 hours compared to their traditional methods of working with disparate data in multiple formats. In addition, they were able to refine their networks to ensure they would be competitive and higher quality.

With big data efficiencies and precision insights at the fingertips of their network teams, this health plan is now precisely case-mix adjusting provider performance, rapidly designing model networks, and instantly evaluating the impact of design decisions on real-world performance.

### About Clarify Health

Clarify Health is the leading cloud technology company delivering real-world insights to healthcare and life sciences organizations. Its patented AI insights platform powers highly automated business applications that enable its customers to drive growth, optimize networks, improve care delivery, manage population health, maximize value-based care performance, and commercialize pharmaceutical and biotechnology products. Its intuitive cloud software enables on-demand interrogation of over 300 million longitudinal patient journeys, so users can precisely pinpoint opportunities to improve health and outcomes.