Leveraging rate intelligence to drive impact in 2022

Guide for health plan strategy & network leaders

Clarify

Accelerate business growth with on-demand rate intelligence

2021 ushered in a new era for US healthcare price transparency, with new rules and regulations requiring price and rate reporting for both health plans and providers. As a result, rate intelligence has become a must-have component for health plans' network management and provider contract negotiations teams. With the influx of data on pricing, strategy teams now require keen analysis and insights on rates to maintain market competitiveness, ensure advantageous provider negotiations, and affirm value.

The **Hospital Price Transparency rule** requires hospitals to provide standard pricing information online, including negotiated rates with third-party payers. The **Transparency in Coverage Rule** requires health plans to disclose covered items and services costs — requiring self-insured group health plans to offer a cost-sharing information self-service tool and provide enrollees with estimates of out-of-pocket expenses.

As plans respond to the shifting market, rate intelligence solutions can deliver access to actionable insights that help maintain a competitive advantage without the need to waste internal resources to aggregate, clean, and develop data models. When applied to key business areas, rate intelligence can transform how networks are designed, provider contracts are negotiated, and value is assessed.

This guide identifies three strategic areas to optimize with on-demand rate intelligence for successful growth and operations in 2022.

Top priority areas for strategy & network management teams to leverage rate intelligence in 2022

**1.
Network
Design**

**2.
Provider
Negotiations**

**3.
Value
Affirmation**

1

Leverage rate intelligence to design better networks

As rate transparency data increases for providers and health plans, it is increasingly imperative that health plans leverage rate data to optimize their network designs. For strategic alignment, provider rates must be assessed alongside provider performance. Utilizing network design software that includes cloud-based rate intelligence alongside provider performance insights allows for a comprehensive value assessment of providers that enables efficient and high-value network designs.

RATE INTELLIGENCE OPTIMIZES NETWORK DESIGN

- Reduces member premiums without negatively impacting patient outcomes by identifying high-quality and cost-effective providers.

- Evaluates provider value by assessing rates alongside provider performance metrics on quality and efficiency.

- Improve competitive positioning when designing networks in new markets.

Clarify Health offers the only solution with both rate intelligence and provider performance insights to help you design high-value networks.

Our cloud-based solutions, Clarify Rates and Clarify Networks, deliver real-time on-demand analysis to support provider contracting and network design.

Clarify Rates works alongside Clarify Networks to design high-performing networks by leveraging the industry's most precise case-mix adjusted provider performance benchmarks and competitor rate intelligence.
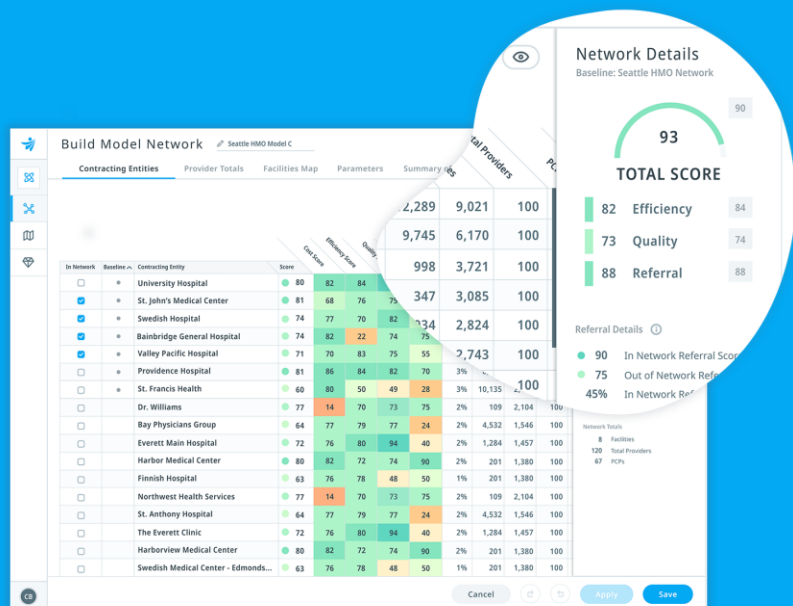
2

Strengthen provider negotiations with rate intelligence

For health plans, the ability to quickly assess the competitive market rate dynamics across providers and competitor health plans is critical for successful negotiations. Unfortunately, information asymmetry threatens the negotiation process. Healthcare providers have inside knowledge of the varying rates they charge to different payers. Whereas, health plans often have limited visibility, and intel is often not granular enough to offer a comprehensive, precise pricing overview of the market landscape. Greater access to rate intelligence equips your team with the confidence needed to negotiate advantageous rates.

### STRENGTHEN YOUR POSITION IN NEGOTIATIONS WITH COMPETITIVE INTELLIGENCE

- **Solidify market competitiveness** with real-time hospital rate intelligence and compare your inpatient, outpatient rates to the market, leveraging Clarify Rates to augment your negotiation positions

- **Identify the most competitive rates** to negotiate network inclusions and exclusions and push prices toward the median.

- **Easily build and populate** contract modeling tools with providers, payer plan, and DRG and CPT code levels.

3

Demonstrate your value to attract and retain clients

When it comes to group health plans, large companies constantly seek ways to add value. And as the availability of pricing information expands, group health plans and consumers are expected to scrutinize fees and rates —seeking strategies to mitigate rising costs and navigate members toward high-performing providers.

Payers can use Clarify Rates intelligence to reaffirm their value to clients, consultants, and brokers alike.
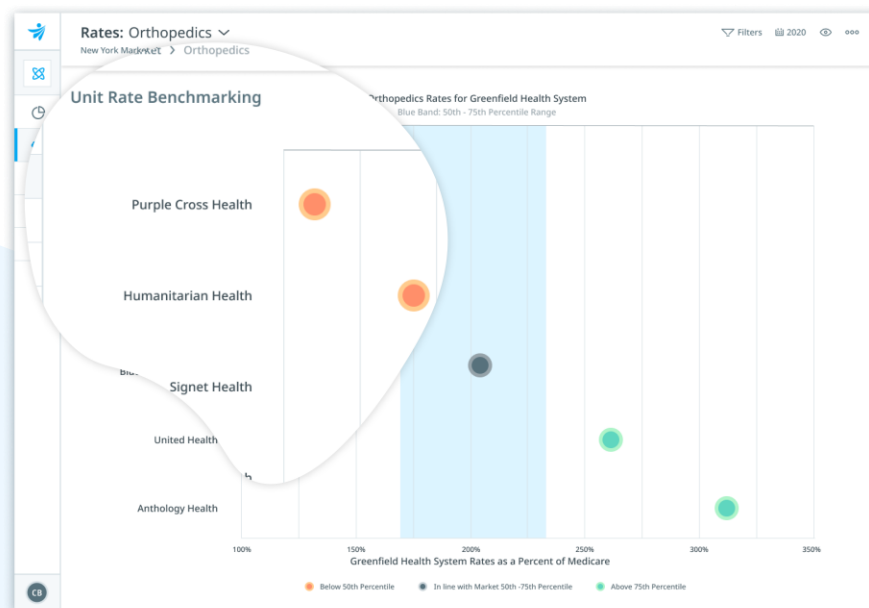
RATES FOR BUSINESS SOLUTIONS:
Get answers *with Clarify Rates*

1. *Assessing network value?* Assess on-demand insights on provider quality, efficiency metrics, referral patterns, and cost of services to understand networks' true costs and value.

2. *Demonstrating value to employer groups?* Analyze and access user-friendly dashboards on rates and performance to demonstrate value with on-demand precision.

The value of rate intelligence

Improve member acquisition and retention

- Lower premiums for fully insured through lower claims costs
- Lower claims cost to get more competitive rates for administrative services only (ASO) business

Strengthen alignment with provider partners

- Deliver preferred tiering to ensure high-value providers are included in network
- Lower claims costs by increasing provider alignment

Reduce administrative burden during negotiations

- Improve your negotiation positioning by leveraging rates intel
- Accelerate the negotiation cycle with precision insights that boost the speed and effectiveness of provider/payer network negotiations

About Clarify Health

Clarify Health is an enterprise analytics company that empowers payers, providers, and life sciences companies to deliver better care, therapies, and outcomes with actionable patient journey insights. Clarify's cloud-based business applications are built on the Clarify Atlas Platform, which maps 300M+ patient journeys to deliver 18B+ AI-powered predictions and surface insights with speed and precision. Clarify's platform and products illuminate actionable opportunities to drive growth, optimize networks, improve care delivery, manage population health, maximize value-based care performance, and commercialize pharmaceutical and biotechnology products. With Clarify, healthcare organizations can leapfrog from point-solution and manual analytics to self-service, rapid generation of enterprise insights that light the path to better care and outcomes.

To learn more, contact us at **info@clarifyhealth.com**