

■ CASE STUDY

Large health system increases in-network PCP referrals with 10x efficiency

Overview

A large not-for-profit health system needed to reduce outmigration within their primary care physician (PCP) service line and gather precise insights into provider referral patterns. The system decided to implement Clarify's analytics to assess referral patterns throughout their entire market across the continuum of care. With the ability to identify the best opportunities to reduce outmigration among key specialties, they were able to grow in-network referral rates throughout the first calendar year after adoption and do so 10x more efficiently.

[Clarify's software] is the best directional tool we have to understand our keepage. It has become critical to our workflow and allows us to quickly pinpoint opportunities to reduce outmigration.

CHIEF STRATEGY AND
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Highlights

INCREASED PHYSICIAN ALIGNMENT



The business development team was able to have detailed, data-driven conversations with physicians that led to behavior change

1K INCREASE IN REFERRALS



Despite a nationwide decrease in referrals, the system was able to grow in-network referrals by 1K that year, driving millions in incremental referral-related revenue

10X GREATER EFFICIENCY



On-demand data and analytics helped save the PCP service line team time by eliminating manual reporting and instantly identifying opportunities to address outmigration

■ CHALLENGE

Lack of insight into physician referral patterns

The team needed a better way to analyze PCP referral patterns to ensure the most effective strategy for increasing in-network volume. They had previously been relying on third-party data to review patient flow and only had limited insights at the inpatient level. Still, more visibility was needed on outpatient and downstream referral activity to better grasp how their penetration with networks varied across different parts of the care continuum. They also sought on-demand insights to facilitate productivity and efficiency for their analyst teams so they could spend less time aggregating and cleaning data, and more time identifying actionable solutions.

■ SOLUTION

On-demand referral pattern insights across their market

The health system deployed Clarify's referrals insights, which gave clear direction on the factors driving referral volume throughout their system. These insights leverage government and commercial claims, clinical and SBDOH data, covering 300M+ unique patient lives. Access to market share data for PCP and specialty care providers provided the insights needed to drill into specific key service lines and ensure the success of their growth initiatives. The PCP service line team had full transparency into patient flow, identified which PCPs to acquire or keep in-network, and prioritized engagement with PCPs based on referral behaviors.

■ RESULTS

Increased in-network referral volume

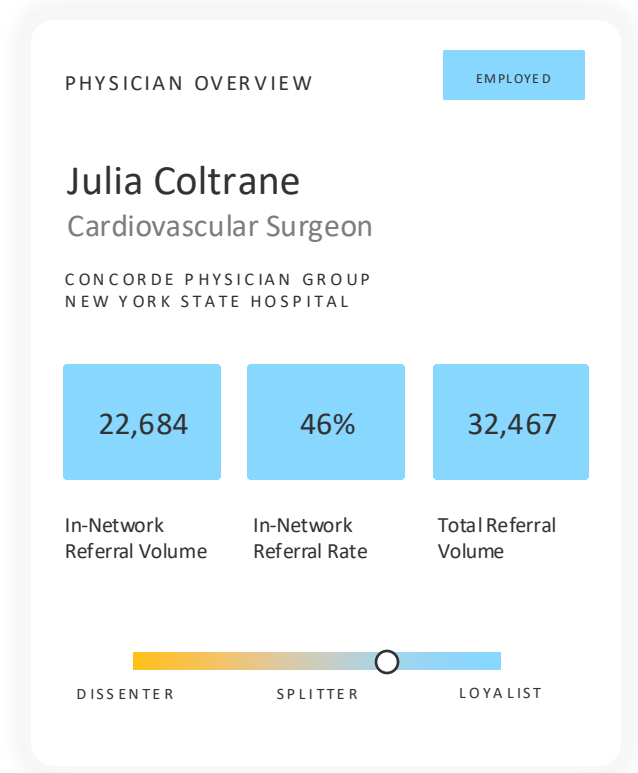
With instant insight into each physician's loyalty status (e.g., loyalist, splitter, dissenter) and geographic location, they were able to determine which physicians to prioritize for acquisition and engagement.

Improved physician alignment

Armed with additional CPT and DRG code-level insights, the business development team approached physicians with granular details about their utilization behavior. As conversations became more collaborative and actionable, the strategy team has continued to deploy Clarify's insights as a standard input into physician alignment efforts.

Reduced reporting burden

The network utilization trend dashboard has become a staple for the team's quarterly reporting, enabling the them to instantly populate utilization rates against network goals and evaluate the efficiency of their physician outreach strategies. This has saved their analyst teams hundreds of hours of work each quarter.



About Clarify Health

Clarify unlocks the hidden value in healthcare data. Trusted by providers, payers, tech and services, and life sciences companies, Clarify uses the power of data and AI-powered predictive analytics to make complex decisions easier. The Clarify Atlas Platform® is the foundation, leveraging the industry's largest and most robust dataset to map more than 300 million lives and 20 billion data points to surface actionable insights with unparalleled speed and precision.