Clarify

■ CASE STUDY

Blues plan utilizes care delivery insights to address $285M in unwarranted clinical variation

Overview

One regional health plan has built partnerships across their state, spanning from large integrated health systems to individual physician practices. Their programs cover 1.6M members and aim to generate shared savings while also providing the best quality of care possible. However, to enable their providers to improve care delivery and succeed in value-based programs, the plan needed to ensure that their clinicians had insights into how they were performing. To fill this gap and eliminate the "black box" traditionally associated with performance insights, the plan began using Clarify's analytics to share intelligence directly with their providers so they could prioritize opportunities to improve care delivery.

> *"With Clarify, we're not only being transparent with our provider partners and helping them to see the big picture of how they're performing, but we can pinpoint specific intervention opportunities regardless of where the care encounter happened. I think that's exciting."*

SENIOR DIRECTOR
VALUE-BASED INNOVATION &
STRATEGIC PARTNERSHIPS

Highlights

$285M IDENTIFIED

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The plan used Clarify analytics to influence the addressable spend that was identified, leveraging insights into the biggest opportunities for improvement.

100% OF LOBS EVALUATED

The plan was able to access insights across every line of business (LOB), including Medicare, Medicaid, and Commercial, and drill in by segment and product.

20X ROI IN 2 YEARS

With shared savings arrangements, they would realize 20x ROI within 2 years by capturing a small percentage of the savings they identified.

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■ CHALLENGE

Improving data sharing, depth of information, and trust with providers

Before partnering with Clarify, the plan described the process of information sharing with providers in value-based contracts as lacking the actionable detail needed to succeed. Information sharing was a manual process with physical reports going out to providers on a monthly and quarterly basis. Although the plan introduced automation and significantly increased the amount of data being distributed, they were still unable to give providers the depth of information and granular details necessary to enable action. In addition, they also wanted to address common feedback from providers who felt that their patient mix was uniquely different from those of other providers and thus had concerns about how they were assessed.

■ SOLUTION

Precise insights into the clinical performance of providers in value-based programs

To scale high quality and more impactful care, the plan began by meeting directly with providers in person, offering case-mix adjusted insights to build trust. Using Clarify's analytics to identify unwarranted clinical variation across the continuum of care, the plan was able to leverage the industry's most granular provider performance benchmarks and provide their partners with access to shared intelligence. The software exposes the discrete clinical behaviors that can be addressed, providing actionable guidance for specific intervention opportunities and outcome improvements. Since Clarify's dashboards seamlessly surfaced relevant provider insights in a consolidated view, building trusted relationships with their partners became far more efficient and simplified.

■ RESULTS

By assessing the distribution of the $285M in addressable spend, the plan keyed in on four areas where they could support their partners:

- Unwarranted emergency department (ED) & hospital utilization in primary care
- Low quality specialist referrals
- Greater than expected acute care length of stay
- Elevated rates of high-cost post-acute care (e.g., post-inpatient follow-up, readmissions, ED visits, etc.)

With a focus on engaging providers with comprehensive and fair performance insights, the plan found that provider partners have gained gain tangible, actionable value in the insights shared and are empowered to act. They have also seen that clinical transformation teams have had more productive executive-level dialogues, improving overall alignment across the network.

PRIMARY CARE - MEDICARE
Regional Medical System

PERFORMANCE DISTRIBUTION OF PCPs
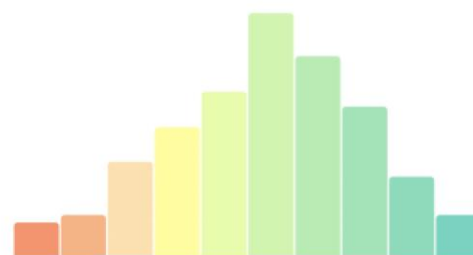
SCORE DISTRIBUTION OF 10,383 PCPs

About Clarify Health

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