Clarify

■ CASE STUDY

Midwest health system achieves significant time savings through on-demand price transparency software

Overview

A Midwest-based health system, which operates more than 75 hospitals across 20+ states, partnered with Clarify Health in 2023 to enhance patient care and provider performance through better insights into market reimbursement. By leveraging Clarify Health's price transparency analytics, the health system gained a deeper understanding of its reimbursement landscape, enabling fairer and more data-driven contract negotiations with payers. This improved transparency allowed the health system to optimize resource allocation in order to expand operations, ultimately supporting its mission to deliver high-quality care more effectively. With these insights, providers could focus more on patient outcomes, while the organization maintained financial sustainability to continue investing in community health.

> *"We are thrilled with the Rates dashboards which give us a quick view of where hospitals stand with competitors and payers. In the past, that would have taken us hours of manipulation, this has been a huge time saver for us. As we are in negotiations, we are able to come back to the payers with our own data to paint the real picture."*
>
> Health System Executive Sponsor

Highlights

AD HOC REPORTS

The ability to swiftly run queries and filter through vast amounts of data saved the health system substantial time, resources and labor.

FIND OPPORTUNITY

Leveraging the Opportunity Dashboard, the client gained clear insights into potential missed revenue, enabling them to strategically adjust their negotiations and secure additional reimbursement.

DATA EXTRACTS

Once findings in the software were surfaced, the health system could selectively export specific extracts for further analysis and manipulation.

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■ CHALLENGE

Lack of visibility into pricing position

Before partnering with Clarify Health, the health system lacked critical visibility into the reimbursement rates competitors were receiving from major payers. This absence of key benchmarking information made it challenging to assess whether its compensation was equitable for identical services of care. Publicly available rates data, while theoretically accessible, is incredibly challenging to aggregate and interpret without specialized expertise and significant time investment, limiting the ability to focus resources on improving patient outcomes and provider support. As negotiations with large national payers across major markets were pending, the health system needed to gather insights as leverage in support of these upcoming meetings.
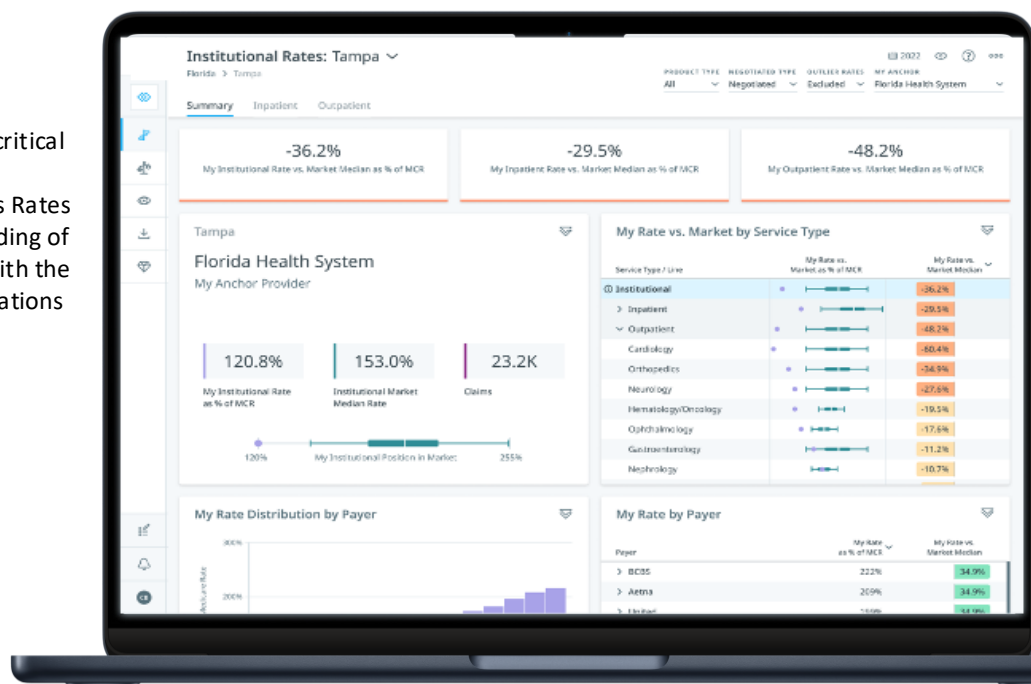
■ SOLUTION

Insights to gain negotiating leverage

The health system utilized Clarify's price transparency software, including both standard and custom-built reports, to analyze reimbursement rates and compare them against competitors. These tools enabled the system to generate ad-hoc reports from both payer and provider-sourced rates. Additionally, Clarify's Opportunity Dashboard provided comprehensive comparisons of payer rates for inpatient and outpatient services across specific markets. By leveraging these insights, the health system optimized its financial strategies, ensuring equitable reimbursement and creating a sustainable foundation for enhancing care delivery, ultimately benefiting both providers and patients with improved access to high-quality care.

■ RESULTS

Time and money saved

By leveraging Clarify's tools to rapidly surface critical pricing insights, the health system **reduced negotiation preparation time by 10%**. Clarify's Rates solution provided a comprehensive understanding of market rates and dynamics, equipping them with the data needed to navigate national payer negotiations with greater confidence and efficiency.

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.