

■ CASE STUDY

Large health system leverages enriched claims to improve referral analytics, leading to \$14M in revenue growth

■ CHALLENGE

A large not-for-profit health system was looking to increase in-network volume and optimize physician referral patterns but lacked insights across all settings of care—PCPs, specialists, and ancillary care. By identifying high-volume specialists for engagement and acquisition and having more data-driven conversations with physicians, they increased referrals from employed and independent physicians.

■ SOLUTION

The team needed more visibility into their outpatient flow and downstream referral activity to understand how their network penetration varied across the care continuum. By leveraging linked, cleansed, and enriched data from Clarify, the health system gained more visibility into the needs of patients in their market and referral patterns across physicians, and greater confidence in the accuracy of the insights.

■ RESULTS

By identifying high-volume specialists for engagement and acquisition and having more data-driven conversations with physicians, the health system increased referrals from employed and independent physicians across all service lines by 5% in one year, generating \$14M in revenue in one year.



PHYSICIAN ALIGNMENT

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

5%

VOLUME GROWTH
(OVERALL)

Among employed and independent physicians, and across all service lines, the system increased referral volume retention by 5%.

2%

VOLUME GROWTH (PCPs)

Among employed and independent PCPs, the system increased net new referral volume by 2%, resulting in \$3.5M of new revenue.

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.