

## ■ CASE STUDY

# National health plan optimizes 900+ networks, contributing to \$500M net new Medicare Advantage revenue in one year

## Overview

A national health plan was looking to quickly expand their Medicare Advantage (MA) business into new markets. However, the data they were utilizing to optimize their networks was incomplete and siloed, making it difficult and time-consuming to find actionable insights. With Clarify's on-demand network design analytics, precise provider performance benchmarks, and competitive intelligence, they were able to move faster and at scale. They designed and optimized 900+ MA networks in under a year, achieving 70% competitive overlap. This contributed to growing MA revenue by \$500M in the following 12-months, of which they said \$50M was a direct result of Clarify's technology.

*In the past, it took us months to contract with separate data vendors in every state and extract competitive insights. With Clarify's on-demand network design and competitive intelligence software, we achieved 70% competitive overlap across 900+ MA networks in under 12 months. This generated \$50M of net new MA revenue—a 25X ROI.*

VP, MARKET EXPANSION  
NATIONAL HEALTH PLAN

## Highlights

### 600K+ NEW ENROLLEES



The health plan was able to optimize 900+ MA networks in new and existing markets, which resulted in 600K+ new members enrolling since the launch of new designs.

### 70% OVERLAP ACHIEVED



The health plan increased network competitiveness by achieving an average of 70% competitive overlap using NPI-level intel for competitor networks in every market.

### 100K+ PROVIDERS ADDED



The health plan used precise, case-mix adjusted provider performance benchmarks to add 100K+ high-value providers to their networks to improve quality, efficiency, and referral patterns.

CHALLENGE

This national health plan’s MA line of business was expanding rapidly, and they wanted to take the right steps to maximize revenue growth. Yet they historically relied on disparate, expensive, and cumbersome data sources to gain insight into new markets, provider performance, and key competitors.

To accelerate revenue growth, they needed to increase their competitiveness in new and existing markets more efficiently, without compromising the quality of their networks. They needed visibility into the network coverage of competitors, as well as more precise provider performance benchmarks. In order to keep up with their aggressive timelines for expansion, the team wanted quick access to the most recent data, speed-to-insight, and the ability to drill into granular details at the provider level.

SOLUTION

To accomplish their goal, the health plan used Clarify’s competitive networks analytics, which enabled them to instantly design new networks and optimize existing ones. Precise, case-mix adjusted provider performance benchmarks combined with competitive intelligence at the provider-level made the identification of key providers for each market seamless. The health plan was able to instantly model the impact of network design changes on quality, efficiency, and referral patterns to ensure that their rapid growth and added competitiveness did not impact network quality.

RESULTS

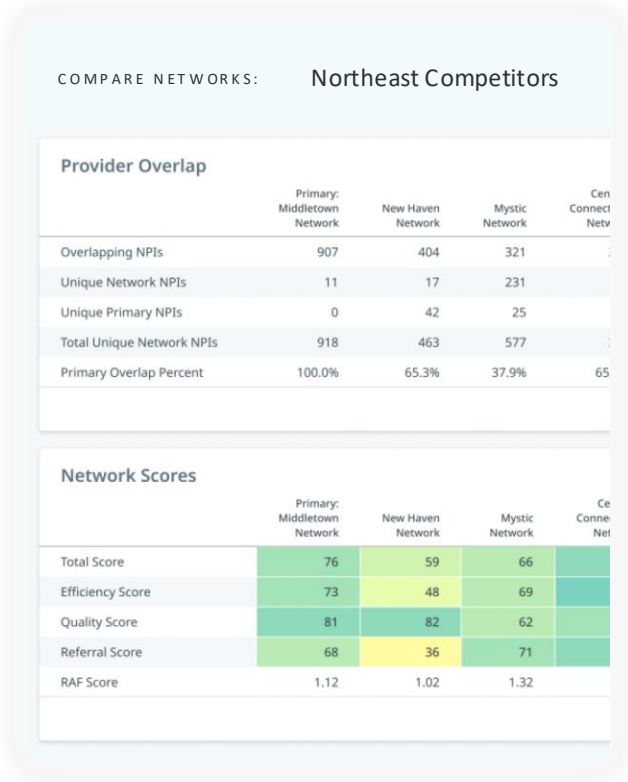
\$50M net new revenue—a 25x ROI

Within one year, the health plan optimized or launched 900+ MA networks. They expanded in 40 states, including three new states and 26% more counties, which resulted in the plan’s \$500M increase in revenue for their MA line of business.

With Clarify’s software, their analysts were able to work faster and more efficiently, shaving off months of analysis time and accelerating time to launch. This directly generated \$50M of net new revenue—a 25x ROI.

In one year, they optimized 900+ networks to be:

MORE COMPETITIVE	70% competitive overlap achieved
HIGHER PERFORMING	100k+ high-value providers added
MORE MARKETABLE	600K+ new enrollees acquired
MORE EFFICIENT	>300 analyst hours saved



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.