

■ CASE STUDY

A national health plan designed and launched higher performing networks in 12 new markets 8 times faster

Overview

A health plan identified Medicare Advantage (MA) as a key growth platform for their business. They were looking for ways to launch high-performing provider networks more efficiently and needed to quickly assess provider performance in 12 new markets. With limited data on new markets, disparate data split between spreadsheets, clunky CMS datasets, and various analytical tools, they knew it would be cumbersome to design new networks on their own. Using Clarify's analytics to optimize networks for market success, this organization exceeded its initial timeline and entered all 12 new markets in just 3 months.

"Clarify provided comprehensive provider insights in one, integrated, platform for us to compare our plans to our competitors and see what network changes we needed to make to ensure high-quality member care."

SENIOR DIRECTOR, NETWORK ANALYTICS

Highlights

190K NPIS ADDED



With on demand, precise case-mix adjusted provider performance benchmarks the team added 190,000+ NPIs to their networks to boost coverage and performance.

>1K ANALYST HOURS SAVED



The ability to optimize network designs in software and predict the real-world performance, the analyst team saved >1K hours.

21 MONTHS FASTER



Instead of waiting the usual 24 months to gather enough data on their new networks to understand performance, the team entered 12 new markets in 3 months.

CHALLENGE

Designing MA networks for new markets faster

A health plan was launching a significant MA expansion effort. In addition to accelerating growth, they wanted to differentiate their networks in areas such as member experience, quality, and efficiency. Traditionally, when launching a network in a new market, the organization would have to wait 24 months after the initial launch to gain enough data to analyze the network’s overall performance. The team needed a way to design networks faster, save analyst’s time, and optimize networks to grow membership.

SOLUTION

Optimizing network design

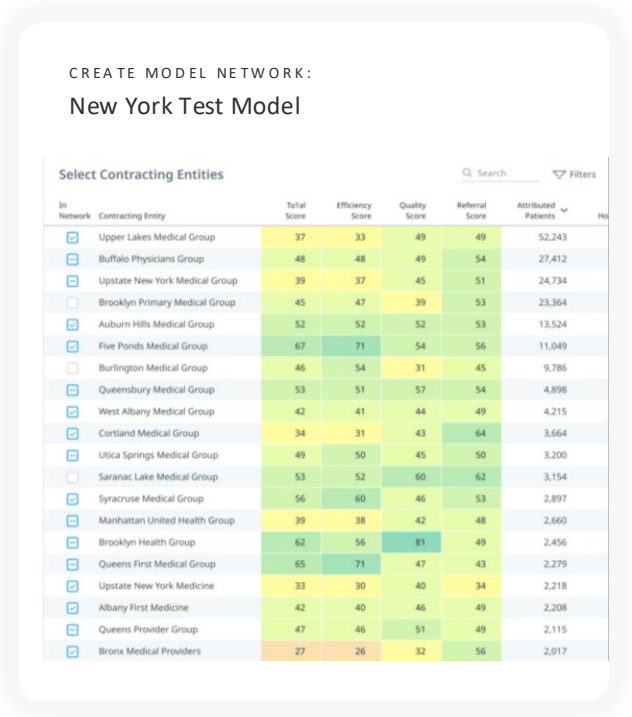
The health plan understood that to get an accurate view of the target markets they planned to enter, they would have to partner with a CMS Qualified Entity. They required precise case-mix adjusted benchmarks, centralized insights, and the ability to predict real-world network performance before expanding into market. The health plan used Clarify’s analytics to gain value in three critical domains so that they could design the optimal MA networks. Firstly, they were able to determine how to build geography-specific high-performing networks at scale. Next, they gathered granular details that empowered them to identify and select the highest performing providers. Finally, these insights paved a clear path for them to optimize member experience with quality and efficiency.

RESULTS

Accelerating time to launch

The health plan designed and launched high-performing MA networks in 12 new markets in just 3 months, compared to their prior 24-month timeframe—8 times faster. Leveraging the Clarify Atlas Platform® foundational technology and analytics that maps over 20 billion data points and 300 million patient journeys sped up the time to value by providing meaningful and relevant insights. With greater efficiency they saved their analyst teams over 1,000 hours compared to their traditional methods of working with disparate data in multiple formats. In addition, they were able to refine their networks to ensure they would be competitive and continue to deliver higher quality care.

With big data efficiencies and precision insights at their fingertips, the network teams are now precisely case-mix adjusting provider performance, rapidly designing model networks, and instantly evaluating the impact of design decisions on real-world performance.



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.