

## ■ CASE STUDY

# West Coast health system increases downstream revenue by \$18M in 8 months with better market and referral insights to improve physician engagement

## Overview

The business development team at a West Coast health system needed a more consistent and integrated source of insights into physician behaviors and trends. A lack of clear visibility into referral patterns often resulted in focusing on the wrong providers to drive patient growth and retention. The team decided to implement Clarify for insights to assess referral patterns across PCPs, specialists, and ancillary care. They were able to pinpoint high-volume specialists for engagement, identify overlap within physician liaison assignments, and launch a campaign that resulted in more meaningful conversations. Overall, this initiative resulted in a 275% increase in new patient volume and \$18M in downstream revenue.

*[Clarify] has helped our physician liaison teams better understand market and referral patterns, giving us a much better view of our competitive position and the ability to create strategic partnerships with target physicians.*

PROVIDER BUSINESS  
DEVELOPMENT MANAGER

## Highlights

### MORE ACCURATE PHYSICIAN PROFILES



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

### 1,300 NEW INBOUND REFERRALS



Better provider alignment allowed the team to drive over 1,300 referrals to the system within the first quarter of the project.

### 275% INCREASE IN NEW PATIENT VOLUME



Within the first year, the team saw a 275% increase in new patient volume, leading to \$18M in downstream revenue for the organization.

■ CHALLENGE

Lack of granular insights into provider referral patterns

The business development team had three specific challenges they needed to solve with better data and analytics. First, they lacked data to paint a complete picture of a physician’s profile. Second, they had insufficient intelligence into out-of-network providers to target for alignment. Lastly, they needed a more precise way to prioritize their physician lists for targeting. They realized that there was overlap in the target lists of the physician liaisons, and there was room to improve efficiency. And, the team only had access to a limited dataset that did not give visibility into providers and the procedures/diagnoses that they were referring.

■ SOLUTION

On-demand referral insights for strategic planning

The health system deployed Clarify's software, which equipped them with insights into referral patterns across PCPs, specialists, and ancillary services. Clarify’s dataset draws upon government and commercial claims, as well as social behavioral determinants of health (SBDoh) data covering 300M+ patient lives. The team gained a more complete picture of outbound referrals by key specialties and the ability to focus liaison outreach on high-priority providers and service lines.

■ RESULTS

275% increase in new patient volume

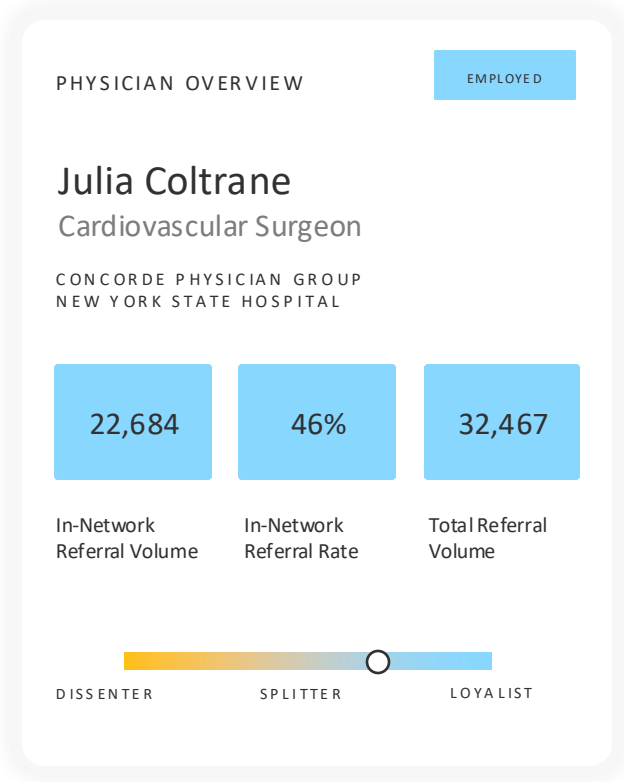
The team was able to eliminate provider overlap within the physician liaison’s outreach and create a more distinct target list of physicians to evaluate for partnerships. This resulted in over 1,300 new patient visits, a 275% increase over 8 months, and corresponding additional downstream revenue of \$18M.

New provider interactions

Using Clarify's comprehensive data and analytics, the team held focus groups with providers to have data-driven conversations about the barriers hindering them from referring within the network. The Clarify team was also able to identify additional independent providers that the health system hadn’t previously engaged with to recruit them in-network.

Overall increase in inbound referrals

The health system used Clarify’s dashboards to understand how keepage rates and volume trended over time for targeted physicians. Changes to provider alignment based on these insights allowed the team to drive over 1,300 referrals to the system within the first half year of the project.



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.