

CASE STUDY

National health plan increases competitive overlap to 70% for 900+ Medicare Advantage networks in under 12 months



Overview

A national health plan was looking to quickly expand their Medicare Advantage (MA) business into new markets and improve the quality and competitiveness of 900+ networks. However, the data they were utilizing to evaluate competitor networks and inform their business decisions was incomplete and siloed, making it difficult and time-consuming to get actionable insights. With Clarify's network design and competitive intelligence software they were able to address this challenge quickly and at scale, achieving 70% competitive overlap across 900+ MA networks in under a year.

In the past, it took the health plan 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, they achieved 70% competitive overlap across 900+ MA networks in under 12 months.

Highlights



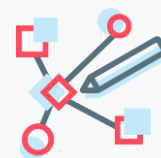
900+ Networks Optimized

The team was able to optimize 900+ MA networks in new and existing markets in months, when the process would normally have taken multiple years.



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.



90K+ Providers Added

The health plan used precise, case-mix adjusted provider performance benchmarks to add 90K+ providers to their networks to improve quality, efficiency, and referral patterns.

Challenge

This national health plan's MA line of business was expanding rapidly, yet they historically relied on disparate, expensive, and cumbersome data sources to gain insight into new markets, provider performance, and key competitors. They lacked the ability to make immediate business decisions as data was often lagged and it was time consuming to extract actionable insights.

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

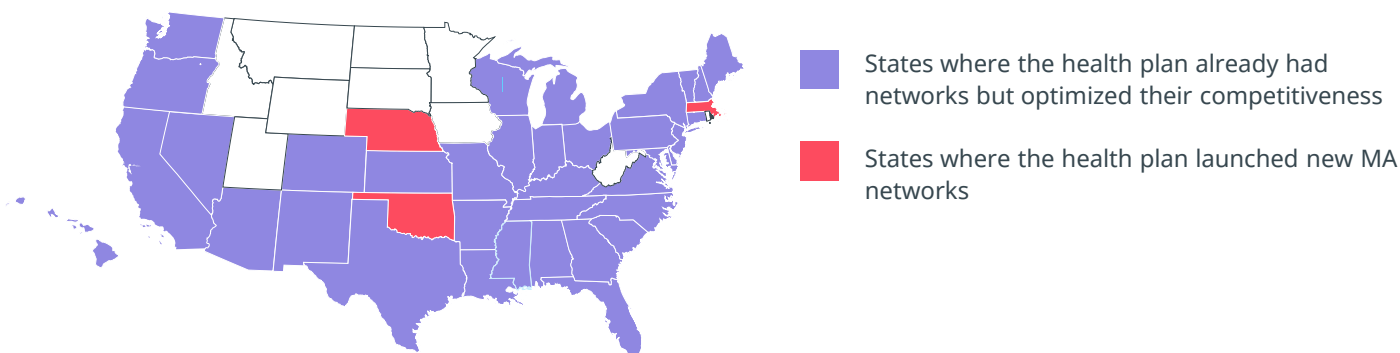
Solution

To accomplish their goal, the health plan used Clarify Networks, an on-demand software that 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 their rapid growth and added competitiveness did not impact the quality of their networks.

Results

The health plan optimized or launched 900+ MA networks in under a year. Their analysts were able to work faster and more efficiently than they had in the past, shaving off months of analysis time from the process. The network team was able to exceed timeline targets and competitive overlap goals.

MA network expansion in 40 states, including 3 new states and 26% more counties in under 12 months



About Clarify Health

Clarify Health is an enterprise analytics company that empowers payers, providers, and life sciences companies to deliver better care, therapies, and outcomes with actionable patient journey insights. Clarify's cloud-based business applications are built on the Clarify Atlas Platform, which maps 300M+ patient journeys to deliver 18B+ AI-powered predictions and surface insights with speed and precision.