MarketView | Claims Analytics

Claims Data Shows IDNs' Worth:
Reaching Sales and Business
Objectives through Understanding
IDN Value

Rebecca Hauck
Manager Healthcare Strategy

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Vertical Solutions Consultant

LexisNexis
RISK SOLUTIONS | Health Care

Agenda

State of the Industry – Current Challenges

COVID-19 Impact

Understanding the IDN through Claims Intelligence

State of the Industry

Current Challenges

Industry Trends

Move from Volume-to-Value

- Pay for performance
- Prepaid care management – quality scoring
- Performance-based reimbursement programs
- Accountable care organizations
- Global capitalization

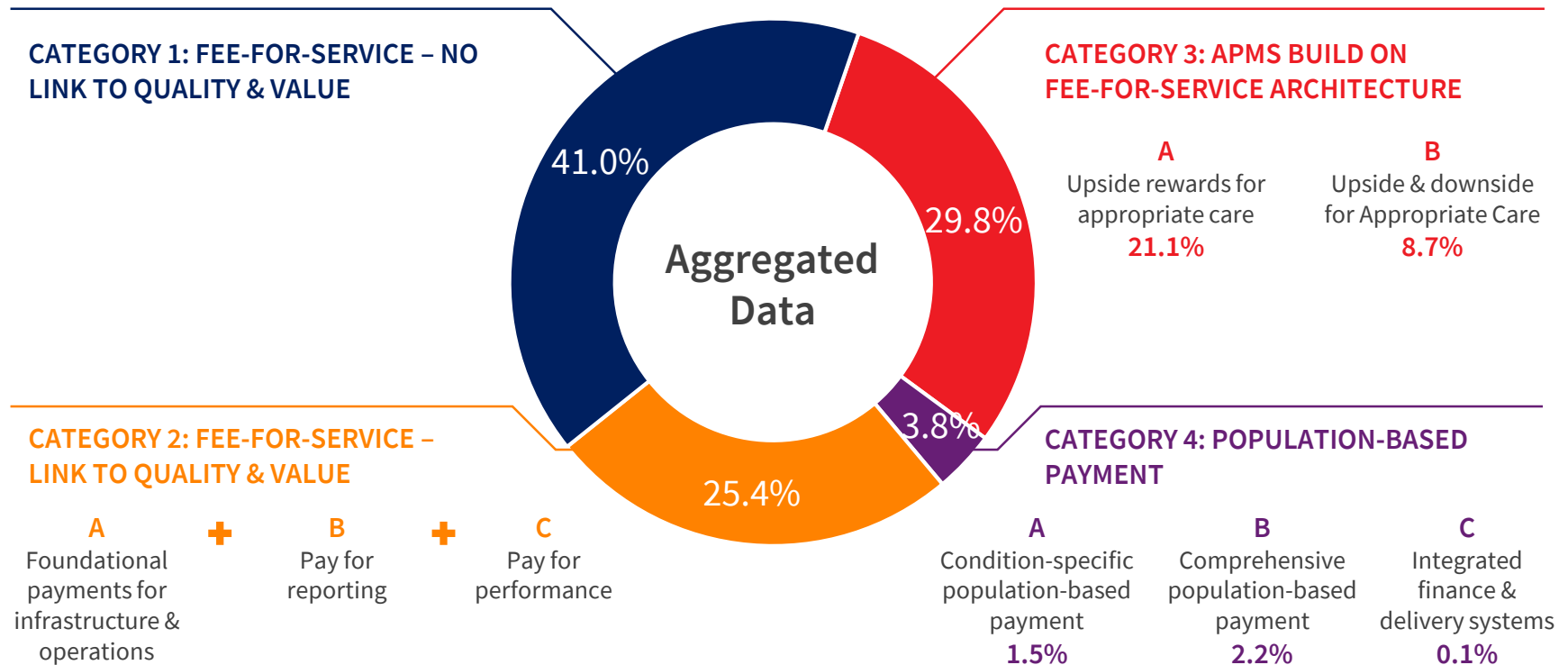**Shifting Cost to Patients**

Increased Price Transparency

Shopping for Healthcare

https://healthinformatics.uic.edu/blog/shift-from-volume-based-care-to-value-based-care/
Based on 61 plans, 3 states, Medicare FFS

FFS Transitions to Alternate Payment Methods (APMs):

- APMs account for 35% of payments, but represent 77% of the covered population (~226M Americans)
- Industry goals to see APMs grow to 50%+ within the next 5 years

CATEGORY 1: FEE-FOR-SERVICE – NO LINK TO QUALITY & VALUE

CATEGORY 3: APMS BUILD ON FEE-FOR-SERVICE ARCHITECTURE

A	B
Upside rewards for appropriate care **21.1%**	Upside & downside for Appropriate Care **8.7%**

Aggregated Data

41.0%

29.8%

25.4%

3.8%

CATEGORY 2: FEE-FOR-SERVICE – LINK TO QUALITY & VALUE

A	**+**	B	**+**	C
Foundational payments for infrastructure & operations		Pay for reporting		Pay for performance

CATEGORY 4: POPULATION-BASED PAYMENT

A	B	C
Condition-specific population-based payment **1.5%**	Comprehensive population-based payment **2.2%**	Integrated finance & delivery systems **0.1%**

Industry Trends

Move from Volume-to-Value

- Pay for performance
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- Performance-based reimbursement programs
- Accountable care organizations
- Global capitalization

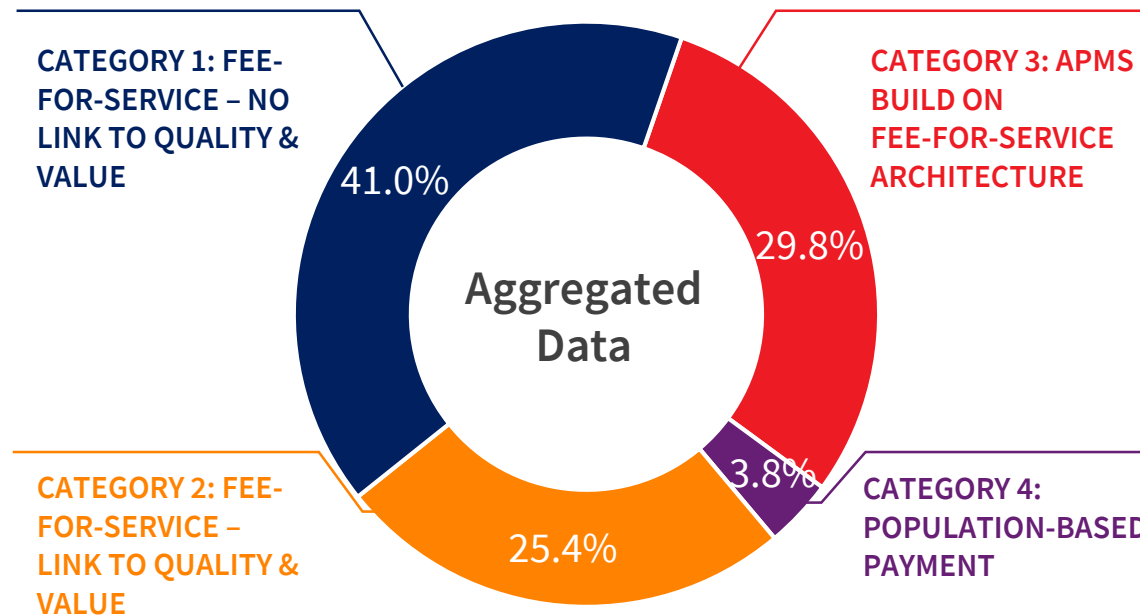**Shifting Cost to Patients**

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Aggregated Data

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25.4%

3.8%
CATEGORY 4: POPULATION-BASED PAYMENT

FFS Decline
is already underway

2% Decrease
from the year before

Cat. 3 & 4 Models
increasingly prevalent

% of FFS Split Varies
by Service Plan Type

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Industry Trends

Move from Volume-to-Value

Shifting Cost to Patients

- Shift from PPO to High Deductible Plans

- Lowering of employer costs while increasing monthly patient insurance costs

- Patients are paying more out-of-pocket

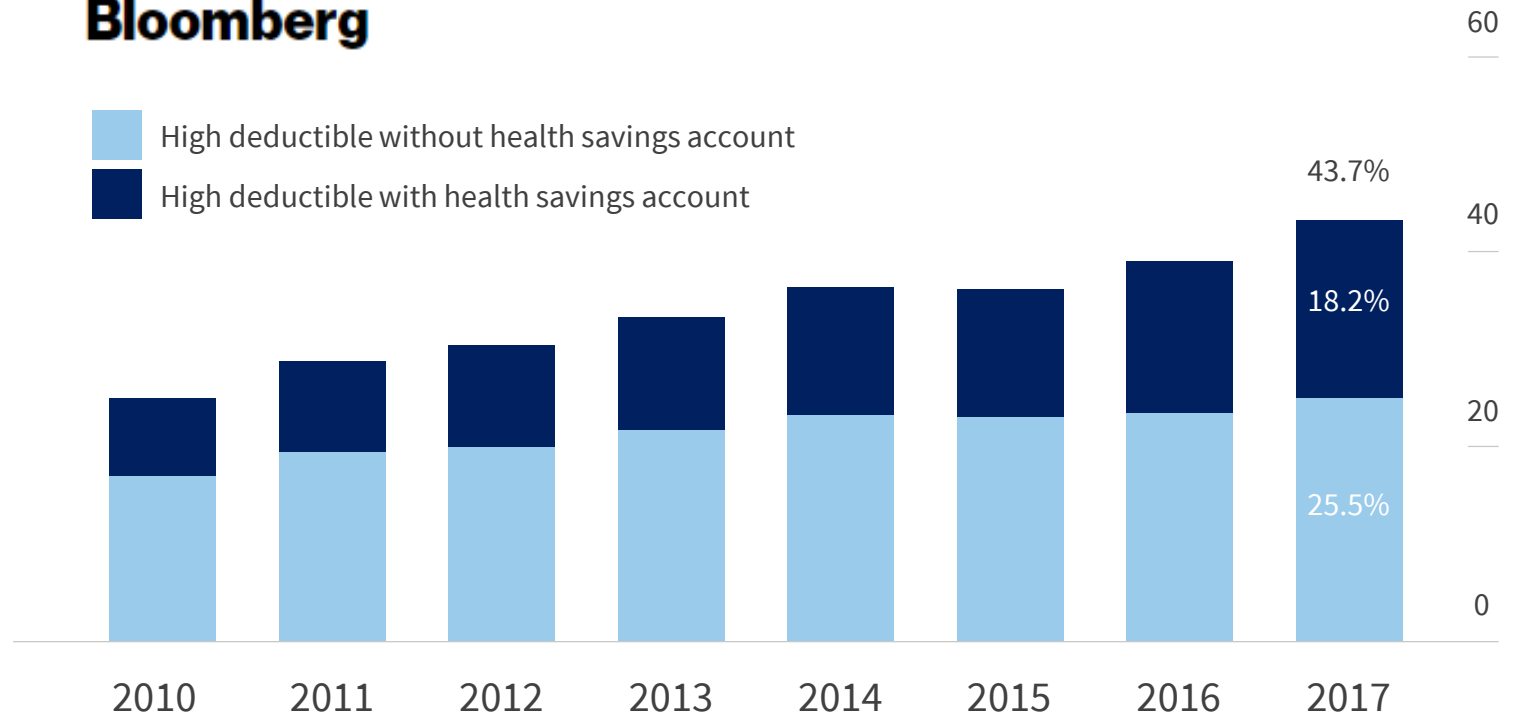**Increased Price Transparency**

Shopping for Healthcare

https://www.bloomberg.com/news/features/2018-06-26/sky-high-deductibles-broke-the-u-s-health-insurance-system

Patients Exposed:

The share of Americans under 65 enrolled in high-deductible plans is rising quickly

Bloomberg

■ High deductible without health savings account
■ High deductible with health savings account

60

43.7%

40

18.2%

20

25.5%

0

2010 2011 2012 2013 2014 2015 2016 2017

Industry Trends

Move from Volume-to-Value

Shifting Cost to Patients

Increased Price Transparency

- Presidential Order signed in June: "Hospitals will be required to publish prices that reflect what people pay for services"

- Started with the ACA — requires hospitals to publish standard prices on the internet

Shopping for Healthcare

https://www.whitehouse.gov/presidential-actions/executive-order-improving-price-quality-transparency-american-healthcare-put-patients-first/

Publishing Standard Pricing

- Charge-Masters make patient cost difficult to discern
- Example: Hospital's report is 456 pages long

317637	THERAPEUTIC SERVICES - MECHANICAL SEPARATION OF PLATELET CELLS FROM BLOOD	$3,804.00
317636	THERAPEUTIC SERVICES - MECHANICAL SEPARATION OF RED BLOOD CELLS	$4,079.00
317635	THERAPEUTIC SERVICES - MECHANICAL SEPARATION OF WHITE BLOOD CELLS	$2,846.00
317641	THERAPEUTIC SERVICES - MECHANICAL SEPARATION OF WHITE BLOOD CELLS AND PLATELETS FROM BLOOD	$13,260.00
218782	THERAPEUTIC SERVICES - THERAPEUTIC REMOVAL OF WHOLE BLOOD TO CORRECT BLOOD LEVEL IMBALANCE	$384.00
338264	TRAUMA RESPONSE - HOSPITAL CRITICAL CARE SERVICE	$9,017.00
338263	TRAUMA RESPONSE - HOSPITAL CRITICAL CARE SERVICE	$15,735.00
338348	TRAUMA RESPONSE - HOSPITAL CRITICAL CARE SERVICE	$16,802.00
257621	TREATMENT ROOM - LOW FREQUENCY, NON-CONTACT, NON-THERMAL ULTRASOUND WOUND ASSESSMENT AND INSTRUCTIONS FOR ONGOING CARE, PER DAY	$319.00
257647	TREATMENT ROOM - NEGATIVE PRESSURE WOUND THERAPY SURFACE AREA GREATER THAN 50 SQUARE CENTIMETERS	$608.00
257646	TREATMENT ROOM - NEGATIVE PRESSURE WOUND THERAPY SURFACE AREA LESS THAN OR EQUAL TO 50 SQUARE CENTIMETERS PER SESSION	$585.00
257501	TREATMENT ROOM - NEGATIVE PRESSURE WOUND THERAPY, SURFACE AREA GREATER THAN 50 SQUARE CENTIMETERS, PER SESSION	$585.00
257500	TREATMENT ROOM - NEGATIVE PRESSURE WOUND THERAPY, SURFACE AREA LESS THAN OR EQUAL TO 50 SQUARE CENTIMETERS, PER SESSION	$349.00
257574	TREATMENT ROOM - REMOVAL OF TISSUE FROM WOUNDS, PER SESSION	$468.00
162892	TREATMENT ROOM - STRAPPING, UNNA BOOT	$605.00
162893	TREATMENT ROOM - STRAPPING, UNNA BOOT	$605.00
162891	TREATMENT ROOM - STRAPPING, UNNA BOOT	$1,210.00

450 451 452 453 454 455 **456**

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Industry Trends

Move from Volume-to-Value

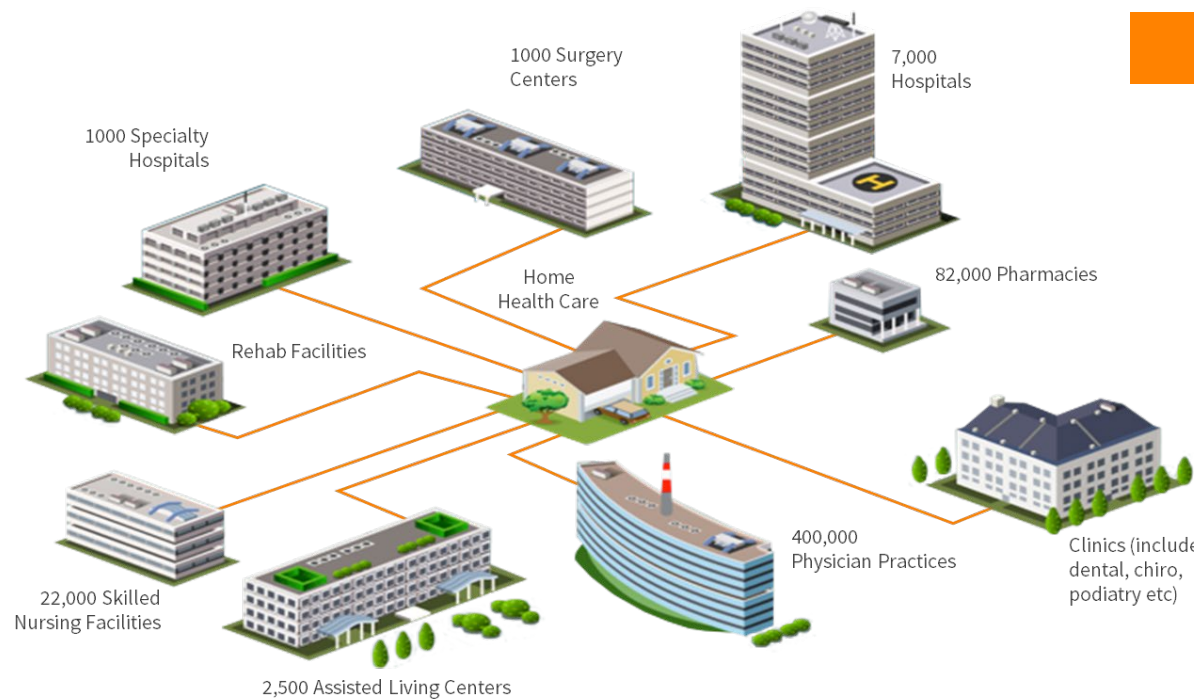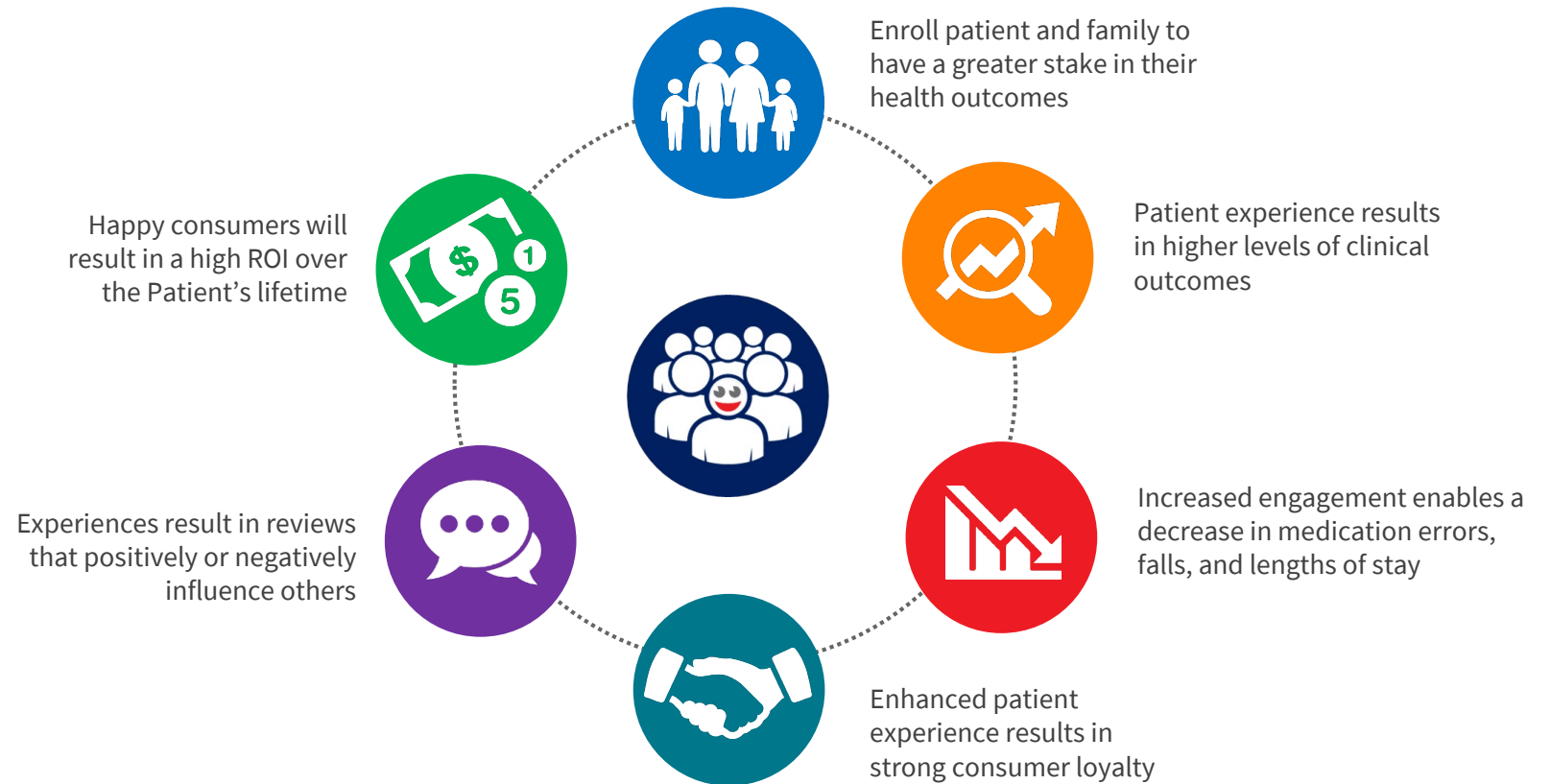**Shifting Cost to Patients**

Increased Price Transparency

Shopping for Healthcare

- Consumerism dominates buying preferences
- Consumers are beginning to look at price before undergoing prescribed procedures
- Where should I get my MRI done?

The Move to Consumerism

- Capturing consumer mindshare and preference is critical for successful market penetration and product adoption
- Provider product preference and patient experiences can make-or-break how you're received

8.5 million practitioners

1000 Surgery Centers

7,000 Hospitals

1000 Specialty Hospitals

Home Health Care

82,000 Pharmacies

Rehab Facilities

22,000 Skilled Nursing Facilities

2,500 Assisted Living Centers

400,000 Physician Practices

Clinics (include dental, chiro, podiatry etc)

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Industry Trends

Move from Volume-to-Value

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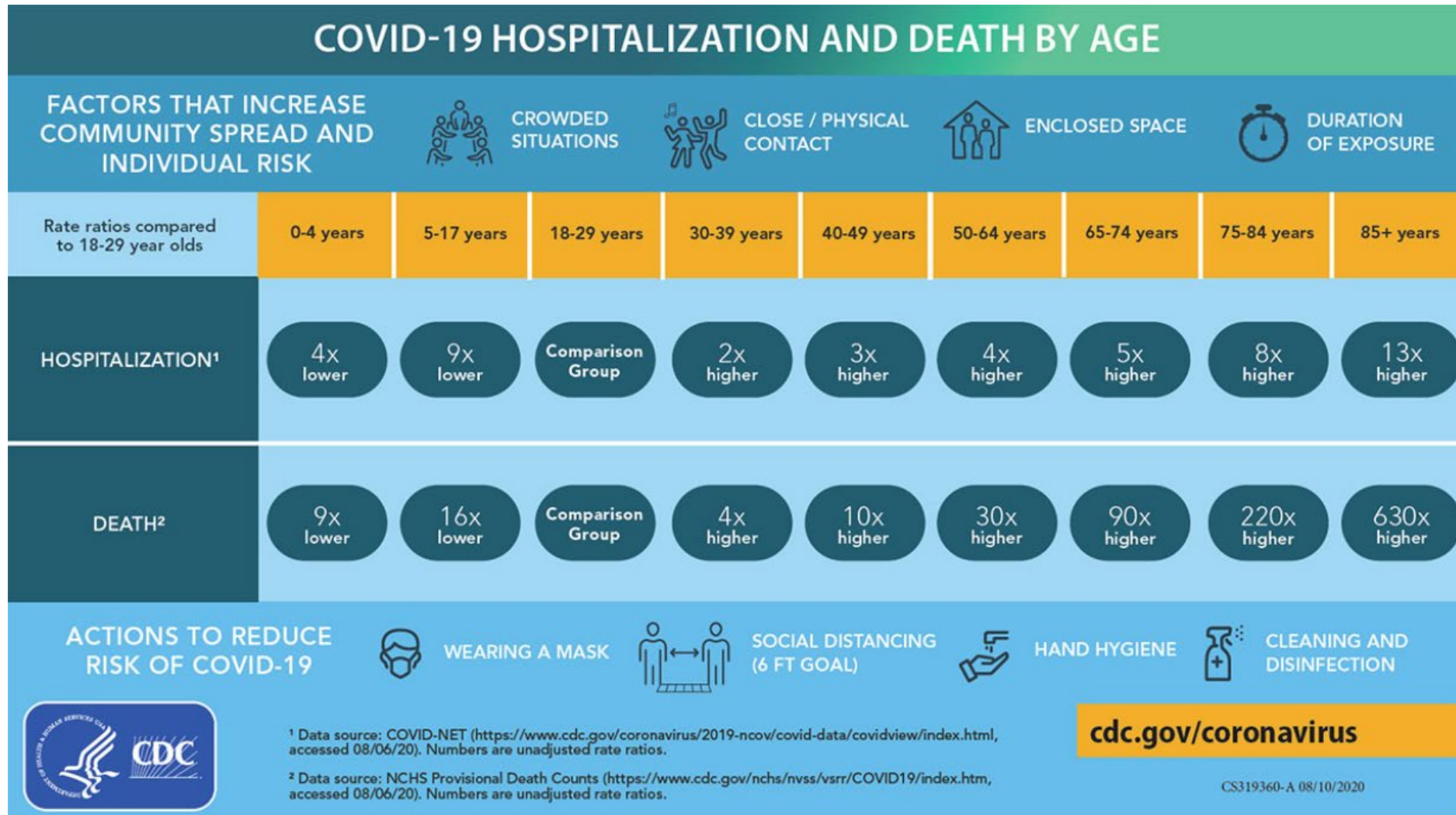
The Move to Consumerism – Patient Engagement Matters

- $1.4M: Lifetime patient value
- 62% decrease in medication errors
- 40% reduction in # of falls
- 50% decrease in length of stay
- 32% of hospital patients read the reviews first

Enroll patient and family to have a greater stake in their health outcomes

Patient experience results in higher levels of clinical outcomes

Increased engagement enables a decrease in medication errors, falls, and lengths of stay

Enhanced patient experience results in strong consumer loyalty

Experiences result in reviews that positively or negatively influence others

Happy consumers will result in a high ROI over the Patient's lifetime

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COVID-19 Challenges

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CDC Hospitalization and Deaths by Age Group

COVID-19 HOSPITALIZATION AND DEATH BY AGE

FACTORS THAT INCREASE COMMUNITY SPREAD AND INDIVIDUAL RISK

- CROWDED SITUATIONS
- CLOSE / PHYSICAL CONTACT
- ENCLOSED SPACE
- DURATION OF EXPOSURE

Rate ratios compared to 18-29 year olds	0-4 years	5-17 years	18-29 years	30-39 years	40-49 years	50-64 years	65-74 years	75-84 years	85+ years
HOSPITALIZATION[1]	4x lower	9x lower	Comparison Group	2x higher	3x higher	4x higher	5x higher	8x higher	13x higher
DEATH[2]	9x lower	16x lower	Comparison Group	4x higher	10x higher	30x higher	90x higher	220x higher	630x higher

ACTIONS TO REDUCE RISK OF COVID-19

- WEARING A MASK
- SOCIAL DISTANCING (6 FT GOAL)
- HAND HYGIENE
- CLEANING AND DISINFECTION

[1] Data source: COVID-NET (https://www.cdc.gov/coronavirus/2019-ncov/covid-data/covidview/index.html, accessed 08/06/20). Numbers are unadjusted rate ratios.

[2] Data source: NCHS Provisional Death Counts (https://www.cdc.gov/nchs/nvss/vsrr/COVID19/index.htm, accessed 08/06/20). Numbers are unadjusted rate ratios.

cdc.gov/coronavirus

CS319360-A 08/10/2020

LexisNexis Risk Solutions
COVID-19 Data Resource Center

National Data Insights on the COVID-19 Pandemic

- Seeks to help address the scarcity of resources available by leveraging real-time insights relating to individuals, practitioners, and diagnoses

- Helps healthcare organizations combat and identify areas of at-risk individuals and correlated provider coverage

- Provides intelligence to ensure the effective and timely dissemination of knowledge and resources

https://risk.lexisnexis.com/about-us/press-room/press-release/20200422-covid-19-resource-center

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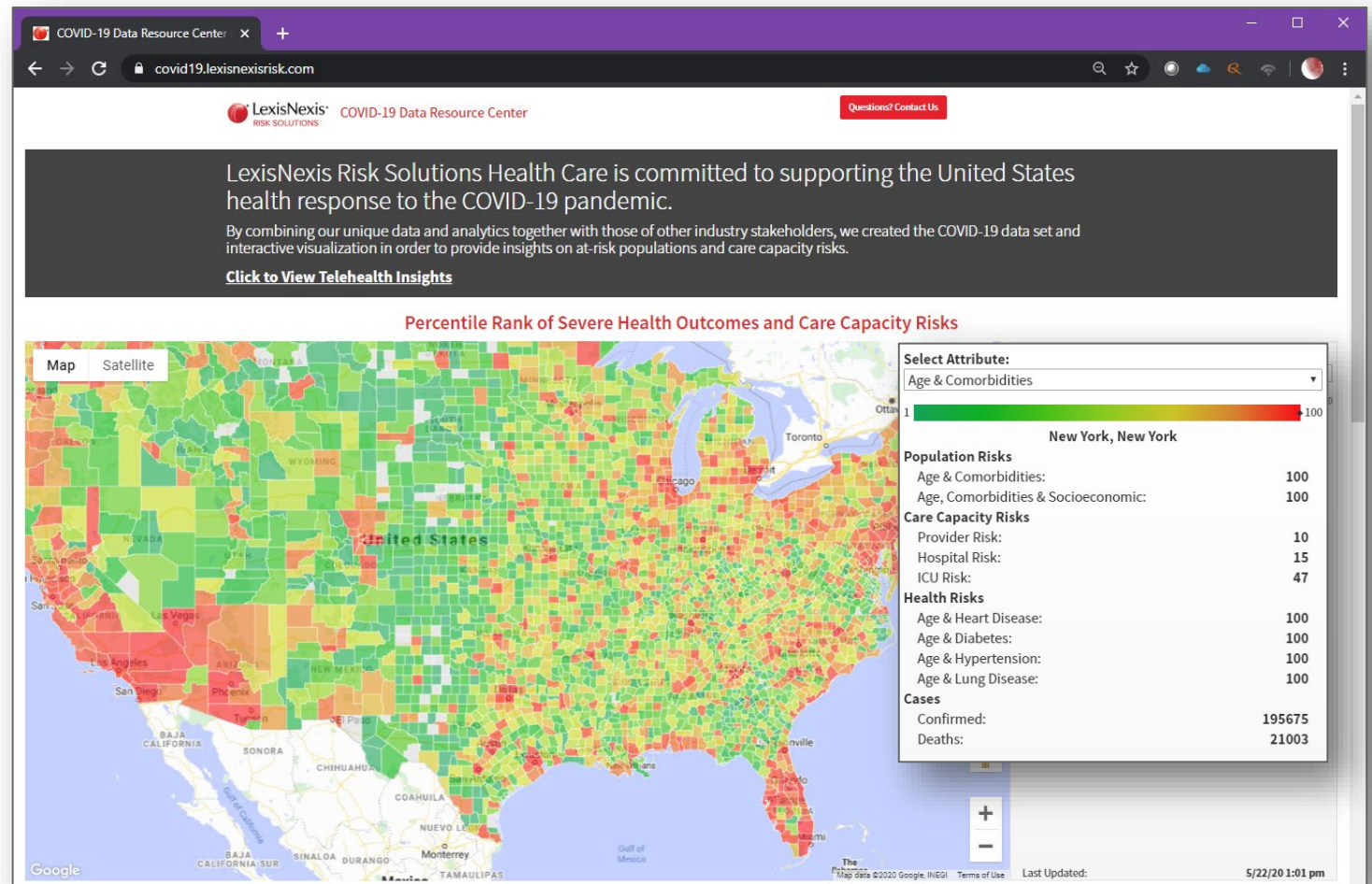
Telehealth Insights – Growth and Adoption

Top 10 Specialties with Greatest % Increase*

Specialty	% Increase
Gastroenterology	148,100%
Orthopedic Surgery	126,500%
Assistive Therapy	99,100%
Urology	85,100%
Endocrinology, Diabetes & Metabolism	46,000%
Cardiology	36,100%
Anesthesiology	26,100%
Pediatrics	22,000%
Obstetrics Gynecology	18,200%
Internal Medicine	12,600%
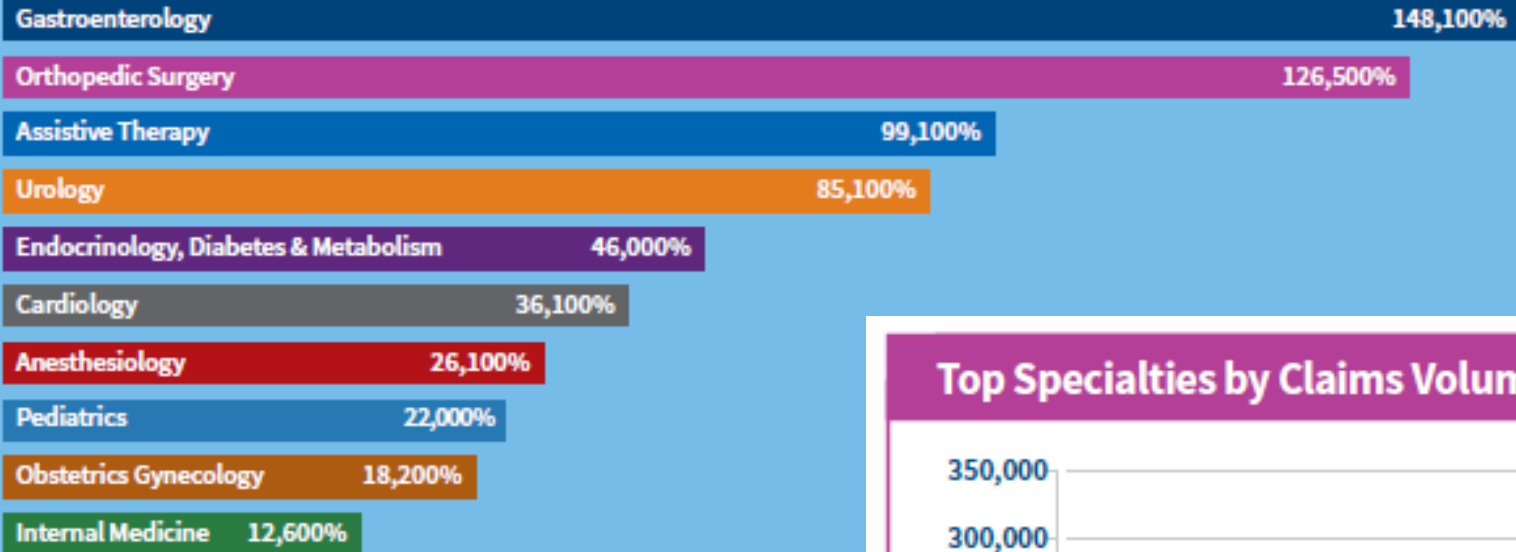
The nationwide expansion of telehealth has helped **maintain continuity of care** and **support social distancing requirements**

At-risk communities benefit from vital services that **reduce potential care gaps** and limit patient exposure

Top Specialties by Claims Volumes
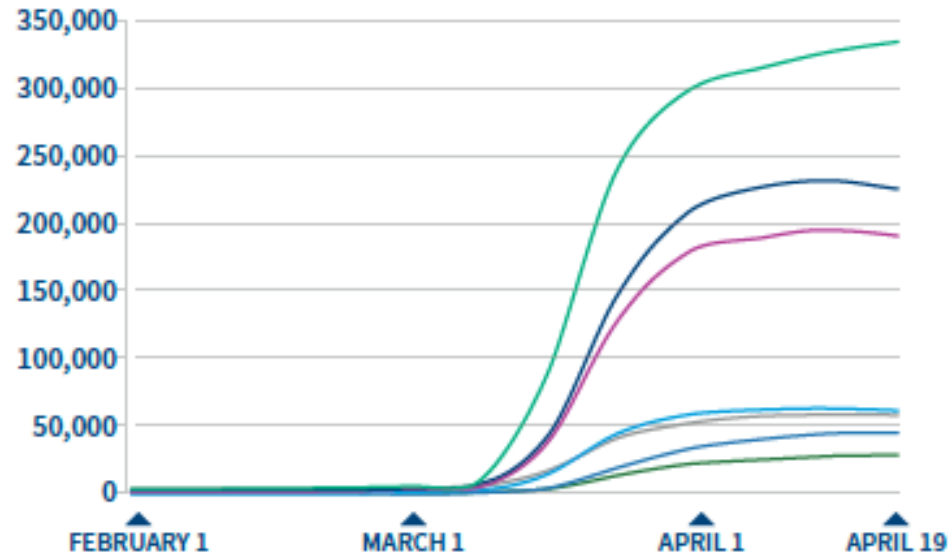
APRIL TELEHEALTH CLAIMS VOLUMES

Specialty	Volume
Behavioral Care	1.3M+
Family Practice	889K+
Internal Medicine	752K+
Pediatrics	242K+
Psychiatry	227K+
Assistive Therapy	171K+
Cardiology	107K+

Top 3 Diagnoses of Telehealth Claims Risk

1. Generalized anxiety disorder

2. Major depressive disorder, recurrent, moderate

3. Attention-deficit hyperactivity disorder, combined type

Telehealth Claims Diagnoses

Mental Health Disorders
ENT
Endocrinology
Urology
Gastroenterology
Cardiology
Gynecology
Obstetrics

0% 10% 20% 30% 40% 50%
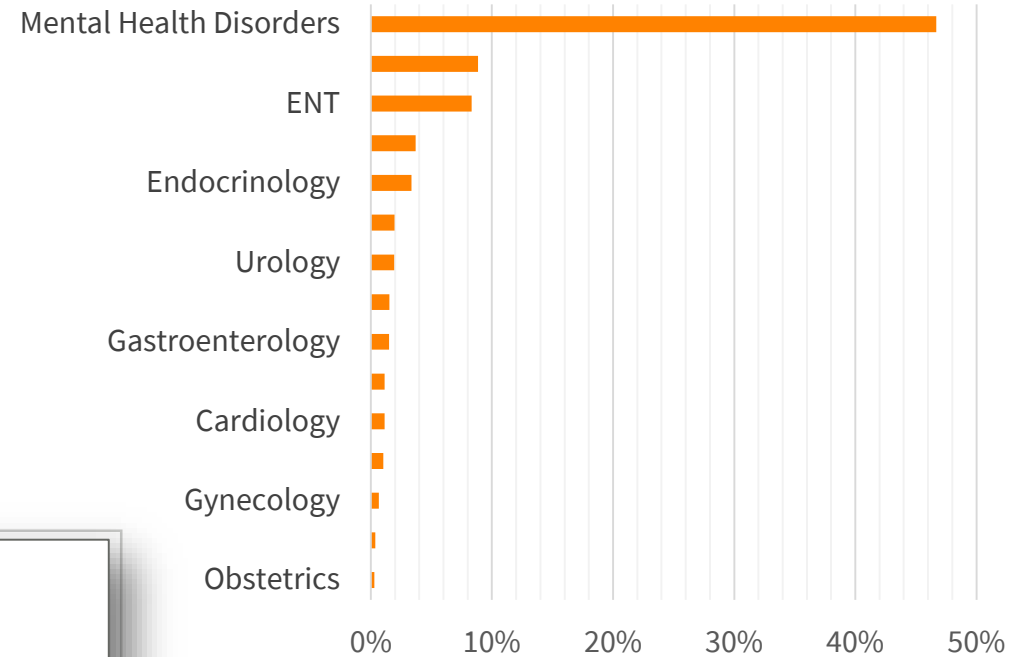
Top Weekly Increases in Telehealth Claims by Specialty

- Gastroenterology
- Assistive Therapy
- Pediatrics
- Family Practice
- Internal Medicine
- Behavioral Care
- Psychiatry
- Neurology
- Physician Assistant
- Advanced Practice Nurse
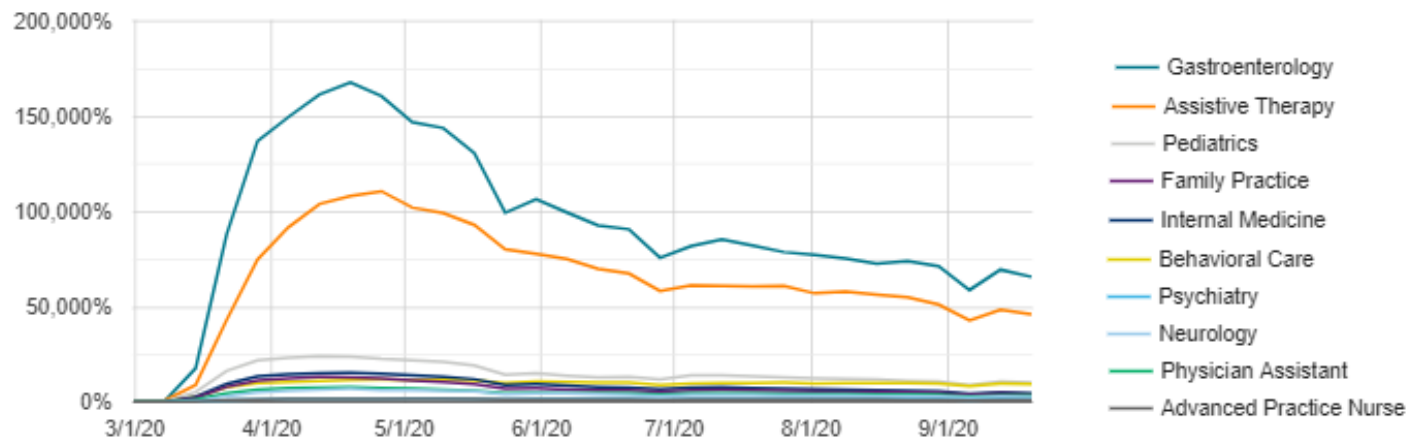
Nationally, Clinical Volume Began to Return at the Beginning of May

National Knee Replacement Volume by Week

Encounters Per Week

AAOS

Memorial Day

Independence Day

Labor Day

Thanksgiving

Christmas

COVID-19

Independence Day

Memorial Day

2019   2020

Week

15
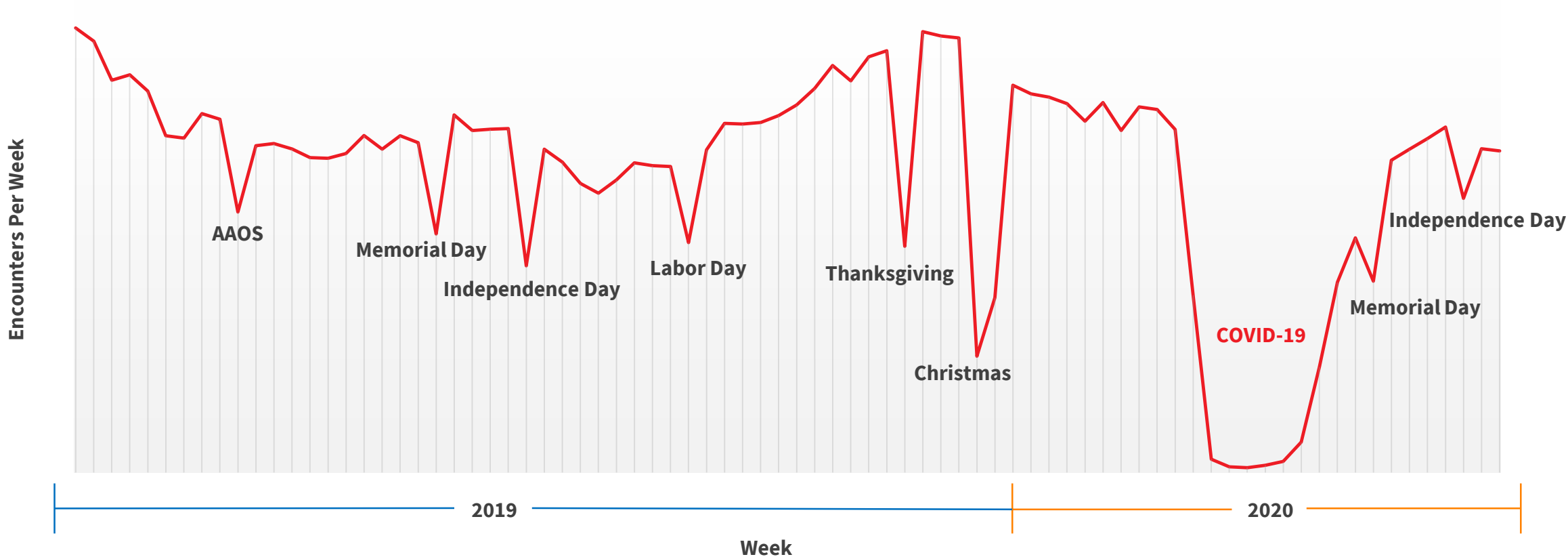
COVID-19 Patient Co-Occurring Diagnoses

Legend: Overall, April, May, June

Diagnosis	Code	Overall
Essential (primary) hypertension	I10	24.8%
Contact with and (suspected) exposure to other viral communicable diseases	Z20.828	23.8%
Other viral pneumonia	J12.89	19.3%
Cough	R05	18.2%
Fever, unspecified	R50.9	14.1%
Shortness of breath	R06.02	13.4%
Acute respiratory failure with hypoxia	J96.01	13.0%
Hyperlipidemia, unspecified	E78.5	12.1%
Type 2 diabetes mellitus without complications	E11.9	11.3%
Pneumonia, unspecified organism	J18.9	10.3%
Acute kidney failure, unspecified	N17.9	8.1%
Encounter for observation for suspected exposure to other biological agents ruled out	Z03.818	6.9%
Gastro-esophageal reflux disease without esophagitis	K21.9	6.6%
Other nonspecific abnormal finding of lung field	R91.8	6.6%

COVID's Impact in Oncology

Pausing elective and some routine screenings …

	April	May
Biopsy	-71.1%	-44.6%
Colonoscopy	-90.6%	-63.3%
Mammography	-87.5%	-52.1%
Skin Cancer Screening	-74.3%	-57.8%

% Change in Patients Who Received Cancer Screenings
(2020 vs 2019)
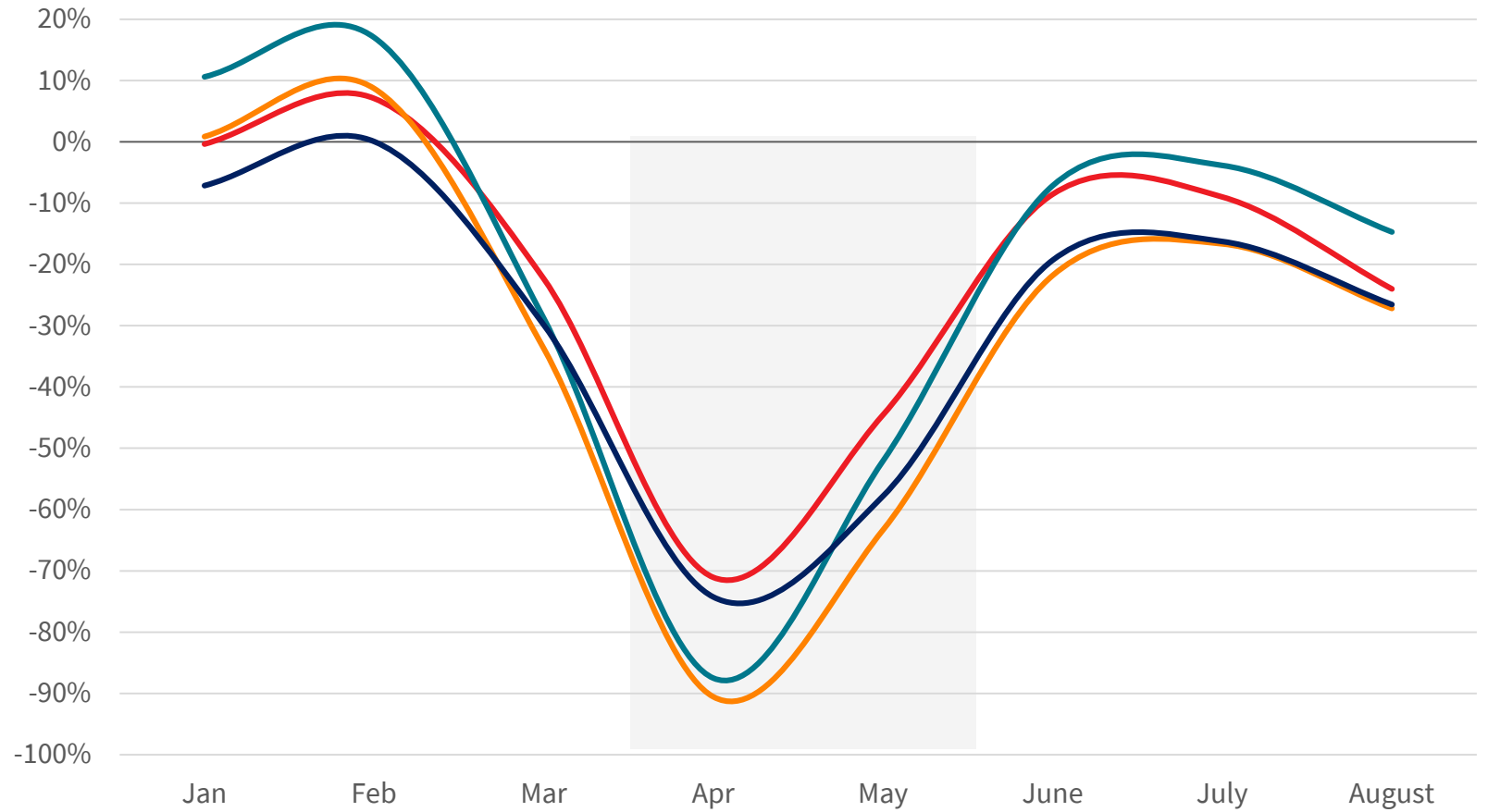
COVID's Impact in Oncology

... contributes to a dramatic decrease in rate of newly diagnosed patients.

	April	May
Hematology	-71.1%	-44.6%
Colorectal	-90.6%	-63.3%
Breast Cancer	-87.5%	-52.1%
Melanoma	-74.3%	-57.8%

% Change in New Patient Diagnoses
(2020 vs 2019)
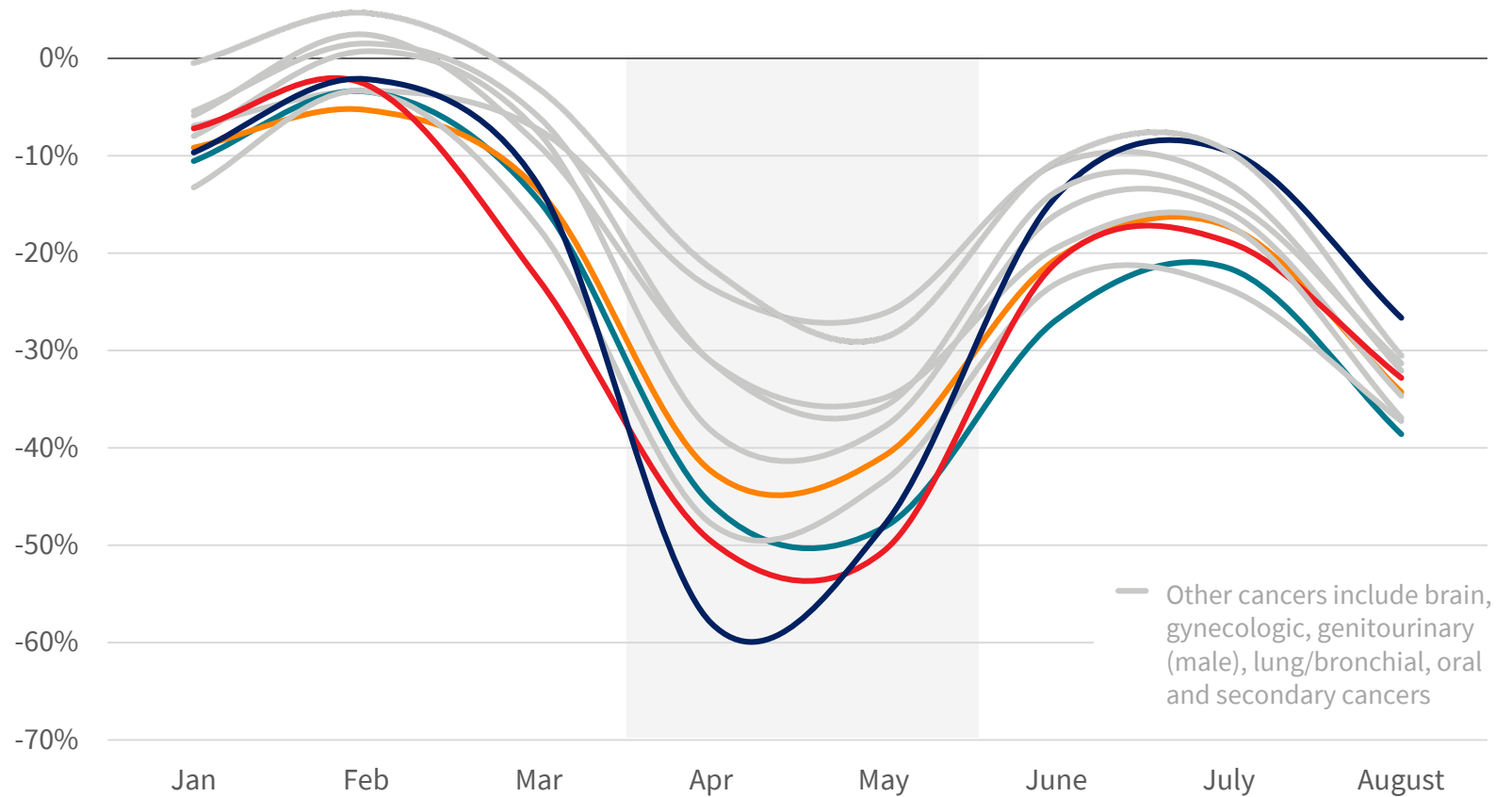
Other cancers include brain, gynecologic, genitourinary (male), lung/bronchial, oral and secondary cancers

18

Understanding the Integrated Delivery Network (IDN) through Claims Intelligence

Systems of Care

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Understanding the Integrated Delivery Network

DME

Office

Infusion

Skilled Nursing

FQHC

Inpatient

Outpatient

Hospice

Home

Owned

Leased

Affiliated

Reg. Office

Managed

Network

GROUP PURCHASING ORGANIZATION

ACCOUNTABLE CARE ORGANIZATION

LONG-TERM CARE

LAB

IDN

GROUP PRACTICE

CLINIC

CHILD IDN

HOSPITAL

LONG-TERM CARE

AMBULATORY CARE
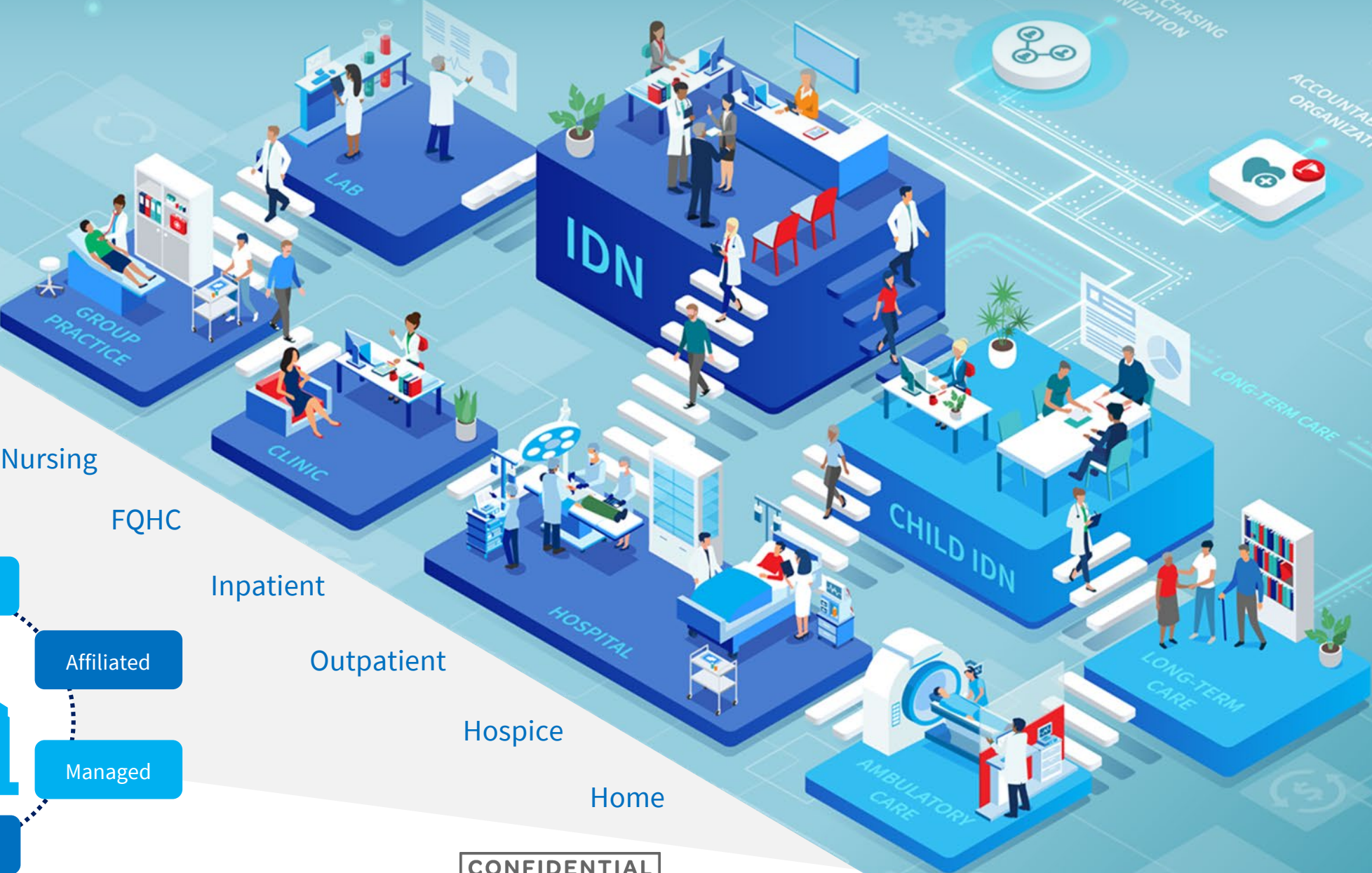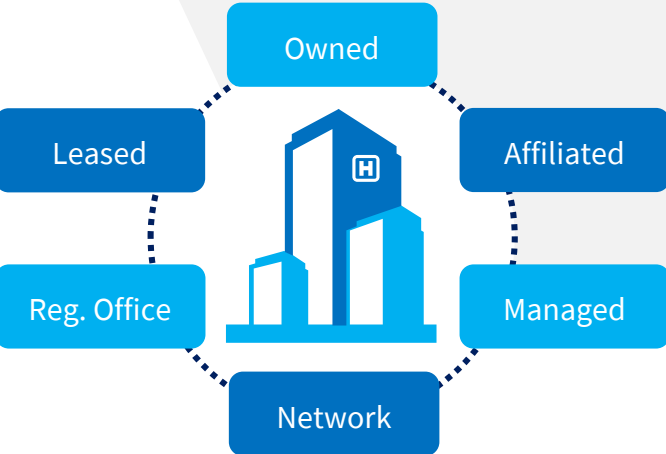
Provider Data MasterFile
IDN Affiliation Counts

LexisNexis Facility Type	Affiliations
Agencies	1.7K+
Extended Care	8K+
Group Practices	80K+
Hospitals	6.5K+
Imaging Centers	6.5K+
Laboratories	5K+
Out-Patient Clinics	11K+
Pharmacy / Suppliers	3.4K+

More than 8.5M Provider Records Tracked:
- 1M+ Physicians with active locations
- 3.5M RN/LPNs
- 180K NPs, 98K PAs
- 225K Dental Providers
- 3.5M Ancillary Providers
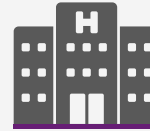
1M Facility, Group, and Other Business Entities:
- 7K Acute Care Hospitals
- 50K LTC Facilities
- 230K Medical Group Practices

850 IDNs with Over 120K Parent-Child Relationships
- 40+ GPOs with 50K+ purchasing relationships
- 500+ ACOs with 1K+ relationships to HCOs and IDNs
- 3.5K+ Executive Contacts including 300+ IDNs

Understanding the Integrated Delivery Network (IDN) through Claims Intelligence

Life Science Organizations need
to know more than **'how big'** an IDN is…

They need to know **'how valuable'** each IDN is
for their business when compared with one another

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Claims Driven Network Intelligence | Systems of Care (SOC)
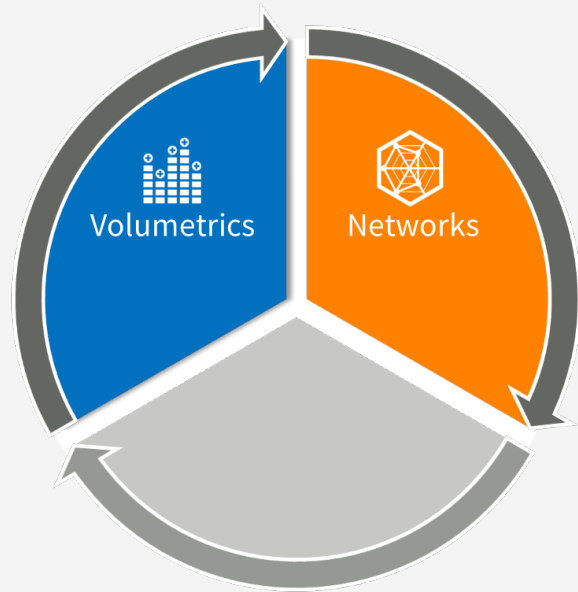
Medical Claims Insights

Integrated Delivery Network Hierarchies

Claims Driven Network Intelligence

- **Optimize sales and marketing outreach** by identifying high value IDNs and decision makers

- **Increase market share by therapy area** by unveiling relationships between key HCPs and IDNs

- **Improve revenue growth** by evaluating the potential value of IDNs using claims volumes

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Claims Driven Network Intelligence | Systems of Care (SOC)

What did they do?
Expand your scope beyond the 'who' and discover 'how' providers and your competitors practice

Evaluate:
- Physician and Facility Patient Volumes
- Procedures Performed
- Conditions Treated
- Care Settings Leveraged

Leveraged for:
- Market Intelligence
- Physician Outreach
- Improved Facility Utilization
- Recruitment and Network Integration

Where did they go?
Expand your knowledge of 'who went where and why' through referral analytics

Uncover:
- Provider Connections
  - Provider-to-Provider
  - Facility-to-Facility
  - Provider-to-Facility
- Referral Targets
- Network Leakage

Leveraged for:
- Leakage Mitigation
- Patient Acquisition
- Post-Discharge Care Management
- Recruitment and Network Integration

Systems of Care

Claims Driven Network Intelligence | Systems of Care (SOC)

What did they do?
Expand your scope beyond the 'who' and discover 'how' providers and your competitors practice

Identify key IDNs of focus for sales and marketing outreach

Increase market share capture through HCP-to-IDN intelligence

Evaluate procedural volumes at the HCP, HCO, HCP@HCO, IDN, and Child IDN levels

Systems of Care

Where did they go?
Expand your knowledge of 'who went where and why' through referral analytics

Identify the true decision makers for their product

Improve revenue growth through IDN, GPO, and ACO value-based targeting

Optimize commercial efficiency through claims intelligence and targeted IDN/affiliations data

Claims Driven Network Intelligence | Systems of Care (SOC)
Understanding How They Compare and Their Benefit to Your Business

STATE HOSPITAL
Rank: 9
Claims: 6,623

Should you target the IDN or the HCO?

Life Science strategies may differ based on claim volume distribution among facilities…

ANGEL HOSPITAL N.
Rank: 2
Claims: 283

Claims Driven Network Intelligence | Systems of Care (SOC)
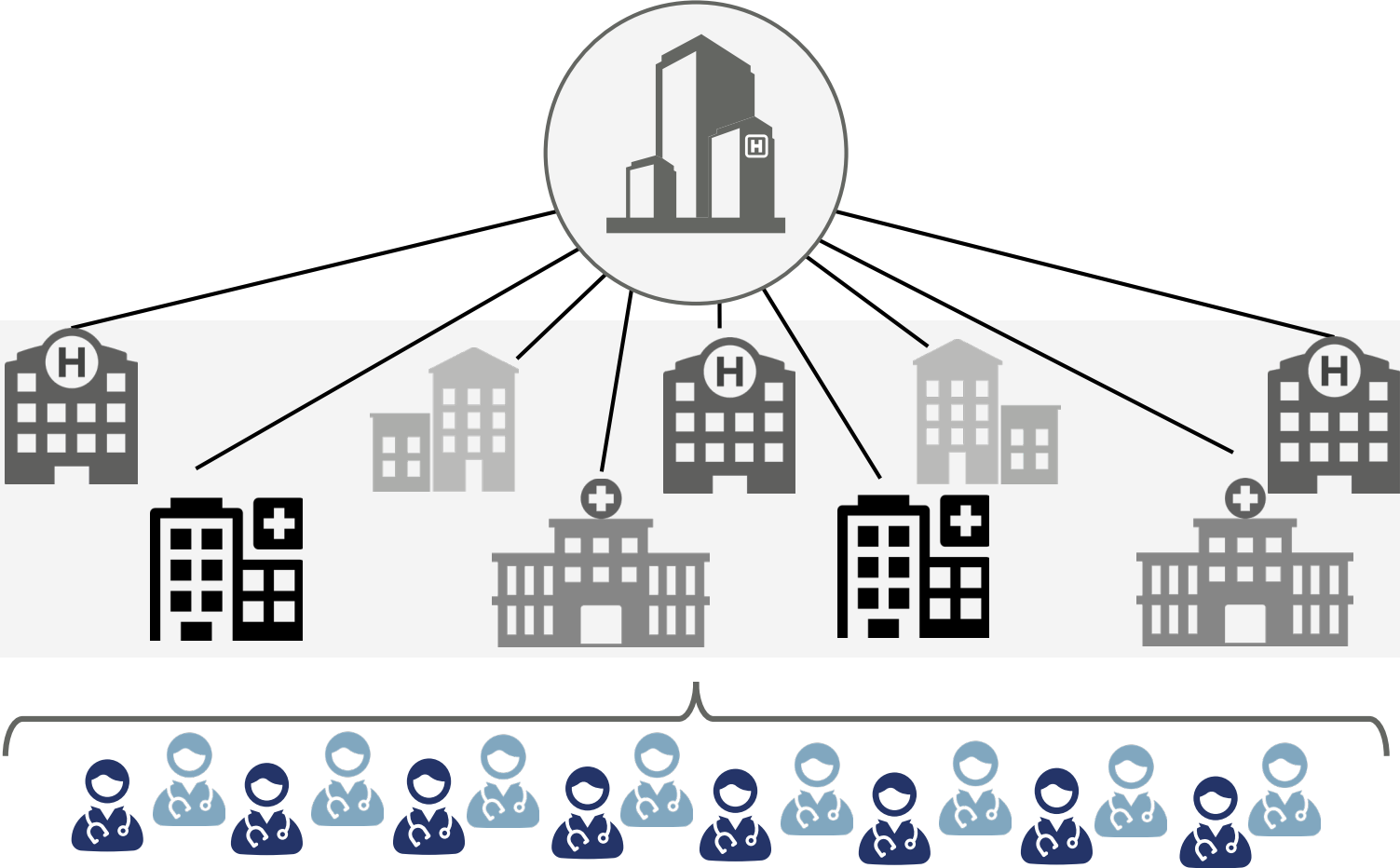
Physicians (MD, DO, DMD, DDS)
Mid-level Practitioners (PA, RN)

IDN: Colossal Healthcare

456 Medical Way
Miami, FL

FACILITY TYPE	COUNTS
Group Practice	116
Hospital	43
Extended Care	42
Outpatient Facility	30
Equipment/Supplies	15
Pharmacy	7
Other	3
Imaging	2
Ambulance	1

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Claims Driven Network Intelligence | Systems of Care (SOC)

How big is big?
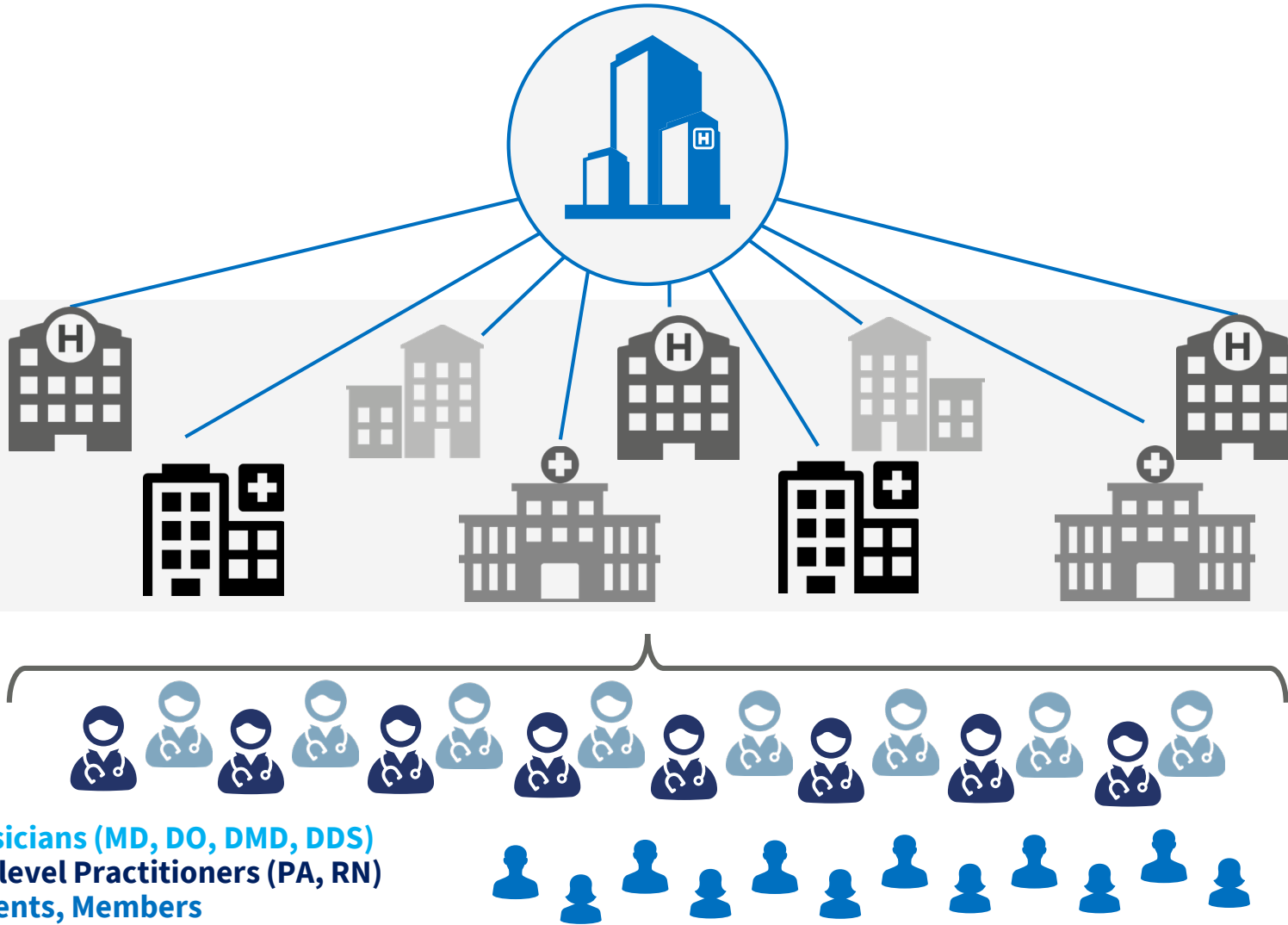
Physicians (MD, DO, DMD, DDS)
Mid-level Practitioners (PA, RN)
Patients, Members

IDN: Colossal Healthcare

456 Medical Way
Miami, FL

- **5,009,271** Total Claims for Colossal IDN
- **259 HCOs** with All-Codes Claims Volumes for Colossal IDN
- **20,855 HCPS** with with All-Codes Claims Volumes for Colossal IDN

FACILITY TYPE	COUNTS
Group Practice	116
Hospital	43
Extended Care	42
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Claims Driven Network Intelligence | Systems of Care (SOC)

LUNG CANCER DIAGNOSIS

Pulmonary Center
Miami, FL
Decile Rank: 4
Total Claims: 1,121

ABC Imaging
Tampa, FL
Decile Rank: 2
Total Claims: 305

State Hospital
Atlanta, GA
Decile Rank: 3
Total Claims: 733

State Hospital
Orlando, FL
Decile Rank: 9
Total Claims: 4,623
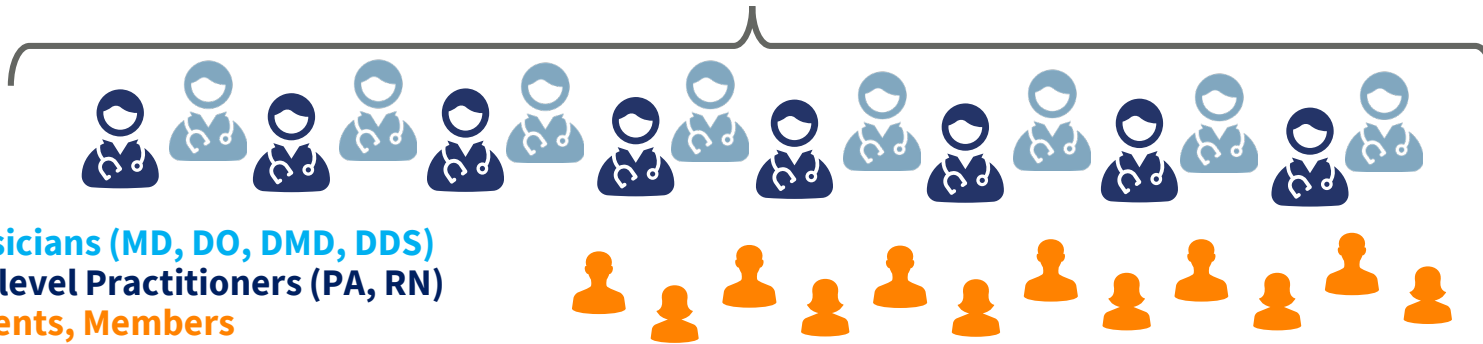
Physicians (MD, DO, DMD, DDS)
Mid-level Practitioners (PA, RN)
Patients, Members

IDN: Colossal Healthcare

456 Medical Way
Miami, FL

- **16,757** Total Lung Cancer Claims for Colossal IDN

- **154 HCOs** with Lung Cancer Claims Volumes for Colossal IDN

- **2,005 HCPs** with Lung Cancer Claims Volumes for Colossal IDN

FACILITY TYPE	COUNTS
Group Practice	54
Hospital	39
Extended Care	30
Outpatient Facility	20
Equipment/Supplies	3
Pharmacy	4
Other	1
Imaging	2
Ambulance	1

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Top Facilities and Practitioners with **LUNG CANCER** Claims Volume

ORGNAME	ADDRESS1	CITY	STATE	ZIP	DECILE_RANK	CLAIMS
STATE HOSPITAL	123 WALNUT ST	ORLANDO	FL	32803	9	4623
ABC HEALTH SERVICES	456 WATER AVE	COLORADO SPRINGS	CO	80907	5	2015
PULMONARY CENTER	789 LUNG CIR	MIAMI	FL	33101	4	1121
STATE HOSPITAL MEDICAL CENTER	1011 MEDICAL BLVD	SEBRING	FL	33872	3	908
STATE HOSPITAL	1213 REX WAY	ATLANTA	GA	30312	3	733
ANGEL HOSPITAL CENTRAL	1415 MILE DR	DENVER	CO	80204	3	530
STATE HOSPITAL SMITH MEMORIAL	2617 EHLER CT	ORANGE CITY	FL	32763	3	704
CLARA MEDICAL CENTER	3819 PINE RD	OVERLAND PARK	KS	66204	3	838
ABC IMAGING	4021 CIRCLE AVE	TAMPA	FL	33610	2	305
LAWRENCE HOSPITAL	516 DIAMOND CT	GARDEN CITY	KS	67846	2	289

FIRST	LAST	PRACTITIONER_TYPE	SPECIALTY	CITY	STATE	DECILE_RANK	CLAIMS
KIM	SHAW	Physician	Hematology & Oncology	ORLANDO	FL	10	2775
ROBERT	SCOTT	Physician	Oncology, Medical	DALTON	GA	10	2066
RUTH	JETER	Physician	Hematology & Oncology	ALTAMONTE SPRINGS	FL	10	1323
ANTHONY	THOMPSON	Physician	Oncology, Medical	AUSTIN	TX	10	1166
RITA	O'DONNELL	Physician	Internal Medicine	ORLANDO	FL	10	1076
DENISE	SMITH	Physician	Radiation Oncology	TAVARES	FL	10	1033
DAISY	LUKEN	Physician	Hematology & Oncology	SANFORD	FL	9	929
JILLIAN	GRIFFIN	Physician	Internal Medicine	NEW BRAUNFELS	TX	9	976
TIMOTHY	SWETT	Physician	Radiation Oncology	SUN CITY CENTER	FL	9	946
EVA	PLANTE	Physician	Hematology & Oncology	TAVARES	FL	9	839

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Claims Driven Network Intelligence | Systems of Care (SOC)
Create an additional layer of insight to MarketView Volumetrics Solutions

Compare physicians at a regional level on the following:	DR. VIOLET	DR. ORANGE	DR. RED
SPECIALTY	Surgery, General	Surgery, Colon & Rectal	Surgery, General
NPI	1234512345	2345623456	3456734567
PRACTITIONER NATIONAL RANK	10	7	9
TOTAL PATIENT COUNT	82 Patients	23 Patients	51 Patients
AFFILIATED ORGANIZATIONS	1	2	3
NETWORK CONNECTIONS	6	2	4
PRIMARY FACILITY	Fox Chase Cancer Center	Abramson Cancer Center	Fox Chase Cancer Center
PRIMARY FACILITY WORKLOAD	>50%	>50%	25%-50%
SYSTEMS OF CARE	Temple Health System	UPENN Health System	Temple Health System

Enterprise wide data management • Targeting and segmentation • Commercial and contracting

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Claims Driven Network Intelligence | Systems of Care (SOC)

Systems of Care:
Where should we focus?

IDN Scorecard
- Comprehensive IDN Profile
- IDN Value Across Therapeutic Markets
- National IDN Ranking
- Geographic Drilldown
- Key IDN Metrics:
  - *HCO Types*
  - *Number of IDN-Level HCOs and HCPs*
  - *IDN and HCO Demographics*

IDN Hierarchy
- IDN Organizational Tree
- Sub-Views by IDN Branch
- Claims Volumes Across IDN, Child IDNs, and HCOs
- National HCO Ranking

Drill-Through Functionality
- (Up) National IDN Comparison
- (Down) Practitioner / Organization Scorecards and Direct Search
- Claims Summary by Strategic Market

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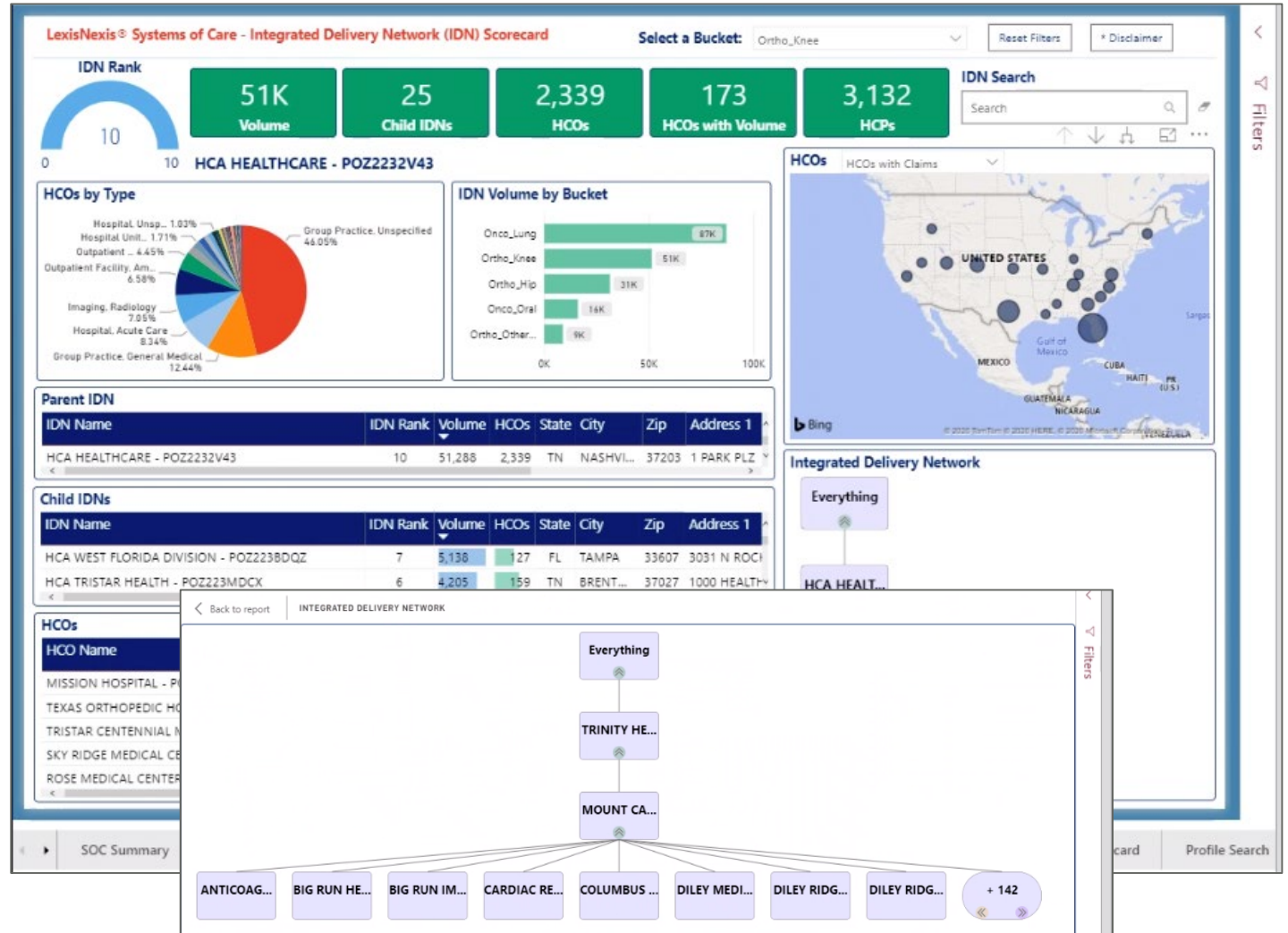
Questions?

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Systems of Care

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Appendix

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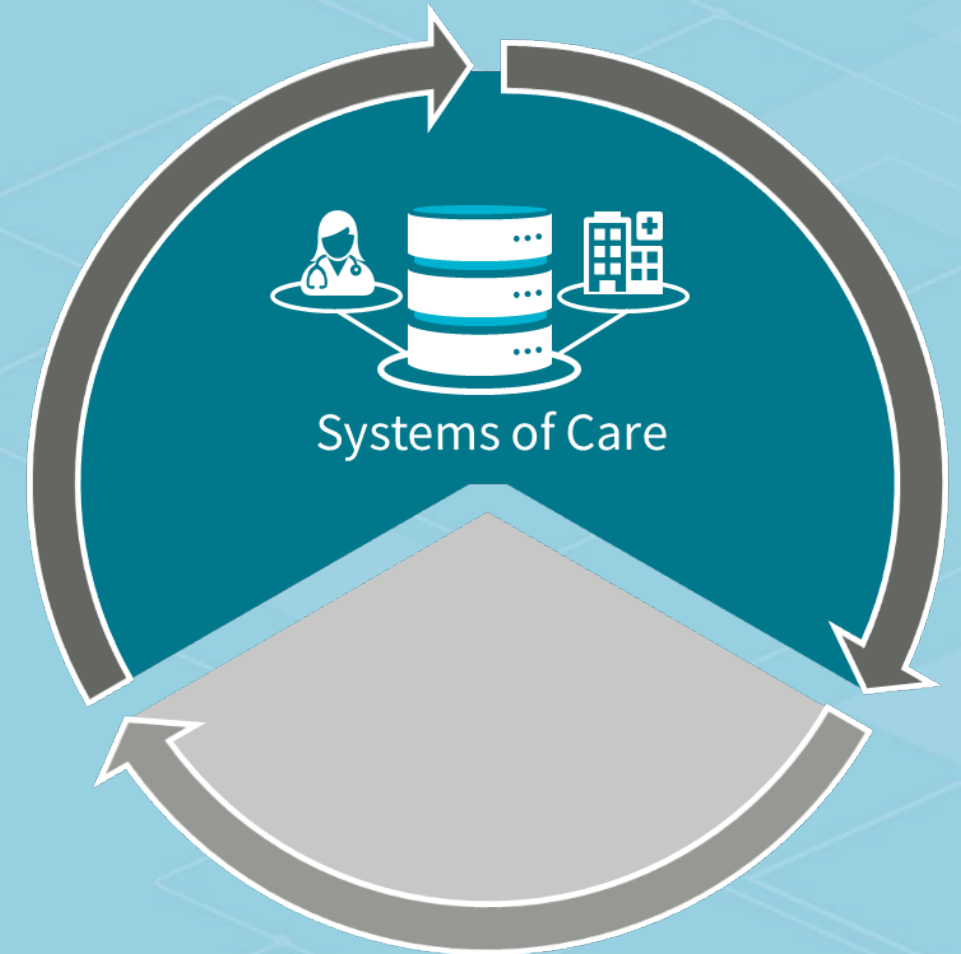
Medical Claims Data 101 | Anatomy of a Submitted Claim

DIAGNOSIS:
ICD-10-CM code for appropriate diagnosis or nature of illness

PROCEDURE:
CPT code for services provided to an established patient

DRUG:
Appropriate HCPCS code for medication administered

PATIENT INFORMATION:
Age, gender, location

PAYER:
Government/commercial insurance company responsible for payment

PRACTITIONER(S):
HCP(s) responsible for care of patient

FACILITY:
Location where service was provided

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PROCEDURE:
CPT code for services provided to an established patient

PROCEDURE DETAILS:
Key details like procedure modifier codes, units, etc.

ALLOWED AMOUNT:
Appropriate HCPCS code for medication administered

PAYER:
Government/commercial insurance company responsible for payment

PAYEE:
HCP(s) receiving payment for claim submission

PLACE OF SERVICE:
Type of location where service was provided