

Pulling a Rabbit Out of a Hat

How Hospital Marketers
Can Influence Cost,
Outcomes and Patient
Experience

MAY 2019

Rick Grape
Director of Market Planning
LexisNexis Health Care

Tim Kringel
Vertical Solutions Consultant
LexisNexis Health Care

CONFIDENTIAL

 **LexisNexis**[®]
RISK SOLUTIONS

Agenda

The move to consumerism and the importance of patient experience

How quality insights into the market, providers, and their behaviors can improve marketing and strategic planning

What types of data can influence cost, outcomes, and patient experience

Agenda

The move to consumerism and the importance of patient experience

How quality insights into the market, providers, and their behaviors can improve marketing and strategic planning

What types of data can influence cost, outcomes, and patient experience

The move to consumerism and the importance of patient experience

34% of Payments
flowed through Cat 3 & 4

226.3 million
Americans used APMs

77% of the
Covered Population

APMs on the rise
Alternate Payment Models



COMMERCIAL



MEDICARE
ADVANTAGE

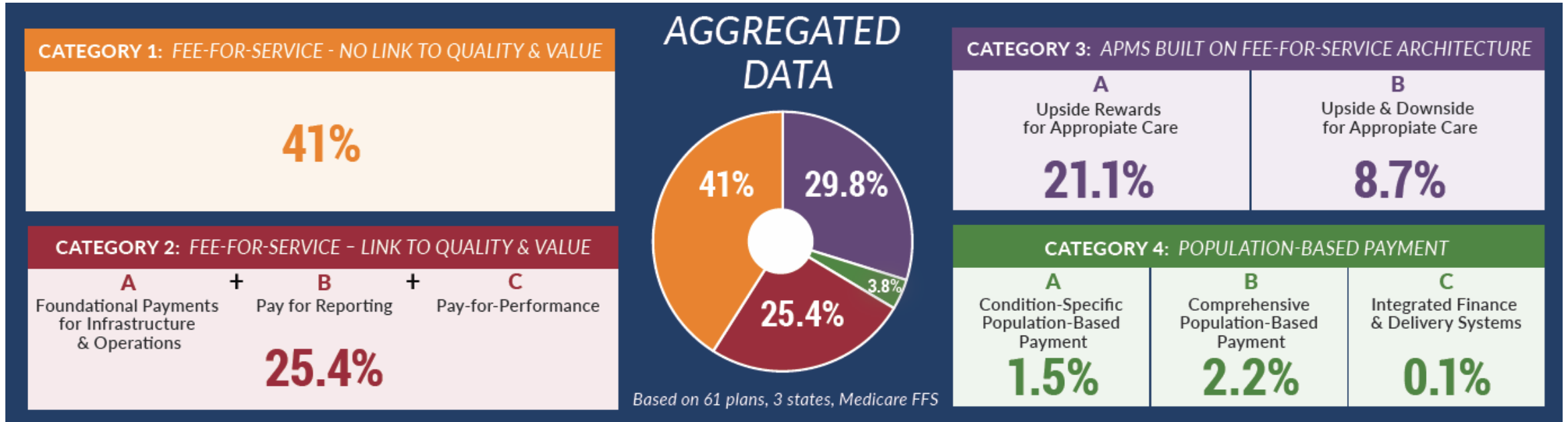


MEDICARE
FFS



MEDICAID

The move to consumerism and the importance of patient experience



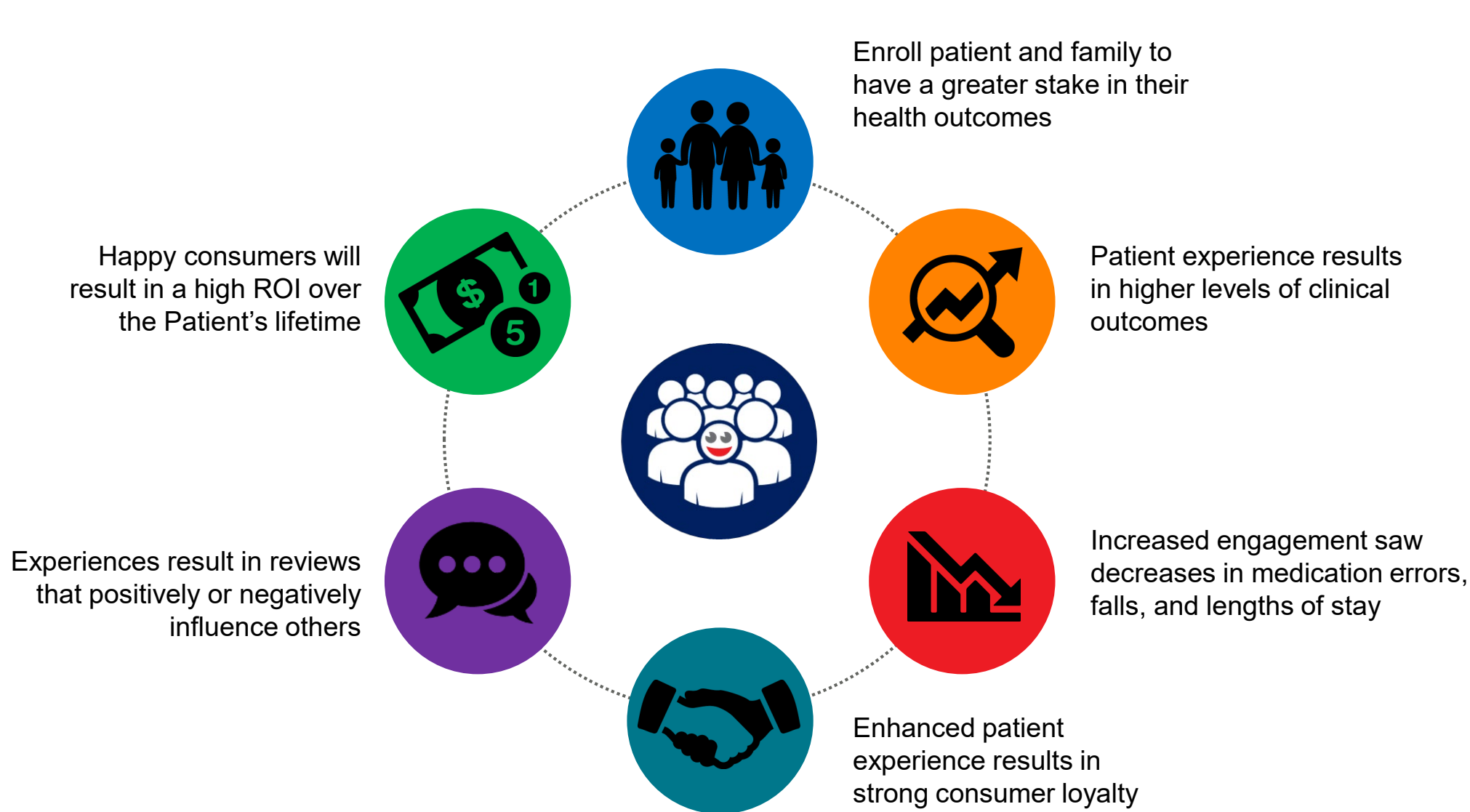
FFS Decline
is already underway

2% Decrease
from the year before

Cat: 3 & 4 Models
Increasingly prevalent

% of FFS Split Varies
By Service Plan Type

Why does patient engagement matter to marketers and strategic planners?



\$1.4M
Lifetime Patient Value

62% Decrease in Medication Errors

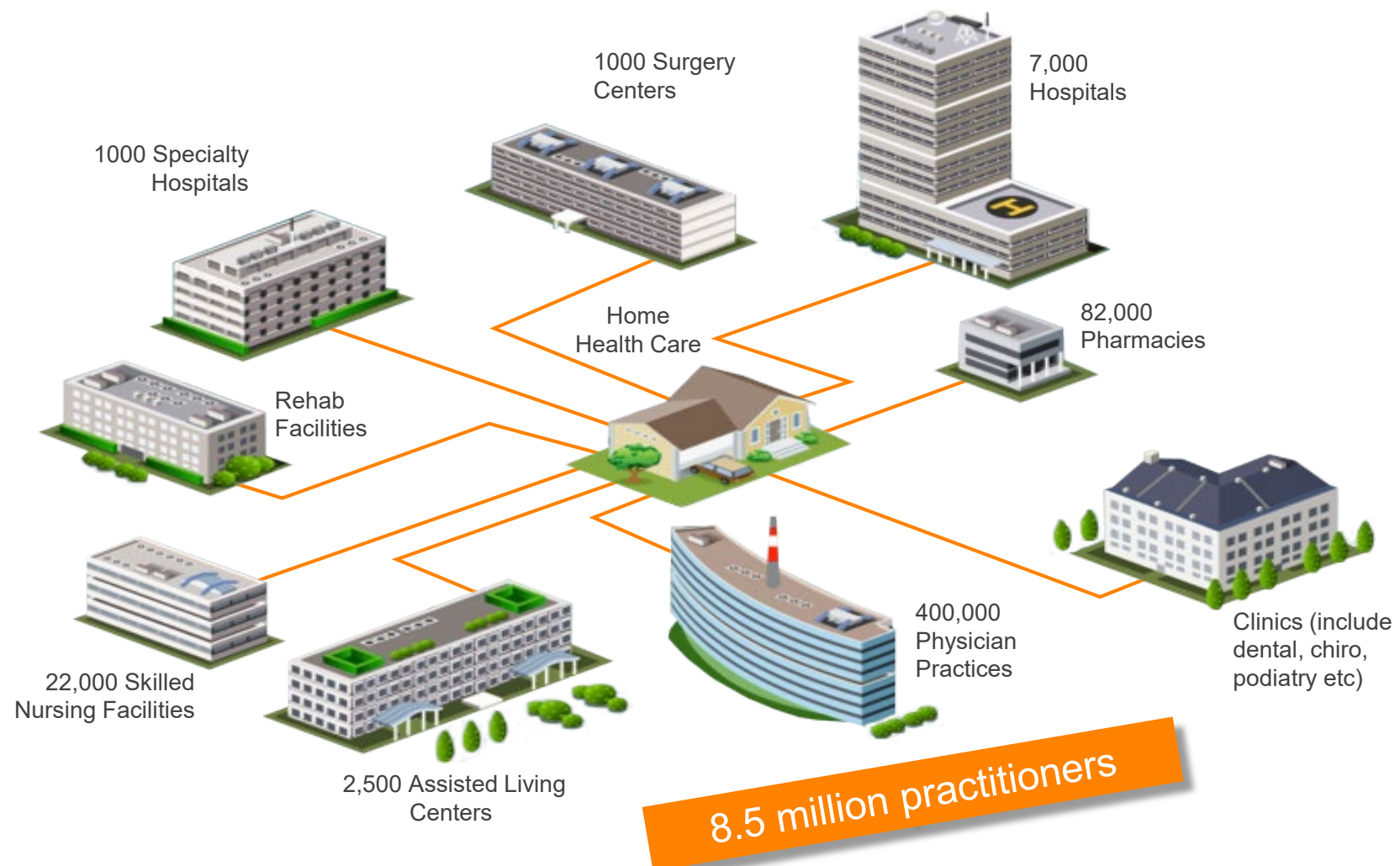
40% Reduction in # of Falls

50% Decrease in Length of Stay

32% of Hospital Patients Read the Reviews First

The "Shopping Mall" of Healthcare in the Age of Consumerism

- The Provider ecosystem offers lots of choices

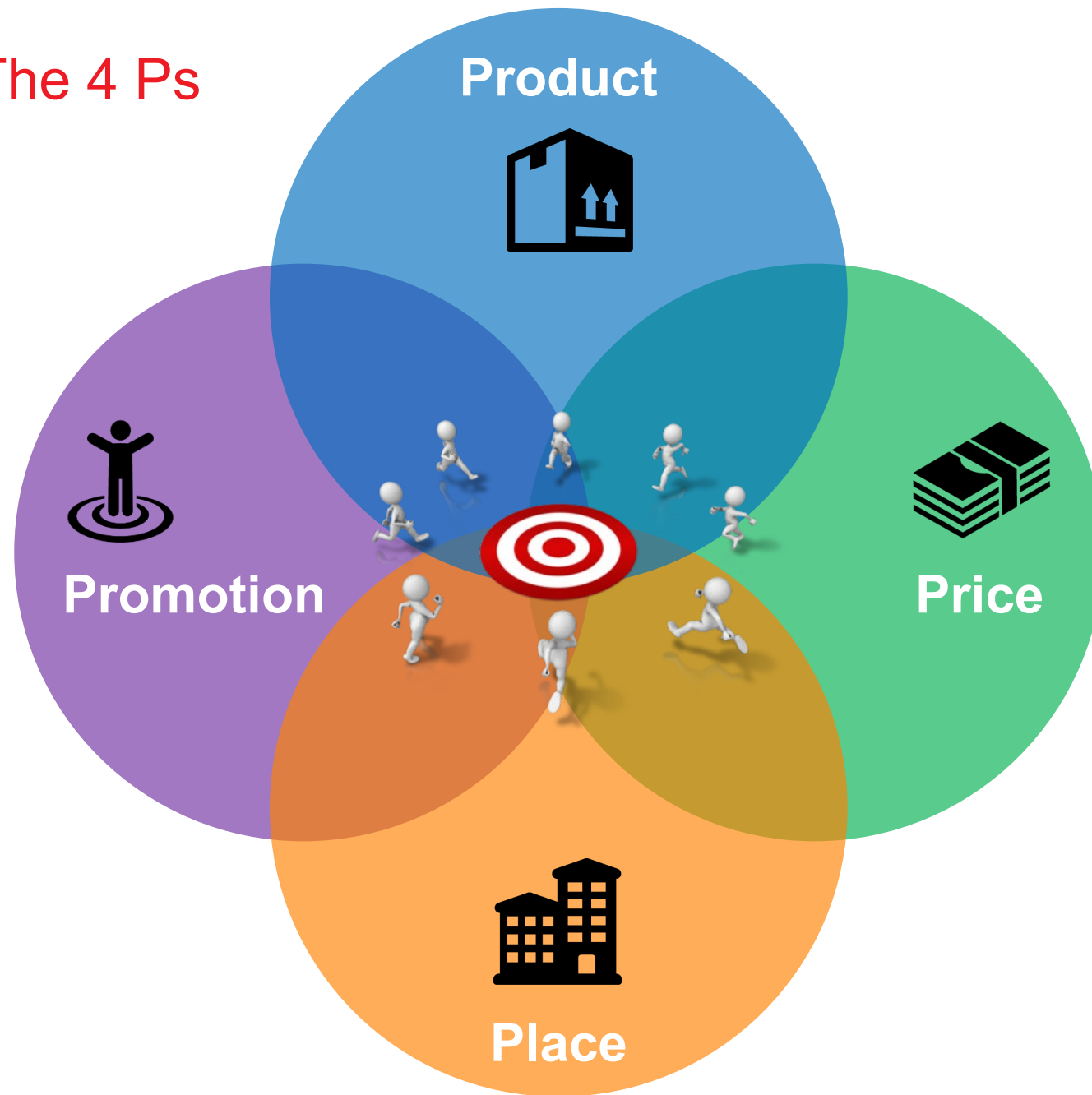


Pulling the Rabbit Out of a Hat

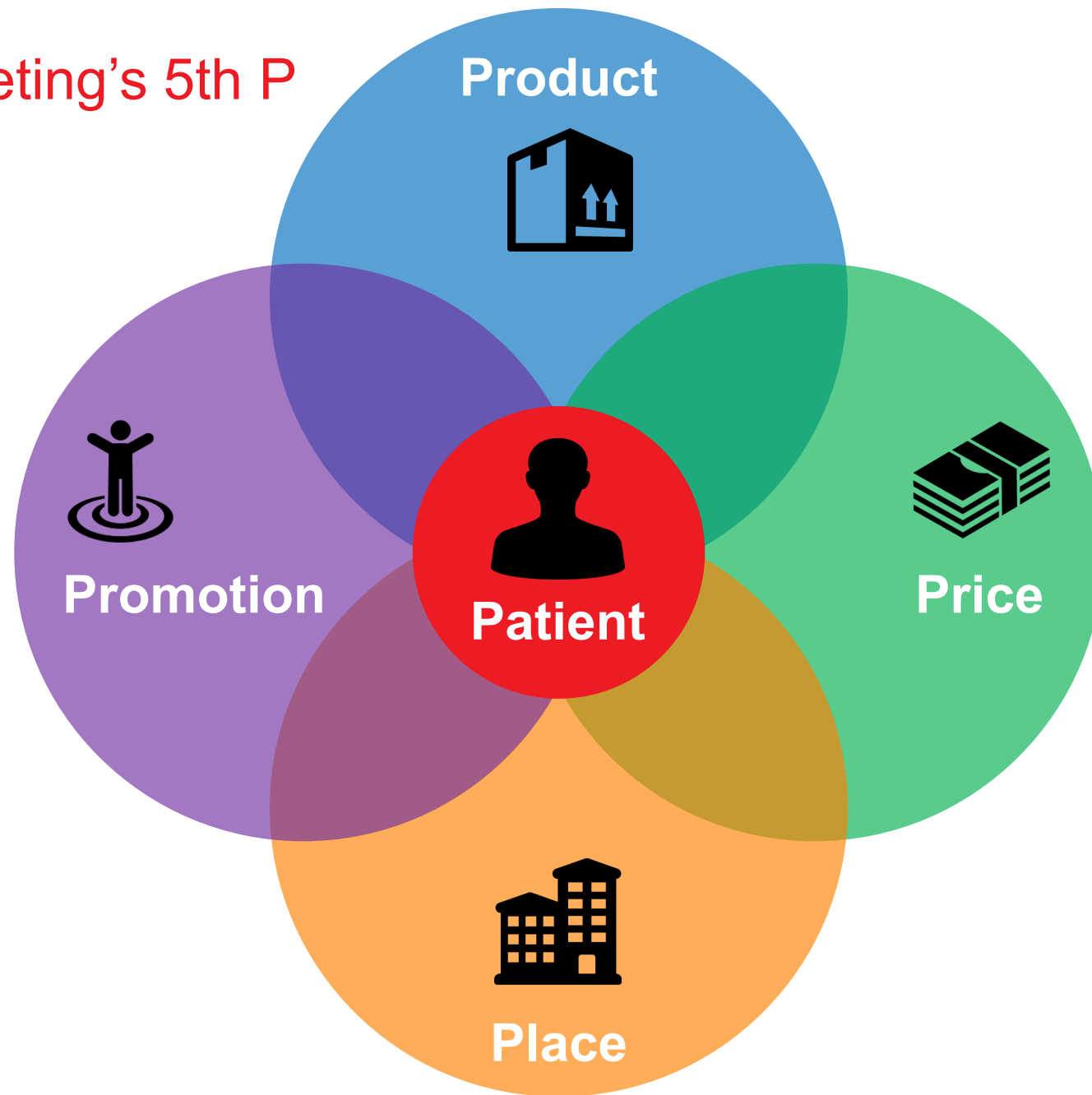
Influencing **patient care** and **outcomes** doesn't take magic... *it just takes access to the right information!*



Marketing 101 | The 4 Ps



Healthcare Marketing's 5th P "The Patient"



Agenda

The move to consumerism and the importance of patient experience


How quality insights into the market, providers, and their behaviors can improve marketing and strategic planning


What types of data can influence cost, outcomes, and patient experience

The 5th P | The “Patient”




 How can you influence and improve the patient experience?

 How can you attract new patients?

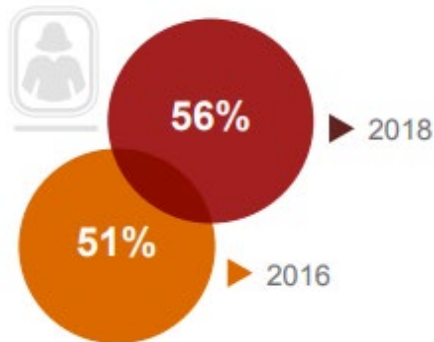
 How can you keep what you have and minimize leakage?

- ✓ Data can inform why/where you are losing patients

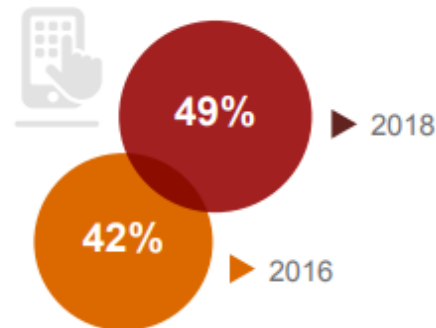
 What is that patient worth to your system?

- ✓ What is their family worth?

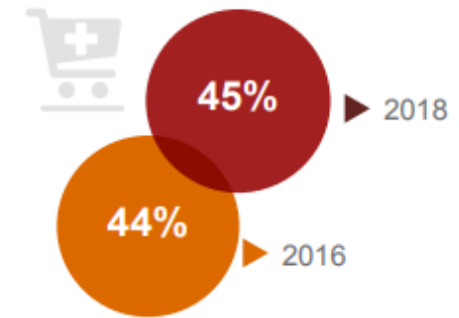
Send a digital photo of a rash or skin problem to a dermatologist for an opinion



Have a live visit with a physician via smartphone



Have stitches or staples removed at a clinic in a retail store or pharmacy



Source: PwC Health Research Institute consumer survey, summer 2016 and winter 2018

Identify Referral Opportunities



Identify risks in care and cost that are the result of patients leaving your system



Dr. Joe Finazzo
Internal Medicine
1000 Alderman Drive
Alpharetta, GA

Shared Patient Percent



Dr. Tim Kringel
Surgery, Orthopedic
2000 Alderman Drive
Alpharetta, GA

Kringel
70%



Dr. Matt Ryan
Surgery, Orthopedic
1500 Mercedes Benz Way
Atlanta, GA

Ryan
30%

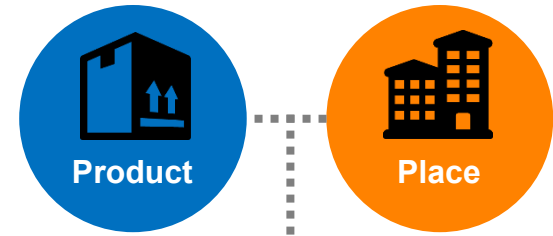
Finazzo

Product / Place



Expansion of Services

- ✓ Are you providing all the services the patient desires?
- ✓ What is the reimbursement landscape for these services?



Product and Place are Intertwined within Healthcare



Are you providing them in the location(s) the patient desires?

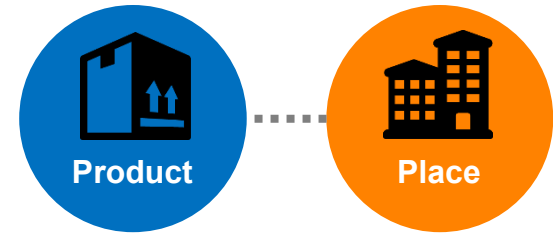
- ✓ Telehealth, Home Health, Home Infusion...
- ✓ Are there expansion/partnership opportunities
- ✓ Retail, Urgent Care



What is your competition doing?

- ✓ Are there missed opportunities for your business?
- ✓ How can you further differentiate?

Plan for Expansion of Geographies and Services

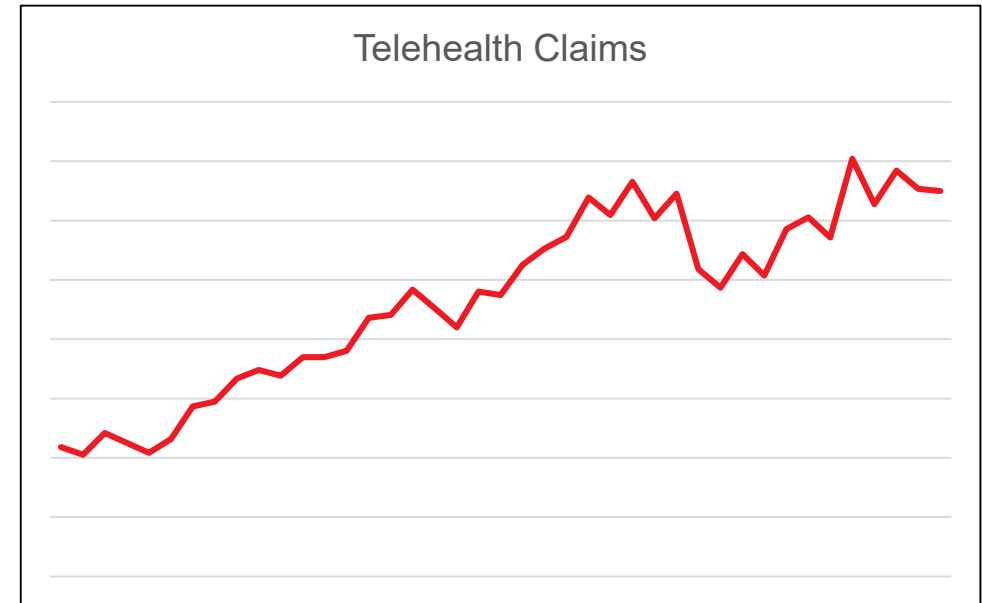


- ✓ New services and geographies
- ✓ Insights outside of available data

Telehealth



- 58% annual growth rate
- 56% increase in the number of providers billing for telehealth



Volumes based on CPT codes - 98969,99943,99944,Q3014

(Source: LexisNexis – MarketView claims data, 2018)

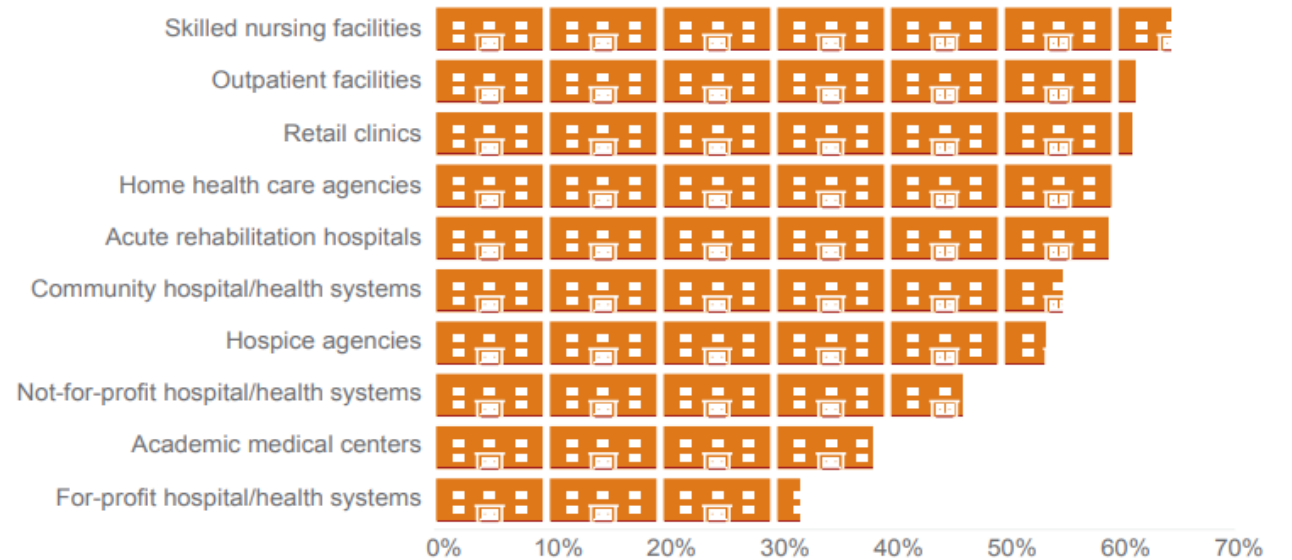
Promotion



- Physician Alignment Strategies
- Clinical Integration
- Reduce leakage
- **Focused** growth



Many provider executives are considering merging with or acquiring different types of care facilities within the next five years



Source: PwC Health Research Institute provider executive survey, 2017



✓ Minimize Leakage

- ✓ Improves continuity of care and is financially beneficial
- ✓ Revenue improvement from additional services
- ✓ Reduce penalties (readmission)
- ✓ Risk bearing agreements

✓ Reimbursement

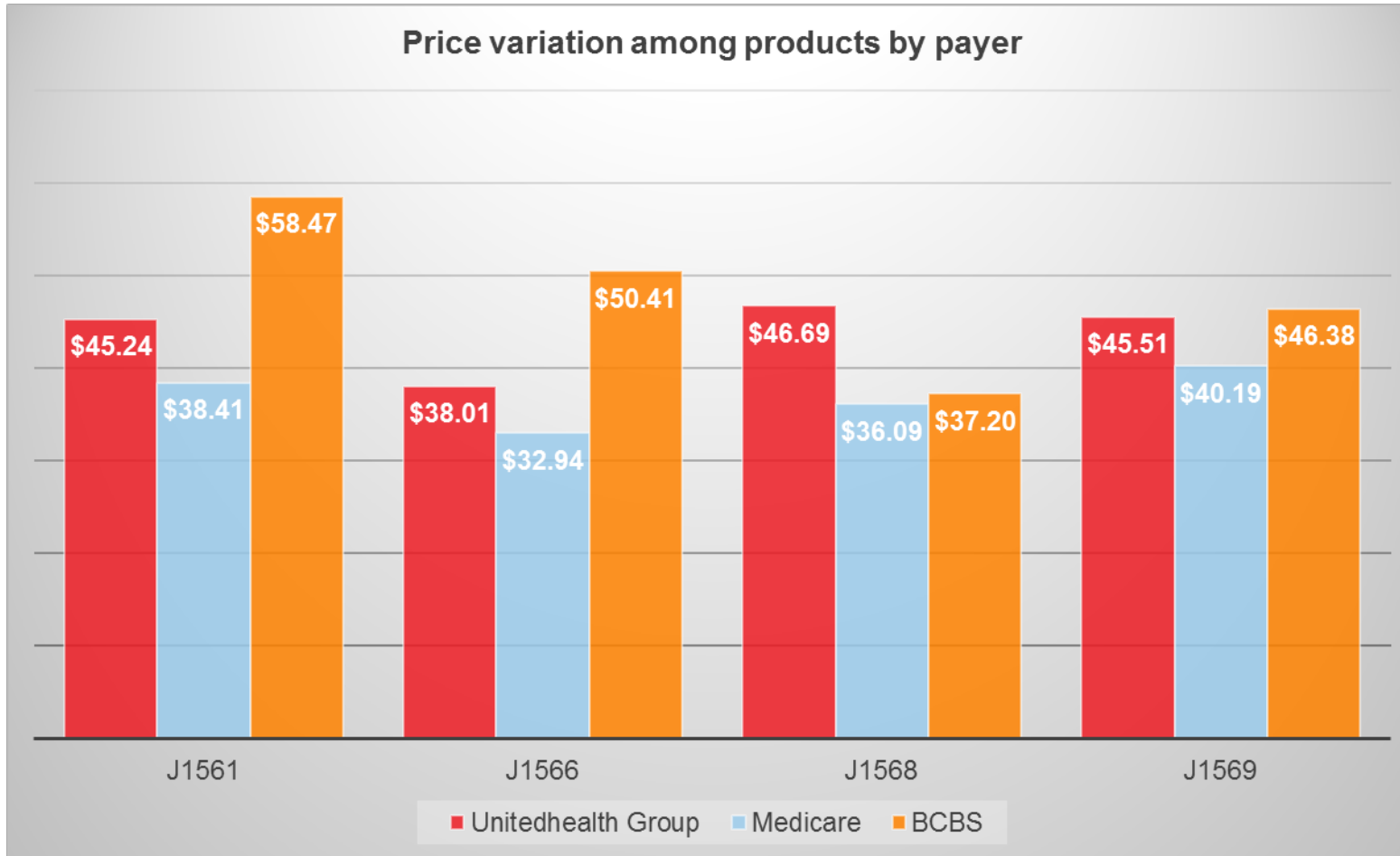
- ✓ Help with payer contracting
- ✓ Identification of new services to launch

✓ Facility / Care Setting Utilization

- ✓ Appropriate use of the lowest cost care setting
- ✓ Where do you have control over care and quality



Gain competitive intelligence on pricing and reimbursement



Across similar products, negotiated payment rates will differ:

- In this therapy area, these bio-similar products vary
- Different rates across payers, but also different positions
 - Different products are the highest and lowest amounts for different payers
- Some payers vary greatly by product, others show less variability

Agenda


The move to consumerism and the importance of patient experience

How quality insights into the market, providers, and their behaviors can improve marketing and strategic planning

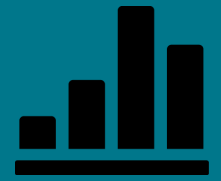
What types of data can influence cost, outcomes, and patient experience

With the right data and analytics, you can:

- Gain Market Insights (Practitioner and Facility)
- Improve facility / care utilization
- Identify opportunities for referral optimization
- Decipher where network leakage could be minimized
- Improve Provider Alignment Strategies
- Understand Market Reimbursement Dynamics



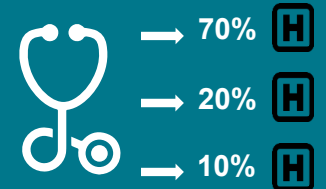
Strengthen your understanding of market place dynamics, competitor market share, and provider and facility behaviors



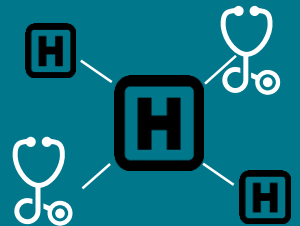
GROW REFERRALS



REDUCE LEAKAGE



IDENTIFY SPLITTING



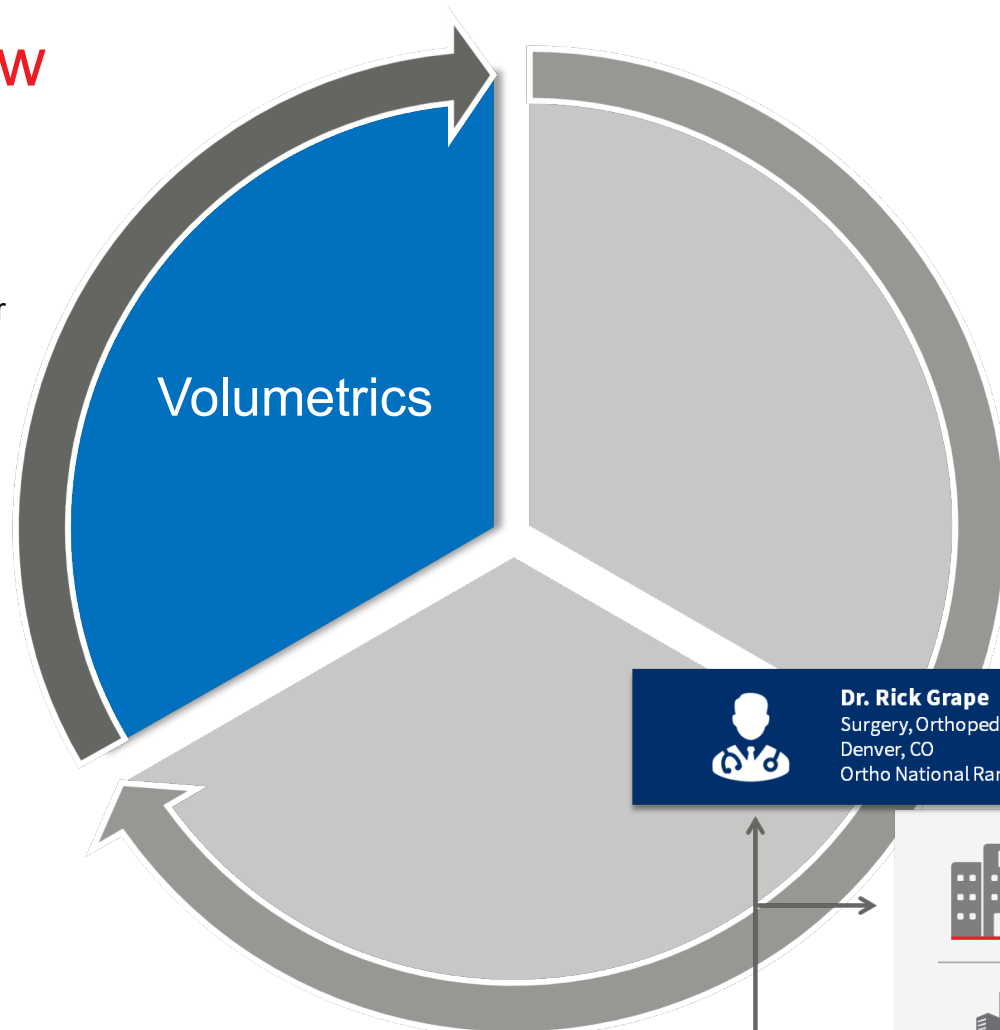
PLAN FOR M&A AND RECRUITING

LexisNexis MarketView



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

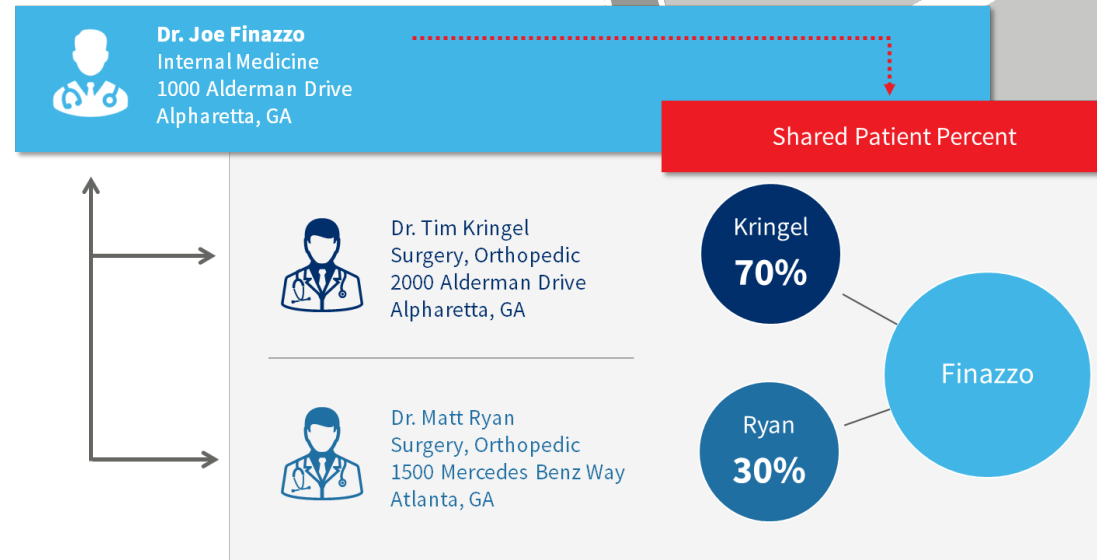


Are your physicians performing at outside facilities?
Are they performing in higher cost settings?

Dr. Rick Grape		Percent of Knee Procedures
Surgery, Orthopedic Denver, CO Ortho National Rank - 9		
	Exempla St Joseph Hospital Hospital, Acute Care Denver, CO	44%
	Presbyterian St Lukes Medical Center Hospital, Acute Care Denver, CO	25%
	Midtown Surgical Center Hospital, Ambulatory Surgery Center Denver, CO	19%

LexisNexis MarketView

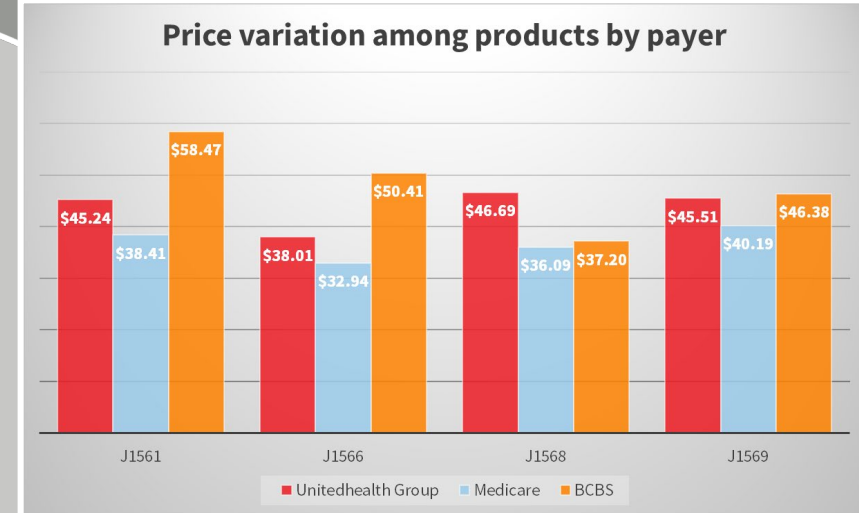
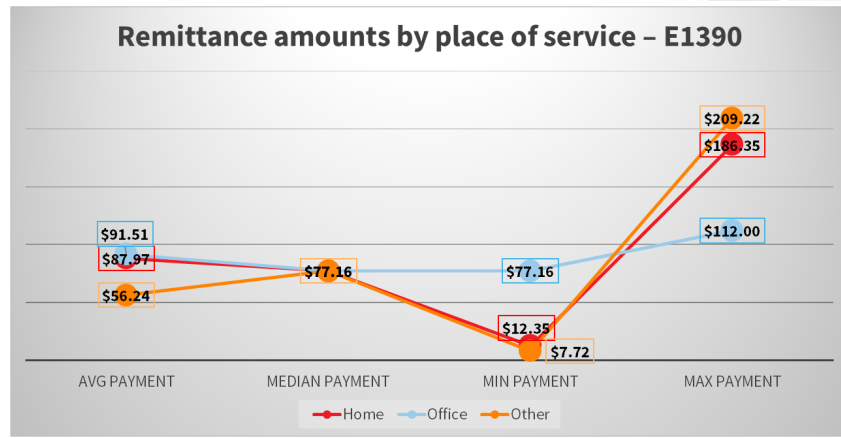
Identify risks in care and cost that are the result of patients leaving your system



Where did they go?

- ✓ Expand your knowledge of 'who went where and why' through referral analytics
- ✓ Uncover:
 - Provider Connections
 - Referral Targets
 - Network Leakage
- ✓ Leveraged for:
 - Leakage Mitigation
 - Patient Acquisition
 - Post-Discharge Care Management
 - Recruitment and Network Integration

LexisNexis MarketView



Reimbursement Insights



What did they cost?

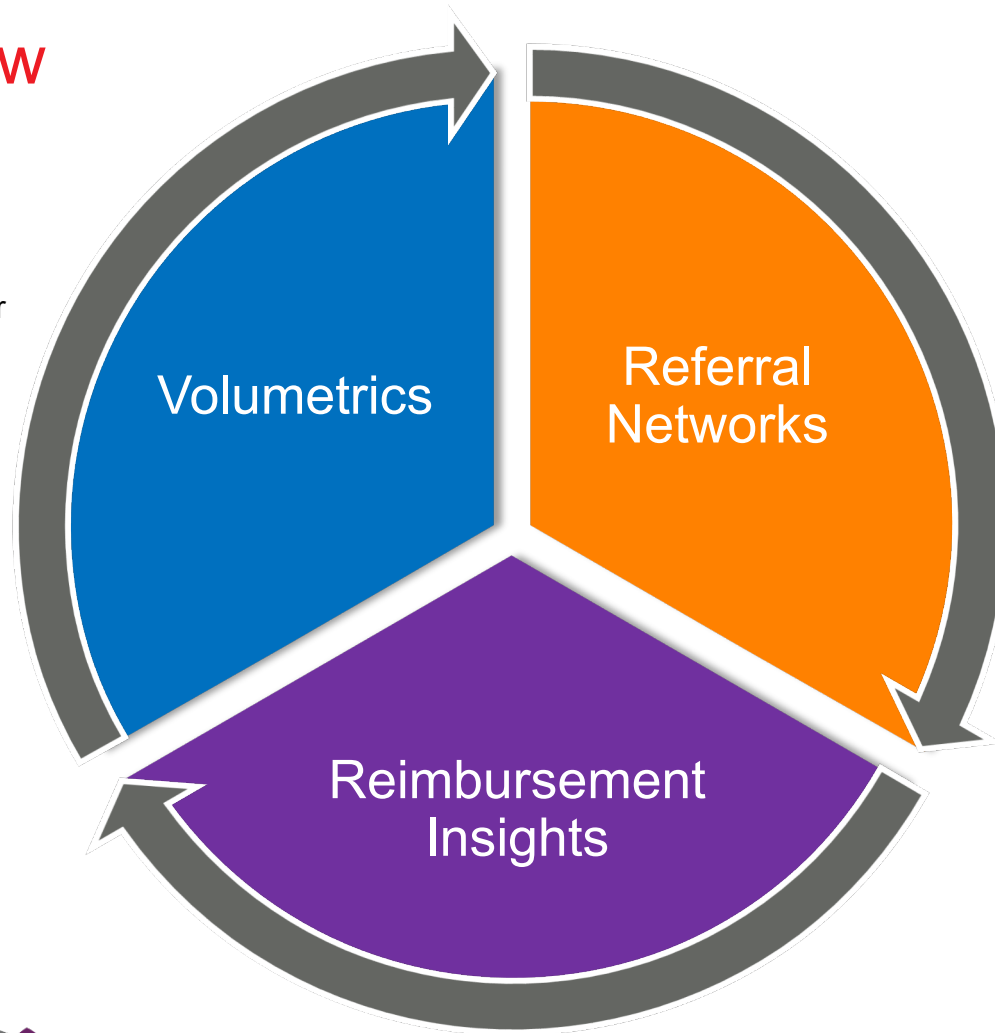
- ✓ Expand your understanding of ROI, competitive pricing, and contracting models to make strategic decisions
 - Maximize remit rates across payers and facilities
 - Inform Service/Geographic Expansion Strategies

LexisNexis MarketView



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



What did they cost?

- ✓ Expand your understanding of ROI, competitive pricing, and contracting models to make strategic decisions
 - Maximize remit rates across payers and facilities
 - Inform Service/Geographic Expansion Strategies

Conclusions



Health systems are faced with difficult decisions in the face of value based care, tasked with reducing costs, increasing performance and outcomes, and improving the patient experience

Decision making is vastly improved by going outside the organization to leverage best in class data assets and analytics

Insights derived from medical claims data and referral analytics can be leveraged to improve care, quality, and lower costs, achieving the heralded Healthcare Triple Aim

Questions?



Timothy Kringel

Vertical Solution Consultant

LexisNexis Healthcare

timothy.kringel@lexisnexisrisk.com

Richard K. Grape, Jr.

Director of Market Planning

LexisNexis Healthcare

richard.grape@lexisnexisrisk.com



About LexisNexis® Risk Solutions

At LexisNexis Risk Solutions, we believe in the power of data and advanced analytics for better risk management. With over 40 years of expertise, we are the trusted data analytics provider for organizations seeking actionable insights to manage risks and improve results while upholding the highest standards for security and privacy. Headquartered in metro Atlanta USA, LexisNexis Risk Solutions serves customers in more than 100 countries and is part of RELX Group plc, a global provider of information and analytics for professional and business customers across industries. For more information, please visit <http://www.risk.lexisnexis.com/>.

Our healthcare solutions combine proprietary analytics, science and technology with the industry's leading sources of provider, member, claims and public records information to improve cost savings, health outcomes, data quality, compliance and exposure to fraud, waste and abuse.

CONFIDENTIAL