

Leading New York-area Physician Network Gains Key Insights into Network Leakage Challenges

PHYSICIAN INSIGHTS 360°



CLIENT SITUATION

A major New York City physician network partners with one of the nation's largest and most reputable academic medical centers. The client

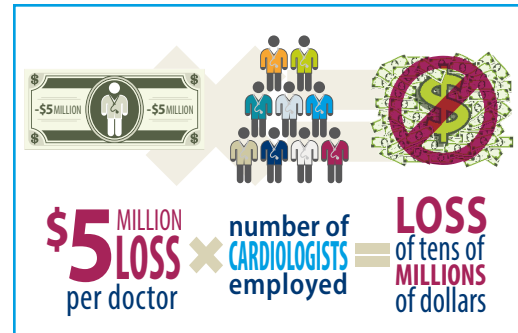
is comprised of over 1,200 physicians, surgeons and advanced nurse practitioners.

Early in the year, the client began exploring ambulatory intelligence solutions to understand referral relationships, service line gaps and patient access challenges — all to help them maintain their position in a hyper-competitive market.

IMS HEALTH APPROACH

IMS Health leveraged their innovative physician intelligence tool, IMS Physician Insights 360° to conduct an in-depth assessment of physician referral patterns and patient access challenges to find opportunities for improvement and growth. IMS Health:

- Analyzed a group of 6 employed cardiologists in Westchester County.
- Observed a pattern of **significant out-of-network leakage to non-employed Radiologists.**
- Analyzed referral patterns for other practices in the area and **noticed similar referral patterns.**
- Concluded, in consultation with the client, that a **service line gap** was the root cause of this leakage due to the nearest in-network imaging center being 17 miles away.



THE RESULTS

- **Over 80% of diagnostic imaging referral volume** was leaking out to competitors based on a critical service line gap.
- Once patients left the network at this critical leakage point, they often stayed out-of-network for downstream surgical procedures.
- Just one Cardiologist's out-of-network referrals resulted in a **\$5M annualized loss of downstream surgical revenue.** The fully-realized loss from the entire Cardiology practice as well as other local practices measured in the **tens of millions of dollars.**
- Based on this compelling IMS analysis, the client has started pursuing a local outpatient imaging strategy to **close this critical service line gap.**

HOW SMART IS YOUR PHYSICIAN INTELLIGENCE?

Actionable insights and valuable tools that empower you to partner with the right physicians.

INSIGHTS THAT INFORM AND TRANSFORM

Only true insights and targeted interactions can help you meet your strategic objectives. Armed with transformational physician insights, IMS Health helps you identify, target and engage with the critical physicians you need to reach:

- **Strengthen referral networks** by identifying the providers who are driving volume to specialists and sub-specialists
- **Manage referral leakage** by discovering the physicians referring patients to out-of-network providers
- **Optimize case mix** by identifying practices with the payer and patient mix you seek
- **Pinpoint high-value providers** with greater precision by quantifying facility procedure-splitting behavior
- **Maximize facility growth** by understanding procedure volume lost to competitors
- **Identify the right physicians for ACO** other payment innovation programs based



A 60 YEAR HERITAGE IN HEALTHCARE DATA

With IMS Health's patented ability to link individual patients, our integrated, comprehensive data incorporates intelligence from:

- 1BN medical transactions per year from 800,000 unique providers per month
- 3BN prescription transactions per year with 80% coverage nationally
- 75% of all U.S. inpatient discharges with procedure and diagnosis detail
- 5M healthcare professionals, including 760 IDNs, 500,000 organizational linkages and 2.4M healthcare affiliations
- Profiles on 145M consumers, including financial, education, TV/Internet usage, etc.

A FLEXIBLE ENTERPRISE PLATFORM

Using proprietary data, advanced analytics and web-based applications, such as geo-mapping and network diagramming, IMS Physician Insights 360° answers key questions and informs strategies. Its robust, innovative capabilities include:

- **Web-enabled SaaS tools and iPad app** for optimal field, super-user and executive use
- **Timely Data Intelligence**, 30-60 days, refreshed quarterly
- **IMS Shared Patient Methodology**, with both explicit referrals derived directly from claims, as well as inferred referral relationships
- **Optional Integrated Offerings** for physician relationship management (PRM) capabilities
- **Physician engagement software** for targeted outreach campaigns and metrics
- **Process management tools** for physician recruitment and employment due diligence



To learn more about IMS Physician Insights 360°, contact IMS Health Provider Solutions at 781.464.3575 or email us at providersolutions@us.imshealth.com or visit us at www.imshealth.com/providers.