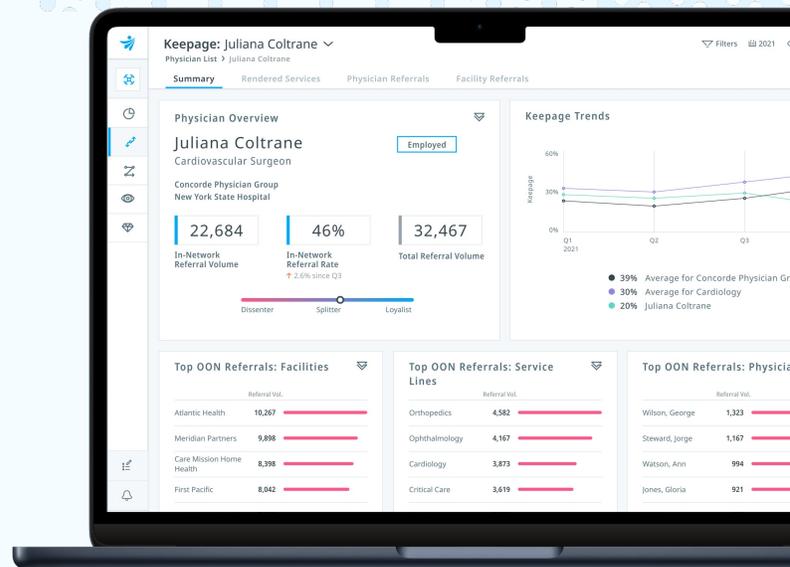


CASE STUDY

East Coast health system enhances care continuity and increases downstream revenue by \$37M with next-gen referral analytics

Overview

A leading not-for-profit healthcare organization on the East Coast engages with Clarify to drive strategic growth and establish more consistent insights into physician behaviors and trends. The health system utilizes Clarify analytics to gain visibility into referral patterns across primary care physicians (PCPs), specialists, and post-acute care. The insights within the platform allow the health system to achieve growth by improving physician alignment, strengthening network integrity, and reducing referral leakage. They have also successfully prioritized physicians for affiliation and engaged them in more productive, action-oriented conversations. These efforts, combined with the growth strategies implemented from the data, have resulted in \$37M in downstream revenue in 2022.



Highlights



Increase keepage volume

In 2022, physicians aligned with the health system have kept an additional 37,000 referrals in-network compared to the year prior.



Prioritize physicians for affiliation

The health system shared lists of physicians with its business development team, ranking physicians by opportunity for alignment and potential new referral volume.



Evaluate patterns of specialist referrals

The health system identified specialist patterns where high-dollar acute cases are rendered to initiate data-driven conversations that influence behavior change.

Challenge

Lack of granular insights into patient flows

Previously, the health system depended on internal data and a legacy analytics vendor to assess patient flow across their healthcare system. While they tracked PCP referral patterns and had partial visibility into specialists in or out-of-network referrals, they lacked the ability to drill into the data or extract granular insights. This hindered their ability to answer key business questions about the types of procedures that were leaving the network and made it difficult to develop actionable strategies around patient and physician engagement. Moreover, extracting insights required the additional step of time-consuming manipulation of data in Excel.

Solution

Real-time access to referral pattern insights

The health system deployed Clarify's end-to-end referral analytics software that precisely pinpoints opportunities to increase in-network referrals by evaluating referral patterns across the health system's market. Offering on-demand insights and trending data over several years, the platform provided full transparency into PCP and specialist referral patterns using extensive data from payer-complete patient journeys.

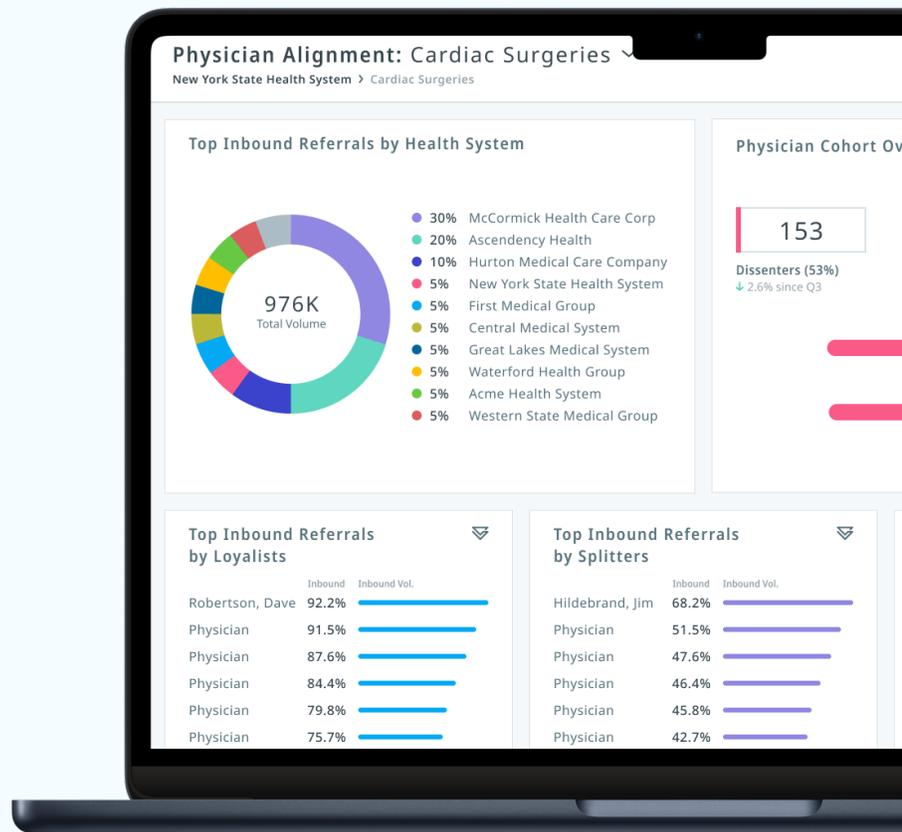
Results

\$37M in new revenue from increased keepage volume year-over-year

The health system utilized Clarify's custom dashboards to understand how alignment and volumes trended over time. This allowed the team to better identify target lists for outreach and helped drive discussions around leakage with physicians. When looking at referrals made by in-network physicians (as defined by the customer) in 2022, the team saw an additional 37,000 referrals kept in-network when compared to the prior year, resulting in \$37M of net new revenue. When focusing on their preferred providers alone, they saw an increase of over 9,100 referrals kept in-network, contributing \$9.1M in downstream revenue.

More productive conversations with referring physicians

Custom dashboards provided physician liaisons with referral insights tailored to their populations or physicians of interest. With transparent and granular insight into referral patterns, conversations with referring physicians have become more productive, action-oriented, and focused on addressable opportunities.



About Clarify Health

Clarify Health is an enterprise data and analytics platform company that enables providers, payers, and other healthcare organizations to improve healthcare access, affordability, and outcomes. Clarify translates one of the largest healthcare datasets into actionable insights to incentivize and engage providers, optimize their performance, and contain cost. Clarify's solutions 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. These insights illuminate opportunities to drive growth, optimize provider networks, guide better healthcare pathways, and maximize value-based care performance.