

# The Provider Data Paradigm

A continuum approach to provider data assets and management, visualization, analytics and services.

**The ancient Greek philosopher, Heraclitus, was right when he said, “There is nothing permanent except change.”**

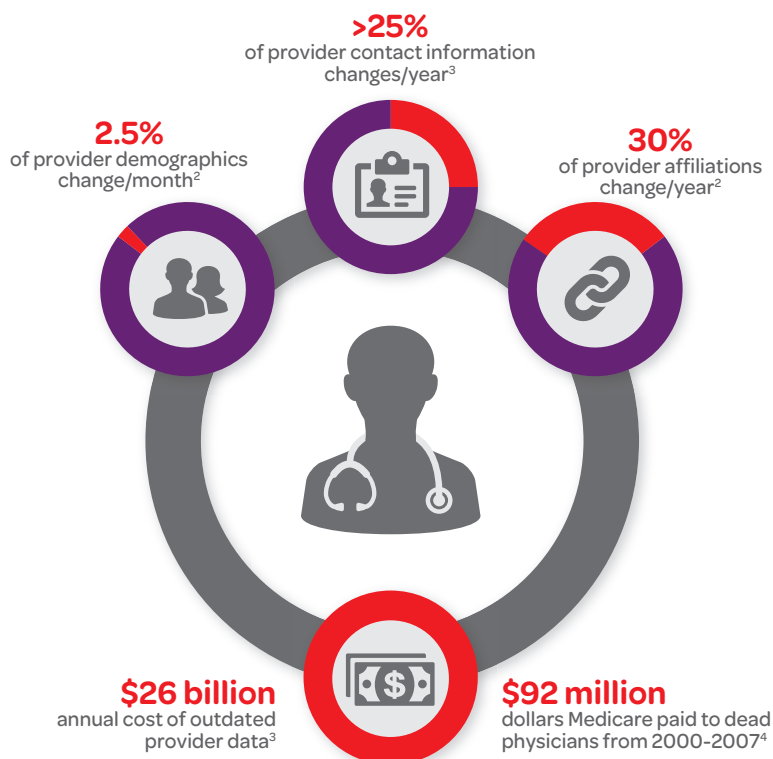
The health care landscape is changing—the changes are major, they are many—and they are coming fast. Organizations across all segments are being forced to adapt and adopt. From new delivery models, to consolidation, to mounting regulations, to changes in how sales and marketing are structured; long-term success will be greatly dependent on health care organizations’ abilities to leverage data in new ways and take a more holistic approach to innovation and integration of data across mission critical work streams.

**The ancient Greek philosopher, Plato, was right when he said, “Necessity is the mother of invention.”**

Health Care Provider (HCP) information is a crucial dataset at the heart of our health care system and yet tends to be riddled with significant gaps, inconsistencies and errors. The value organizations place on the quality, quantity and comprehensiveness of the provider data fueling its operations and care delivery channels impacts everything from member satisfaction to regulatory compliance. The ability to layer high-quality and comprehensive data with analytics

is necessary to improving operations and care delivery. Without relevant information on HCPs, analytics and technology to manage and leverage that data, most health care organizations would cease to exist very quickly—which is why data technology is a rising industry trend today.

**“Big data could help U.S. citizens save as much as \$450 billion in health care costs, but fundamental change is necessary to meeting such goals.”<sup>1</sup>**



## The value gap

Developing a provider data strategy may seem daunting to health care organizations for many reasons including:

- 1) The sheer number of sources information comes from
- 2) The frequency with which this data changes requiring resources to manage and maintain it on an ongoing basis
- 3) The realization that data stewardship is not a core competency for most organizations
- 4) The ability to understand what types of insights can be derived to impact business results
- 5) Unfamiliarity with how to integrate provider data with non-traditional information sources like public records data for added value

## A flexible, scalable implementation strategy

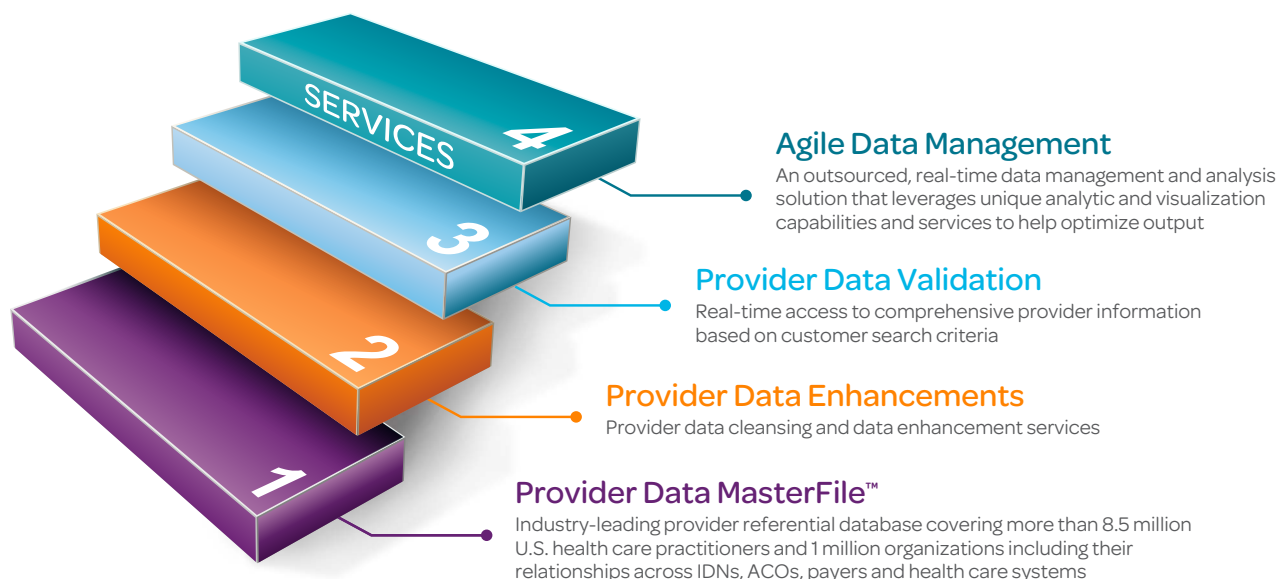
There is disparity between how health care organizations could and should be using data and how they currently are using data. However, advances in cloud-based data platforms, linking technology and automation have brought flexibility to building out the right strategy eliminating the overwhelming idea of “all or nothing”. There is now an innovative approach that is gradual, precise and comprehensive to meet an organization where they are today, but more importantly, offers simple scalability to fuel their journey towards where they hope to be tomorrow.

## A continuum approach

Organizations interested in feeding their systems and workstreams with unprecedented data insights should consider replacing the practice of buying data, or buying individual data products for specific functions, and evolve to a complete, end-to-end data strategy based on an integrated multi-purpose continuum.

## The LexisNexis® approach

What would an integrated provider intelligence continuum include?



## LexisNexis® Provider Data Intelligence Suite

A continuum of provider data assets and management, visualization, analytics and services that allows customers to optimize data insights.

### 1. Provider Data MasterFile™ – Get accurate data as a starting point

Quality data is the key to influencing not just any change, but the right change. The foundation of any provider data strategy is ensuring access to the industry's leading provider data repository built on thousands of data sources, including:

- Hospitals, health care facilities and other relevant organizations
- Health care practitioners
- Medical claims
- Practitioner connections
- All kinds of public records data

We call this master referential database or source of truth the LexisNexis Provider Data MasterFile™. Provider Data MasterFile anchors the data-powered continuum and serves as the backbone of a health care organization's entire ecosystem. This centralized referential database improves and evolves daily by constantly ingesting, verifying and cleansing incoming data. The quality data drives processes and empowers users to make informed and confident business decisions.

### 2. Provider Data Enhancements – Fill information gaps

Regardless of the task, the quality and comprehensiveness of data is critical. Unfortunately, provider data does not remain static. In fact, 25% of the entire provider universe changes annually and 29,000 prescribers change their primary address each month.<sup>5</sup> For both operational and compliance purposes, the ability to identify and fill data gaps in near real-time is critical for keeping pace with health care requirements. This is why LexisNexis Provider Data Enhancements, which is the next phase of the continuum, is vitally important. Provider Data Enhancements makes use of traditional and non-traditional data sources, and uses sophisticated analytical software to identify, de-duplicate, validate, update and augment internal payer data with critical pieces of information like addresses, phone numbers, emails, affiliations and much more.

### 3. Provider Data Validation – Real-time access to provider information

The first two phases of the continuum are foundational and necessary to ensure that data is always accurate and as complete as possible. In phase three, users can increase automation and real-time search-ability. This step is called LexisNexis Provider Data Validation and allows for real-time updates to support an organization's back-end processes. Health care organizations can run queries to access very specific information within the total database. For example, with a few simple keystrokes a search for <Dr. Jane Doe> would instantly retrieve all of the information in the database related to that particular provider.

### 4. Agile Data Management – Insights driven from quality data that answer questions you didn't know you had

At the peak of the continuum stands the innovative technology that will inevitably transform the way health care engages with, absorbs and leverages mass quantities of information. LexisNexis Agile Data Management is an outsourced, real-time data management and analysis solution that empowers customers to interactively engage with their data through unique analytic and visualization capabilities to define a single source of truth. With world-class referential data, industry leading provider enhancement logic and real-time access, an outsourced solution can quickly take a client's data management strategy to the highest level with minimal resources and cost.

## Broadly speaking, the continuum model is both simple and powerful:

- Access to the most current and comprehensive identity-based information
- The ability to seamlessly integrate non-health care data sources for added insight
- A data engine that continuously aggregates and links large volumes of data from an expanding list of data sources
- Confidence that data is processed to ensure the highest quality
- Applied analytics to view the data from many angles and reveal the key information hidden in the data
- Visualization tools for users to absorb and understand the information
- Consultative services and health care data steward experts that help users optimize the results of the data analysis
- Insight and intelligence fuel well-informed business decisions across the entire enterprise

The ways in which insights gained from data analytics can be used to manage risk, optimize network coverage, improve compliance and maximize profitability are practically limitless, and the value of network visibility and transparency is undeniable. Detailed medical and non-medical information on health care organizations, providers, patients, claims and the relationships between them are being collected and maintained. The advanced technology to use that data to run operations and manipulate that data to reveal potential risks and opportunities is available. Gaining the full power of the data and its intrinsic intelligence requires a shift from the idea of purchasing data for specific tasks to adopting a holistic strategic approach involving the integration of a scalable solutions continuum capable of meeting the many different operational needs of health care organizations.

**For more information on a complete, end-to-end data strategy, call 866.396.7703 or visit [lexisnexis.com/risk/healthcare](http://lexisnexis.com/risk/healthcare).**

### About LexisNexis Risk Solutions

LexisNexis Risk Solutions ([www.lexisnexis.com/risk](http://www.lexisnexis.com/risk)) is a leader in providing essential information that helps customers across all industries and government assess, predict and manage risk. Combining cutting-edge technology, unique data and advanced analytics, LexisNexis Risk Solutions provides products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

Our health care 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.



<sup>1</sup> [http://www.mckinsey.com/insights/health\\_systems\\_and\\_services/the\\_big-data\\_revolution\\_in\\_us\\_health\\_care](http://www.mckinsey.com/insights/health_systems_and_services/the_big-data_revolution_in_us_health_care)

<sup>2</sup> "Provider Data Management Solutions" LexisNexis 2014

<sup>3</sup> <http://www.enclarity.com/t1/provider-faqs>

<sup>4</sup> <http://www.insurancefraud.org/statistics.htm#Medicare%20Fraud>

<sup>5</sup> Based on LexisNexis annual analysis of data

LexisNexis® Provider Data Intelligence Suite is not provided by "consumer reporting agencies" as that term is defined in the Fair Credit Reporting Act (15 U.S.C. § 1681, et seq.) ("FCRA") and does not constitute a "consumer report," as that term is defined in the FCRA. Accordingly, the Provider Data Intelligence Suite may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another purpose in connection with which a consumer report may be used under the FCRA. Due to the nature of the origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified.

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