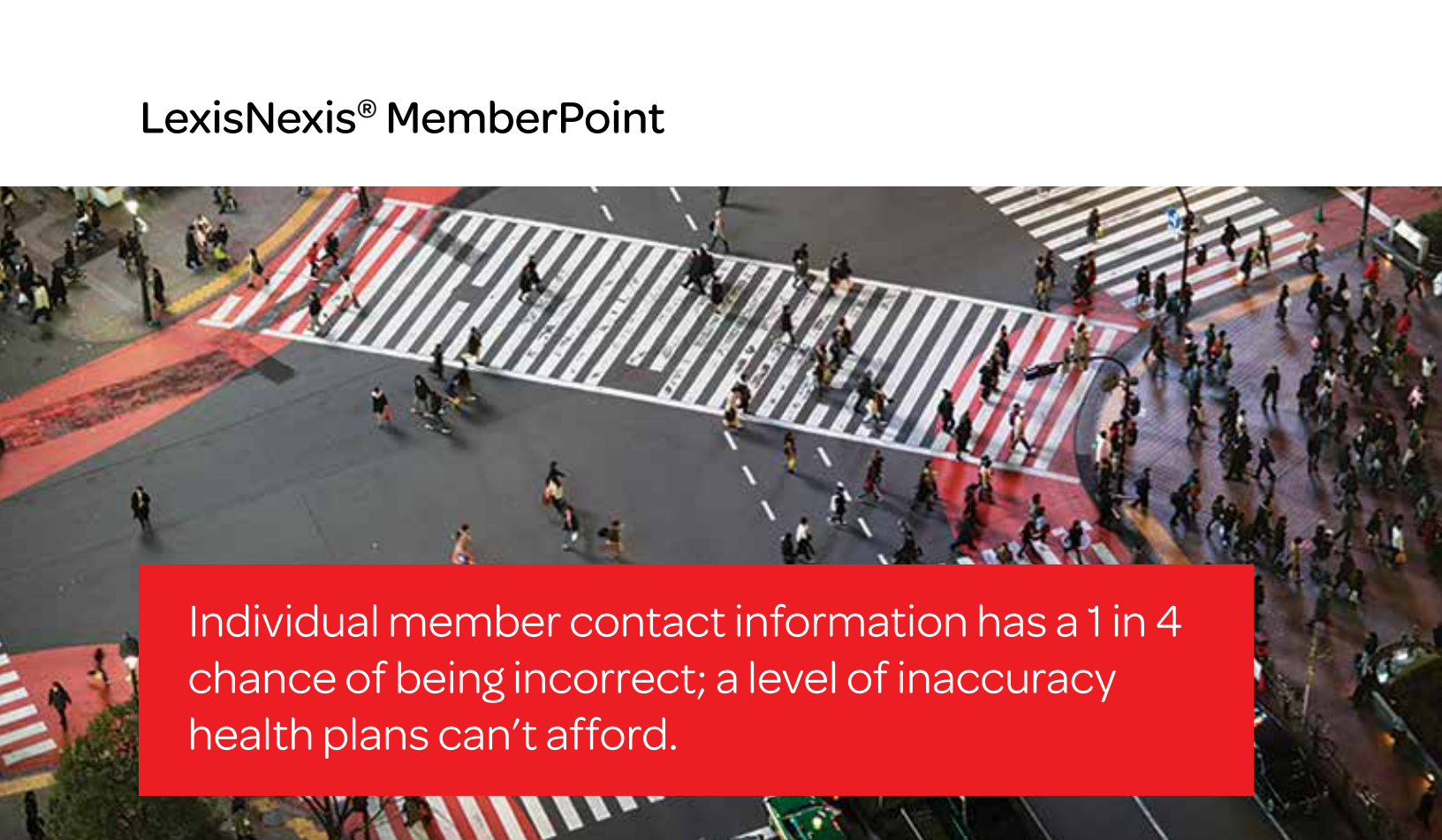




Individual member contact information has a 1 in 4 chance of being incorrect; a level of inaccuracy health plans can't afford.

Member information is in a much greater state of flux than most payers realize. There is a tremendous degree of physical movement; there are more cell phone numbers than people in the United States, and the number of job changes, name changes, and relocations all combine to make the currency and accuracy of member contact information questionable at best.

In fact:

- For managed care organizations, Medicaid re-enrollment can drop as much as 30% due to incorrect member contact information.
- 5-10% of individual contact information provided by commercial carriers is incorrect.
- 15-20% of individual contact information provided by employers is incorrect.
- 25-30% of individual contact information provided by Medicare is incorrect.
- 40-50% of contact information provided by Medicaid is incorrect.
- Between 8 and 14% of medical records have erroneous information tied to an incorrect patient identity.

Solving for these inaccuracies is critical to driving efficiency across business processes, improving care coordination and delivery, while focusing on containing costs. Getting a handle on current data challenges is necessary not only to improve existing member records, but also to prepare for the millions of new individuals entering the health care system.

The quality of member identity data is essential for meeting the challenges of member management. In this new age of health care, payers must:

- Validate new enrollees
- Maintain current contact information on members
- Comply with ACA regulations
- Meet HEDIS and other quality and compliance objectives
- Reduce operational costs and risks associated with bad contact information
- Improve the success of member outreach communications for improved health outcomes
- Improve overall member satisfaction



The quality of member identity data has never been more important and is essential for meeting the challenges of customer-focused member management.

To facilitate the verification and ongoing maintenance of member identity data, LexisNexis® offers MemberPoint, a powerful suite of data services that allows payers to:

- Validate the integrity of new enrollee information
- Maintain the accuracy of demographic data
- Enhance compliance efforts
- Reach and manage their member populations
- Reduce identity-based fraud by properly verifying and managing member identity information

With the focus on reducing costs, improving outcomes, Medical Loss Ratio, and meaningful use goals, the impact of not being able to reach your members is much greater than the cost of a piece of returned mail. Our massive member data sources and advanced data-linking technology enable world-class member identity capture, record linking, and maintenance of disparate patient registries. These capabilities enable payers to successfully standardize identity attributes, fill data gaps, verify the accuracy of member data, and maintain data as it changes.

MemberPoint delivers all the information you need to know about your members and enables you to integrate that information into your operations.

MemberPoint cleans and enhances your membership files with information from our vast public records repository which uses our proprietary LexID® linking technology and HPCC computing platform. The result is a member profile containing the most current and comprehensive information available.

When LexisNexis receives a customers' membership file, it cleanses the file – identifying and updating inaccurate, duplicate, and incomplete records. It also applies our LexID technology to identify, link, and organize information quickly with a high degree of accuracy. Finally, our process augments the file with additional new contact information and verifies key individual input data such as gender and date of birth. The LexisNexis staff works with customers to establish business rules that govern what updates, corrections, and augmentations happen and where your staff's expertise will come into play. After those rules are applied, LexisNexis MemberPoint delivers a clean demographic profile ready for integration into your systems.

LexisNexis MemberPoint delivers unrivaled depth, breadth, and quality of information in a way that is easy for you to integrate and use.



The exhaustive LexisNexis® knowledge base contains integral identity information on ~97% of the U.S. population, allowing LexID® to resolve both new and existing member identity information with 99.9% confidence.

LexisNexis solutions are trusted by payers, providers, exchanges, and best-in-class organizations nationwide.

LexisNexis offers several competitive advantages including:

Nationwide, historic, and continually refreshed data

Our superior data assets consist of more 37 billion records pulled from over 10,000 data sources of public records and propriety databases.

Purpose-built and industry-tested advanced linking technology

A single platform, single architecture, and single programming language create capacity, quality, and speed advantages allowing LexisNexis to manage, sort, and link billions of records, uniting seemingly disparate datasets.

An interconnected platform for member identity data resolution needs

A cohesive enterprise-wide member strategy drives consistent, objective, and complementary approaches to member identity resolution across an entire health plan.

LexisNexis clients choose MemberPoint for its proven value in many areas, including:

- Clear ROI for returned mail reduction
- Reduced exposure to identity-based fraud
- Improved member communication and satisfaction
- Enhanced compliance with quality initiatives as a result of reaching members
- Reduced costs associated with mailings and phone call volume
- Improved results to health management programs and HRAs through better member engagement



For More Information

Call 800.869.0751 or visit
www.lexisnexis.com/risk/healthcare

About LexisNexis® Risk Solutions

LexisNexis Risk Solutions (www.lexisnexis.com/risk/) is a leader in providing essential information that helps customers across all industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, 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 Reed Elsevier, a leading publisher and information provider that serves customers in more than 100 countries with more than 30,000 employees worldwide. Our financial services solutions assist organizations with preventing financial crime, achieving regulatory compliance, mitigating business risk, improving operational efficiencies and enhancing profitability.



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