■ CASE STUDY

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

Overview

A leading not-for-profit healthcare organization on the East Coast engaged with Clarify to drive strategic growth and establish more consistent insights into physician behaviors and trends. The health system utilized Clarify's referrals insights to gain visibility into referral pathways across primary care physicians (PCPs), specialists, and post-acute care. The insights 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, resulted in $37M in downstream revenue in within one year.

Julia Coltrane
Cardiovascular Surgeon

EMPLOYED

CONCORDE PHYSICIAN GROUP
NEW YORK STATE HOSPITAL

22,684	46%	32,467
In-Network Referral Volume	In-Network Referral Rate	Total Referral Volume

DISSENTER   SPLITTER   LOYALIST

Highlights

INCREASE KEEPAGE VOLUME

Within one year, physicians aligned with the health system 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.

Clarify

■ 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 spreadsheets.

■ SOLUTION

Real-time access into referral pattern insights

The health system deployed Clarify's 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), the team saw an additional 37,000 referrals kept in-network, 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.

Top Inbound Referrals by Health System

976K TOTAL VOLUME
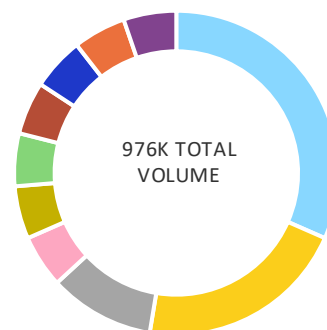
- ■ McCormick Health Care Group
- ■ Ascendency Health
- ■ Murton Medical Care Company
- ■ New York State Health System
- ■ First Medical Group
- ■ Central Medical System
- ■ Great Lakes Medical System
- ■ Waterford Health Group
- ■ Acme Health System
- ■ Western State Medical Group

About Clarify Health

Clarify unlocks the hidden value in healthcare data. Trusted by providers, payers, tech and services, and life sciences companies, Clarify uses the power of data and AI-powered predictive analytics to make complex decisions easier. The Clarify Atlas Platform® is the foundation, leveraging the industry's largest and most robust dataset to map more than 300 million lives and more than 20 billion data points to surface actionable insights with unparalleled speed and actionability.