

CASE STUDY

Analytics Solution Increases Speed to Value

Health plan saves up to \$350K annually in time and resources with interactive employer reporting

Summary

After six years using a competing health plan’s analytics solution, a Midwest health plan wanted a tool that would enable easier data access, greater data integrity, and better transparency. In early 2017, the health plan launched MedeAnalytics Healthcare Economics and Employer Reporting, which not only saved time and resources associated with data analysis and reporting, but also saved an estimated \$350k annually and increased adoption among internal stakeholders, clients, and brokers.

Goals

- Implement an intuitive, secure, web-based platform
- Increase efficiencies to quickly generate reports and address client and consultant questions
- Improve the breadth and depth of data available to groups and brokers

Results

- Increased adoption from eight users to 90+ internal and external users
- Achieved a 50–75% reduction in time needed to run reports and address questions
- Realized an estimated \$350K in annual savings from increased efficiencies
- Earned praise from management who became champions of the system
- Enabled fast data access to quickly answer questions

Background

In response to a rapidly changing healthcare landscape, a Midwest health plan representing over half a million lives needed rapid insights to redesign their programs and make them more profitable. The health plan looked to MedeAnalytics for an intuitive, self-service analytics platform that would increase efficiencies when generating reports and improve data access for employer groups and brokers.

Challenge: Slow, Inflexible Legacy Tool

Today's health plans need rapid, data-driven insights to improve efficiencies, costs, and outcomes—and ultimately to maintain a competitive advantage. Previously, the Midwest health plan used an analytics solution owned by a competing health plan to integrate data and gain visibility into book of business information. However, the health plan discovered the tool did not offer the speed or flexibility needed to address specific business questions in a timely manner.

For example, every time a specific business question arose, internal and external customers had to submit a ticket and run it through the analytics team for report generation. Given the volume of requests, the time and effort needed to retrieve and organize data became a burden.

Without appropriate data orchestration, validation, and standardized data definitions, discrepancies between other business areas' reports produced inconsistent results, and more importantly, lost opportunities to demonstrate plan value to employer groups. At one point, the health plan discovered the wrong paid date was used for analyzing pharmacy claims and needed to generate multiple month-end reports for brokers.

Adding to the difficulty was the fact that there were several reports the system simply couldn't generate. "Someone would have to write a SaaS or SQL job to satisfy those requests," said the health plan's lead health data analyst. "We needed those requests and reports to be automatically generated."

In addition, implementing the legacy tool took about 18 months. The user interface proved to be highly complex and anything but user-friendly. Because the tool required extensive training and knowledge, only eight employees fully used the solution with no external customer adoption.

Solution: Faster, Accessible Insights

Given the many problems with their previous solution, health plan executives were eager to dive into claims and utilization data, which could help them stay ahead of industry trends and increase market share. Through word-of-mouth recommendations, the health plan turned to MedeAnalytics for a solution that could deliver faster insights. The health plan wanted a single, scalable platform that could actively engage users with interactive reports and dashboards and allow users to view the metrics most important to them.

Recognizing the need within the organization, the health plan evaluated the MedeAnalytics solution with an eye toward ease of use and accessibility. "We asked ourselves, 'How can we broaden the data and make it more comprehensive to anybody in the enterprise?'" said the plan's data analyst.

In 2016, the health plan moved forward with a decision to transition to MedeAnalytics Employer Reporting after a proof of concept showed the tool could meet their needs. During implementation, the collaboration between the health plan and MedeAnalytics helped the health plan see exactly what they were getting and identify and resolve potential issues early. This level of transparency streamlined implementation, ensuring the health plan achieved their operational and financial goals throughout the process.

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With its intuitive platform and print-ready reports, MedeAnalytics Employer Reporting now enables users to easily generate reports and drill down into the data to understand trends and root causes. According to the data analyst, “The new tool is so easy to use, the account executives and client consultants are performing a lot more self-service data analysis. The same is true for our external customers. The brokers are now pulling their own information, which has freed us up for other important tasks.”

Providing role-based, self-service access to brokers and consultants significantly reduced the number of incoming requests. Since implementing MedeAnalytics Employer Reporting, the number of users has increased from eight to more than 90 internal and external users. “Since the previous tool was so difficult to train and use, I didn’t expect them to use the new tool,” said the data analyst. “But we gave them a cursory view, and the interest just took off. They are very invested in being able to pull their own information from the tool. Adoption has been more than anyone expected.”

Attesting to the ease of the solution, one of the project’s key stakeholders leveraged the tool on the fly in a boardroom setting with one of their largest groups. He pulled the data and quickly answered questions from the group. This simply wasn’t possible with the old tool, which took 40–45 minutes to run. “To be live, in a meeting, digging into data is amazing. He answered their questions right there on the spot. I envision more use cases like this in the future where people dive into the data in real time.”

In addition, the health plan’s management team praised the system. Leadership needed an interactive trend dashboard to monitor the financial impact of changes they were making in the organization. Faster data refreshes also support quicker, accurate insights. With the previous tool, data refreshes took days to load and become available. With MedeAnalytics, data refreshes were completed within 48 hours or less, ensuring timely data analysis and reporting to drive informed decisions. The data analyst emphasized, “We’re now processing data quicker than we ever have. It’s better than it’s ever been.”

Lastly, the health plan appreciates the transparency their analysts get from MedeAnalytics. They can see the site build, understand the logic behind the metrics, see how those metrics are calculated, and gain visibility into what business logic points have been implemented. This builds great trust in the data. “I know where the data is coming from. I know what the tool is doing. Other vendors don’t give you that level of transparency.”

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The Results: Speed, Efficiency, and Adoption

With MedeAnalytics Employer Reporting, the health plan achieved many of their objectives. They are now able to create and share high-impact reports quickly and efficiently, drill down and identify cost drivers in employer groups, and make proactive, data-driven decisions to support renewals and improve satisfaction.

To name a few, increased efficiencies yielded the following results:

- 90+ internal and external users (up from eight users)
- 50% reduction in time needed per report
- 75% reduction in time needed to address ad hoc reports and questions
- \$350K in annual savings from increased efficiencies

Speaking of the implementation process, the plan's data analyst said, "It was very collaborative with the Mede team. We were very much in the trenches together. I felt very much part of the team. It was a great partnership."

In the future, the health plan intends to expand upon their dashboards. "People love the interactive dashboards. We'll be implementing more interactive dashboards this year to take advantage of the guided analysis that is available on the platform. We have executives interested in looking at the data, and we want to enable them to drill through appropriately."

Due to the improvements they have achieved, the health plan is continuing to expand their analytics capabilities by implementing additional MedeAnalytics modules to support population health and pharmacy rebate analyses. These capabilities enhance the health plan's ability to meet its employer groups' needs and grow market share in an increasingly competitive marketplace.

For more information, visit www.medeanalytics.com/solutions/employer-reporting, watch the [video](#), or read another [case study](#).

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