



## case study

# Midwest health plan maximizes employer client value with detailed analysis and improved reporting

*MedeAnalytics Employer Reporting helps health plan meet the needs of employer clients through automated, detailed reporting*

## summary

To remain competitive in this ever-changing healthcare landscape, one of the largest Midwest health plans decided to transform its reporting strategy to offer deeper analytics insights and increase value to its employer clients. The health plan partnered with MedeAnalytics to replace its in-house data analytics process with an automated, user-friendly system that now exceeds clients' needs.



*"We didn't want to keep providing the same reporting because we'd been falling short of our clients' needs. We wanted to look at what we had been delivering and then decide on the best course of action moving forward. That's why we chose MedeAnalytics."*

*- Reporting Manager*

## about

- ▶ Members served annually:  
**1M+**
- ▶ Hospitals:  
**120+**
- ▶ Providers in network:  
**30,000+**
- ▶ Number of employees:  
**1,600**

## challenge

This innovative health plan outgrew its homegrown reporting solution built a decade ago. Manual reporting had become inefficient and costly, and reports were no longer meeting client needs. Analysts were forced to create numerous ad-hoc reports as a result of client requests. The health plan's reporting department received nearly 90 requests per month for ad-hoc reports to fill in the reporting gaps not being met by standard reports. In addition, analysts couldn't provide actionable insights.

## goals

- ▶ Meet client needs for more sophisticated data analysis
- ▶ Provide clients with deeper levels of understanding regarding trends in target populations
- ▶ Move from cookie-cutter to customized reports
- ▶ Implement easy-to-use, self-service reporting to save time and improve decision-making ability
- ▶ Reduce clients' need for ad-hoc reports

## solution

After launching a competitive RFP process that garnered responses from many leading companies, MedeAnalytics' Employer Reporting, a comprehensive analytics product built on a stable, scalable platform, was selected. The health plan cited the following reasons for its choice:

- ▶ Ability to replicate the same level of customization that clients relied on
- ▶ Opportunity to be the only provider within the state to partner with MedeAnalytics, setting it apart from competitors
- ▶ Capability to maintain the flexibility it had with its home-grown solution
- ▶ Ability to help departments to be self-sufficient in their reporting needs with scheduled and automatic reports

The health plan launched MedeAnalytics Employer Reporting in 2018 and received positive reviews from users.

The health plan improved their client satisfaction and increased efficiency in data analytics and reporting. With immediate insights and sophisticated, print-ready reports, the health plan was able to shave time off its reporting process.

In addition, Employer Reporting's self-service option empowered clients to work within the solution and "make it their own." Realizing a 40-45% reduction in ad-hoc requests has allowed analysts to focus on the in-depth analyses clients need and they're now able to do a true, deep dive into the data, which is a big win for the company.

### **Employer Reporting offers the health plan the following benefits:**

- ▶ **Accessibility** – Track data anytime, from anywhere
- ▶ **Accuracy** – Receive accurate data through a single source
- ▶ **Consistency** – Collaborate with our team to create action plans throughout the organization

## results

The health plan is able to meet and exceed its internal and external user reporting needs. It creates and shares high-impact reports quickly and efficiently, enabling clients to make proactive, data-driven decisions.

Employer Reporting helps the health plan to provide valuable insights to its internal partners—medical management, behavioral health and pharmacy, for example—to identify gaps in what they offer.

Exceptional feedback has been received on the new solution. The health plan intends to further collaborate with MedeAnalytics to meet its future needs, specifically:

- ▶ Develop action plans for its largest clients, such as identifying trends and areas of concern and how to best address them
- ▶ Explore the use of guided analysis because not all end-users are analysts. This will help them use the solution more frequently and get the most benefit from its capabilities
- ▶ Expand functionality to include predictive risk scores

Mede/Analytics

***For more information about MedeAnalytics Employer Reporting, visit our [product page](#).***

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