



case study

Optima Health improves efficiency, analytics capabilities with Employer Reporting

Twelve-day implementation gets results, drives business growth



summary

The health plan's small reporting team of six required as many as five days to publish a standard report, leaving little time to perform the additional analysis needed to identify and recommend opportunities to lower costs. Employers received reports, but not necessarily the insights needed to understand the root causes of cost drivers. In fact, employer group clients were increasingly requesting online, self-service reporting to track costs and utilization on their own.

about

Providing coverage to approximately 450,000 members, Virginia-based Optima Health offers employee-owned and employer-sponsored plans, individual and family health plans, employee assistance plans, and serves Medicare and Medicaid enrollees. The organization is committed to delivering affordable, quality healthcare services to clients and members.

challenge

- ▶ Manual reporting was fraught with inefficiencies
- ▶ Sales teams wanted to streamline their presentation reports, incorporating data from various sources
- ▶ Organization wanted to increase employer transparency, improve workflows and gain a competitive advantage

goals

- ▶ Implement an easy-to-use, self-service, online reporting solution for staff and employer groups
- ▶ Eliminate inefficiencies to better allow proactive analysis and insights into improving plan performance
- ▶ Arm sales teams with sophisticated, print-ready reports that are easy to understand



solution

The primary challenge Optima Health faced in demonstrating plan value to employer groups was the manual process it used to generate reports.

Optima Health sought an online employer reporting solution that provided timely insights, increased efficiency and improved self-service capabilities in response to evolving client and business needs. To respond, the health plan partnered with MedeAnalytics to use Employer Reporting. Employer Reporting enables the health plan to deliver actionable insights, improve client retention and grow revenue.

“Since we want to grow, we knew we had to make these investments,” said Brian Hunt, manager of group reporting, Optima Health.

Optima Health’s presentation reports also were generated manually. Sales teams spent many hours creating and assembling presentation slides only to have reports that lacked the professionalism and sophistication they needed. With Employer Reporting’s easy-to-use online reporting solution, sales team members now generate print-ready reports in just a few clicks.

The manual processes limited the plan’s growth and its ability to deliver the insights clients needed.

results

Optima Health’s group reporting team now can focus on proactive, value-added analysis that provides consistent, timely insights to their clients with MedeAnalytics. “We want to do more than provide the number,” Hunt said. “We want to actually provide the ‘why’ and give groups more insight into what’s driving their expenses, rather than just reporting on them.”

Additionally, Optima Health achieved one of MedeAnalytics’ fastest implementations to date. The group reporting team had the resources needed to prepare the data, quickly perform necessary mapping and make any changes to the data set. Optima’s hands-on approach enabled the team to launch the initial site in only 12 days.

“This implementation was completed in record time,” said Lisa Oleson, senior manager at MedeAnalytics. “We have a great relationship with the Optima Health team. They provided their data in the recommended format, and we were able to quickly give visibility into real data so they could make choices on how to best present that data to employer clients.”

Having achieved such success with its employer reporting solution, Optima Health is now exploring population health analytics. With several value-based contracts in place, for both commercial and Medicaid members, Optima Health is looking for a tool to generate insights to give partner administrators the ability to see how they are tracking toward targets.

Organization executives say they have formed a great partnership with MedeAnalytics. “My interactions with the MedeAnalytics team have all been positive,” Hunt said. “Whenever we encountered an issue, they were quick to respond. It has been a real team effort to get this tool implemented for us.”

John Coughlin, Optima Health’s vice president of analytics, said he appreciates the high-touch experience MedeAnalytics provides. “The sales team didn’t make the sale and just turn it over to the implementation team,” he said. “They’ve been very involved and regularly follow up to make sure things are going as we’d hoped. It’s been a great experience, and we appreciate our partnership with MedeAnalytics.”

Mede/Analytics

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Employer Reporting, visit our solutions page.***

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