LexisNexis® RISK SOLUTIONS

Health Care

CASE STUDY

Roswell Park Cancer Institute uses LexisNexis® MarketView™ for Precision Physician Outreach

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Market Challenge

With ever-tightening reimbursements, providers around the country are competing for patient volume to sustain their organizations. Through physician outreach programs, one health care provider attempts to attract referrals from other providers in the same service area. Physician outreach programs can be inefficient and wasteful if they aren't targeting the right kind of practitioners. This can waste time for the physician liaison, prospective referring physician and lead to wasteful spending for ineffective outreach.

MarketView is a claims-based market intelligence product offered by LexisNexis Health Care that addresses this challenge, and this case study describes how MarketView helped one of our customers, Roswell Park Cancer Institute (RPCI).

Opportunity at Roswell Park Cancer Institute

As the nation's first cancer center, Roswell Park Cancer Institute's multi-disciplinary approach to cancer care requires them to frequently interact with providers across the state of New York. Like many health care providers, Roswell Park has a physician outreach program to help drive referrals to their cancer program and strengthen relationships with other medical practices and practitioners.

Without data to support and focus outreach efforts, Roswell Park had an insufficient view of the practitioners who were seeing and treating patients they wanted to attract. This lack of insight created operational waste and inefficiency. Physician liaisons couldn't differentiate between an ideal practitioner relationship and a less essential one.

When all practitioners looked the same from an outreach standpoint, it was difficult to prioritize time and outreach expenditures. Roswell Park recognized a need for data to help them prioritize their physician outreach efforts and ensure they were targeting the most appropriate practitioners.

The Role of Claims-Based Market Intelligence

The practice scanned the market intelligence landscape and recognized that de-identified medical claims would be a key ingredient to addressing their physician outreach challenge. Medical claims were seen as valuable because they contained the actual diagnosis and treatments being delivered to anonymized patients by specific practitioners. By investigating a repository of medical claims, Roswell Park could view surgeons' networks and understand where specific types of referrals were originating, whether from a particular disease site specialty or a Primary Care Provider. This kind of market insight would help them focus their outreach efforts and expenses efficiently and effectively.

Evaluating Claims-Based Market Intelligence Offerings.

Roswell Park recognized that all claims-based market intelligence offerings aren't the same and developed some criteria to evaluate the data. Some of the criteria included breadth, depth and flexibility of the medical claims dataset. Breadth described the medical claims coverage across care settings and types of payers; depth was a measure of granularity of diagnoses at a practitioner-level; and the flexibility criteria emerged as they recognized that canned reports may constrain their approaches to prioritizing outreach over time. These criteria led to a conclusion that having access to the underlying medical claims data was critically important in their selection, and MarketView from LexisNexis Health Care was selected as the winner.

Deployment of MarketView

Roswell Park's Business Development team used the MarketView data to discover new insights to improve outreach, expand targeting and refine messaging.

Uncover Blind Spots to Improve Precision

MarketView identified which practitioners outside of Roswell Park's providers were treating the types of patients targeted by Roswell Park for multiple new initiatives. Roswell Park already understood who referred patients to their facilities, but they had difficulty understanding where patients were going if they did not come to Roswell Park.

MarketView allowed them to see connections between providers and view the total volume of patients of a particular type seen by a type of specialist. This helped fuel understanding of which providers were seeing the most cancer patients of specific types and gave them insight to guide more precise outreach efforts. Instead of wasting time with providers that treated a low-volume of ideal patients, they could focus outreach on a critical group of physicians that could increase referral volumes. In the end, this helped improve efficiency.

Importance of Data Flexibility for Granular Targeting

When RPCI utilized MarketView data, additional questions came up. Because they had access to the medical claims data through MarketView, they were able to dive deeper and get even more targeted insight. In one instance, Roswell queried claims data with a certain cancer diagnosis only to realize that their query overlooked the Primary Care Physicians (PCPs) who referred a category of patients to the specialists who in turn referred to Roswell Park. By identifying the PCP-specialist correlation, Roswell could better target outreach efforts. This type of query has become standard practice for Roswell Park's Business Development team, allowing them to outreach to the entire patient pathway.

Tailored Messaging Using Loyalty Metrics

Roswell Park has developed a refined process to determine physician loyalty that helps them tailor messaging to different physician segments. First, RPCI starts with a solid process for tracking referral sources to their Oncology program. Using the NPI from the referring practitioners, the MarketView queries help them understand the total Oncology patient volume of each practitioner. By dividing the Referred-to-RPCI Volume by the Total Volume, the resulting percentage exposes a varying strength of relationship between the individual practitioner and RPCI. Using this data, Roswell Park differentiates between three groups: loyalists, splitters and non-referring providers. Each of these groups requires different messaging and interaction. With a more complete picture of the relationships at hand, the physician liaison team can be more effective in their communications.

Why MarketView? Why now?

MarketView affords unparalleled breadth, depth and flexibility to inform provider outreach programs and help business development and physician liaisons successfully impact physician referral volume. With access to the health care industry's largest practitioner-level medical claims database of commercial and government payers, incorporating claims across all care settings, MarketView users can query detailed diagnosis and treatment information. This type of data can help uncover meaningful specificity about the practitioner relationships and networks that count the most. In today's competitive health care provider landscape, to make the most of every dollar, leading health care providers who want to attract and retain patient volume need the richest claims-based market intelligence available to inform their physician liaison programs.

Roswell Park: A Model for Data-Driven Decisioning

As a model for cancer research institutions and treatment facilities since its founding in 1898, Roswell Park Cancer Institute continues to demonstrate characteristics of resilience and sustainability by recognizing the importance of data-driven decision-making. As health care industry challenges evolve over the years to come, MarketView is one of the many solutions Roswell Park and other leading health care providers use to continuously improve their operational efficiency and ensure their operations continue for many years to come.

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