LexisNexis RISK SOLUTIONS

Health Care

Enhance strategic planning outreach with a claims-based analytics dataset for market intelligence

MarketView—claims-based market intelligence

LexisNexis® MarketView™ is the healthcare industry's largest commercially available practitioner-level claims database. Drawing on more than a billion de-identified claims across ambulatory, acute and post-acute settings—and inclusive of both government and commercial payers—MarketView enables healthcare organizations to obtain critical intelligence about the practitioners and facilities providing and influencing care within their markets.

How it works

MarketView is a nationwide analytic dataset of provider demographics, key identifiers and volumetrics by diagnosis and procedure type. This data is curated with the LexisNexis® Provider Data MasterFile™, the nation's most accurate and comprehensive source of practitioner, facility and affiliation information, to reveal a holistic view of provider relationships.

Merging information from multiple and disparate datasets, this LexisNexis solution delivers insight into volume, splitting and referral network activities. This approach enables users to focus on high-value targets and accurately assess and quantify opportunities for more strategic marketing.

PROVIDER DATA MASTERFILE AT A GLANCE

- 8.5 Million Healthcare Practitioners (HCPs)
- 1.2+ Billion Medical Claims
- 190 Million Unique Practitioner Relationships
- 1.75 Million Prescribers
- 900 Integrated Delivery Networks (IDN) Affiliating Facilities to Health Systems
- 450,000 Active Healthcare Organizations (HCOs)
- Affiliations Connecting HCPs to HCOs
- Hospitals, Group Practices and Extended Care Facilities
- Based On Authoritative Data Sources
- Continually Validated (Daily Vintages)

The MarketView difference: Data-driven insights and flexibility for strategic planning

MarketView delivers all the detail required, enabling non-standard queries of the claims data and integration with other datasets, such as quality, financial and community metrics, for more varied analysis and greater value.

With MarketView, organizations can:

- Easily identify high-impact practitioners
- Quantify patient and procedural volumes by service line and care setting (including out-patient and post-acute) to optimize planning and outreach efforts
- Identify procedural splitting and system leakage to increase utilization
- Understand physician referral relationships to identify opportunities, gain competitive intelligence and plan for clinical integration
- Identify physicians and practices for recruitment, acquisition and clinical integration based upon the type of patients treated, procedures performed, referral habits and demographics

Business development

Make informed recruitment, acquisition and contracting decisions by using MarketView claims-based information to determine which providers best align with your system's acquisition opportunities. With a view of physician activity beyond the procedures and encounters performed within your facilities, you can now identify when physicians are performing high-value procedures outside your facilities.

Physician relationships

MarketView helps identify provider referral networks that drive care within your market allowing you to maximize physician outreach efforts or identify physicians for clinical integration.

- Understand the loyalties of upstream physicians that can influence referrals to your system or your competitors
- Gain competitive intelligence by discovering referral relationships leveraged by competing providers

MARKETVIEW ANALYTICS DATASET

- **Volumetrics by Diagnosis and Procedure**
- **Ambulatory, Acute and Post-Acute Care Settings**
- **Government and Commercial Payers**
- **Strength of Relationship Metrics**
  - > **between PCPs and Specialists**
  - > **between Multiple Specialists**
  - > **between Surgeons and Facilities**
- **Directionality of Referrals**
- **Facilities, Practices and Practitioners Relationships to Health Systems, ACOs, IDNs and GPOs**

Strategic growth

Whether you are concerned with top-line growth or population health, referral leakage is a critical issue that needs to be addressed. MarketView helps provider organizations identify leakage areas and target physicians that can help keep those patients and referrals within your network.

Provider network analysis

Strategic Planning and Analytics teams may elect to link the MarketView analytics dataset to quality measures, supply costs, utilization and financial metrics, and/or patient satisfaction scores in order to deepen their view into the provider network.

For more information, call 866.396.7703 or visit risk.lexisnexis.com/healthcare

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