

Enhance planning and outreach with a claims-based analytics dataset for market intelligence and insights into referrals and discharge patterns



## MarketView—claims-based market intelligence

With our nation's healthcare system moving towards integrated care models, Post-Acute Care (PAC) organizations play a crucial role in ensuring patients receive proper treatment across their entire episode of care. Faced with increasing government regulations and scrutiny, PAC organizations are tasked with providing this care while operating with greater efficiency than ever before.

LexisNexis® MarketView™ is the healthcare industry's largest commercially available practitioner-level claims database. Drawing on more than a billion de-identified claims across care settings—and inclusive of both government and commercial payers—MarketView enables PAC organizations to obtain critical intelligence about the practitioners and facilities 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, LexisNexis delivers insight into volume and referral activities. This approach enables users to focus on high-value targets and assess and quantify opportunities for more strategic marketing.

### PROVIDER DATA MASTERFILE AT A GLANCE

- 8.5 Million Active 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)



Lab Experiment

Diagnose



Treatment



Servi

## 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, PAC organizations can:

- Easily identify high-impact practitioners
- Quantify referral, patient and procedural volumes by therapy and care setting to optimize planning and outreach efforts
- Understand physician referral relationships and discharge patterns to identify opportunities, gain competitive intelligence and plan for clinical integration
- Conduct due diligence on facilities and practitioners that are being considered for acquisition or clinical integration based upon the type of patients treated, procedures performed, referral habits and demographics

### Business development

Enable your sales and marketing organizations to operate more efficiently by using MarketView claims-based information to determine which providers provide the greatest opportunities for growth. With a view of physician activity beyond the care provided by your facilities and clinicians, you can now identify when physicians are referring patients outside your facilities.

### Physician relationships

MarketView helps identify influence networks that drive care within your market allowing you to maximize physician outreach efforts.

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

## MARKETVIEW PAC SETTINGS



Home Health



Hospice



Skilled Nursing Facilities



Long-Term Acute Care



Home Infusion



Rehabilitation Facilities





## Strategic growth

Whether you are concerned with top-line growth or population health, referral leakage is a critical issue that needs to be addressed. Organizations serving multiple PAC settings can use MarketView to identify leakage and target physicians that can help keep referrals within your network.

For more information, call 866.396.7703 or visit  
[risk.lexisnexis.com/healthcare](http://risk.lexisnexis.com/healthcare)



Health Care

### About LexisNexis® Risk Solutions

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Our healthcare solutions combine proprietary analytics, science and technology with the industry's leading sources of provider, member, claims and public records information to improve cost savings, health outcomes, data quality, compliance and exposure to fraud, waste and abuse.

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