LexisNexis® MarketView™ Influence Networks

Follow the flow of physician relationships to improve market intelligence

Today's healthcare marketplace is complex, which requires you to have a clear view of relationships. When you understand healthcare ecosystem dynamics driving activity in your therapeutic market, you can influence those connections to your organization's benefit.
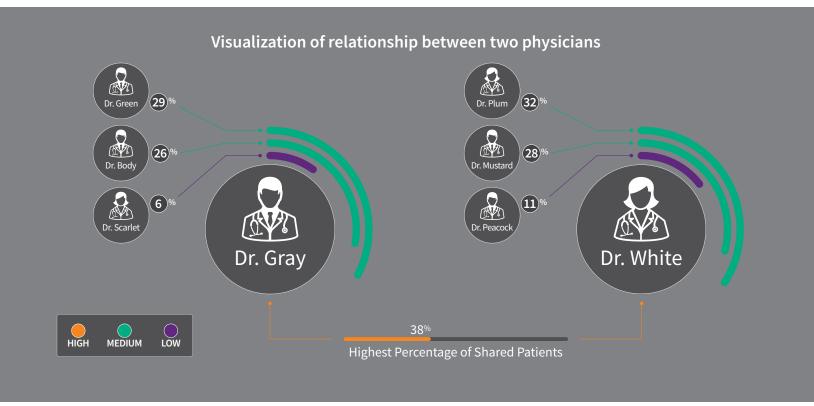
With LexisNexis® MarketView™ Influence Networks, life sciences companies can identify the different types of relationships between healthcare professionals, and also leverage information to drive market strategies.

Uncover provider relationships

This MarketView capability identifies provider-to-provider relationships through a proprietary methodology, including a shared patient model. These relationships can be between any combination of healthcare practitioners (HCPs) and healthcare organizations (HCOs) and can be identified within a specific therapeutic market (e.g., cardiology) or disease state of interest.

Influence Networks takes the physicians identified through diagnoses and procedure volumes and provides insight into how many patients they have in common relative to others in the market. This is quantified and expressed through the strength of relationship score, which is determined by comparing the number of shared patients in that relationship to all other shared relationships in the network. LexisNexis® Health Care also provides insight into the percentage of shared patients between two physicians relative to the total shared patients for each physician.

Visualization of relationship between two physicians

Dr. Green — 29%
Dr. Body — 26%
Dr. Scarlet — 6%

Dr. Gray

Dr. Plum — 32%
Dr. Mustard — 28%
Dr. Peacock — 11%

Dr. White

HIGH   MEDIUM   LOW

38%
Highest Percentage of Shared Patients

Influence Networks can be customized based on an organization's specific business needs. Options can examine a variety of different types of relationships, some of which recently have been added to expand Influence Networks capabilities. These relationships are:

RELATIONSHIP TYPE	BUSINESS USE EXAMPLE
HCP TO HCP	Pinpoint high-volume physician relationships and understand referral patterns at a practitioner level
HCO to HCO	See which practices are sending referrals to your facility (e.g., which group practices are referring to your hospital)
HCP to HCO	See which institutions a particular HCP is referring to (e.g., Dr. Jones works at Penn Medicine but is referring outside of the Penn system to Jefferson)
HCO to HCP	Same as HCP to HCO but directionality is reversed

NETWORK TYPE	CODES USED	BUSINESS USE EXAMPLE
Diagnosis Only	One set of diagnosis codes	Interested in: (a) PCPs or other HCPs who do not perform procedures, or (b) a therapeutic area where there are no relevant procedures
Diagnosis to Procedure	One set of diagnosis codes, one set of procedure codes	Interested in a procedure and wants to know which diagnosing physicians are referring patients to the procedure doctor
Diagnosis to Diagnosis	Two different sets of diagnosis codes	Interested in disease progression (in terms of diagnoses)
Procedure to Procedure	Two different sets of procedure codes	Interested in disease progression (in terms of procedures)
Diagnosis Cohort	One set of diagnosis codes	Interested in a therapeutic area where the diagnosis is likely not made until the client is seen by specialist
Procedure Cohort	One set of procedure codes	Interested in a particular procedure and wants to know which providers treated the patient prior to the procedure
All Codes	No codes list, every code is included	Interested in practitioner total patient or claims volume

Delving deep into medical claims

We leverage our unparalleled MarketView database of over 1 billion medical claims to identify common patients across provider visits. Pairs of providers that share a statistically significant number of patients within a specified timeframe are assumed to have a professional relationship.

Reach new depths of understanding

The resulting networks reveal a level of insight beyond volumes and decile ranks, enabling life sciences organizations to:

• Understand referral patterns and patient flow

• Uncover high-volume provider relationships

• Discover members of the patient care team and track a specific patient's healthcare journey among them to better understand all those involved in the care of a patient for a given condition

LexisNexis® MarketView™

Captures approximately 1.2 billion medical claims for about 165 million patients annually.

Covering more than 8.5 million providers and 1 million facilities.

We have more than 190 million unique practitioner relationships in our national, all-patient, Influence Network.

Provider Referral Network Filtering Capabilities

PATIENT GENDER
Limit the gender of the patients used to create the network

PATIENT AGE
Limit the age range of the patients used to create the network

SETTING OF CARE
Apply the same or different setting criteria to each side of the relationship

DIRECTIONALITY
Control the order of events that define the network

PAYER CLASSIFICATION
Show percent of patients between entities by Medicare, Medicaid, Commercial or Other

PAYER FILTERING
Limit the claims used to create the network by specified payer(s)

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

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