

Case study

MarketView™ Adds Clarity and Focus to Expansion Plans of One of the Nation's Largest Health Care Systems



Overview

Health care delivery today is in flux. As hospitals and physician groups vie for clinicians, inpatient services are struggling to operate under new payment structures and outpatient services loom as a primary growth area.

Among health care organizations making strides to chart a clear course through ongoing change is the North Shore-LIJ Health System, the 14th largest such system in the nation. Headquartered in Great Neck, NY, North Shore-LIJ delivers clinical care throughout the New York metropolitan area through 18 hospitals, three skilled nursing facilities and nearly 400 regional ambulatory locations and physician practices.

The Challenge

To maintain viability and grow, the health system sought to identify additional outpatient opportunities. To do this, it needed a clear picture of market activity to determine potential and degrees of risk.

The Solution

To assist them in this pursuit, North Shore-LIJ sought out LexisNexis®, engaging its MarketView™ solution.

MarketView is based on billions of data points, matched and integrated from physician-level claims data and the Provider MasterFile™. It brings together multiple and disparate datasets and delivers insight into volume, splitting and referral network activities. This approach enables users to focus on high-value targets and accurately assesses and quantifies opportunities for more strategic targeting.

The LexisNexis® analysis began with three macro questions:

- Which physicians generate the greatest volume of services?
- How do referral networks impact physician practice volume?
- Which facilities receive referrals from specific physicians, and if not North Shore-LIJ facilities, then which?

Leveraging volumetrics and network referral analytics to provide fresh insight, MarketView delivered service volumes, in detail, that enabled the North Shore-LIJ Health System to understand splitting and referral network activity for 30,000 physicians within its extensive service area. Primary care physicians' (PCPs) referral patterns were a major focus, with MarketView uncovering how PCPs were handling patients who required specialty care and if they weren't sending patients to North Shore-LIJ practitioners, who was treating them.

The Results

Understanding physician market activity was crucial in North-Shore-LIJ's preparation for expanded access points. Its Business Development department utilized the data to fill in gaps in terms of both geography and services. This enabled the health system to effectively target and recruit competitors that would provide the most value, as well as identify key North Shore-LIJ physicians in the targeted markets.

In this huge market of 10 million residents and 30,000 physicians, MarketView allowed North Shore-LIJ to plan strategically for its future, with an enhanced focus on outpatient expansion efforts.

For More Information

Call 866.396.7703 or visit

www.lexisnexis.com/risk/healthcare

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Our health care solutions assist payers, providers and integrators with ensuring appropriate access to health care data and programs, enhancing disease management contact ratios, improving operational processes, and proactively combating fraud, waste and abuse across the continuum.



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