With all of its subtle layers, connections and networks, the modern life sciences universe has rapidly evolved into an unrecognizable web of complex relationships. Data-driven solutions from LexisNexis® Health Care bring clarity to this complex universe and enable Life Sciences Organizations to transform challenges into opportunities by operating more strategically, efficiently and profitably than ever before.
The new frontier

The pressure for Life Science Organizations (LSOs) to maintain growth and profitability amid health care reform, industry consolidation and expanding regulations has forced a complete transformation and restructuring of the life sciences landscape. Finding themselves in survival mode, most individual health care providers have merged into one or more consolidated organizational groups called Integrated Delivery Networks or IDNs. Ranging from contractual agreements and affiliations to purchasing groups and fully owned conglomerates, multi-levels of ownership have morphed into a highly complex, layered web of IDN relationships.

IDNs have forced LSOs to shift from traditional rep-to-provider selling models to an account-based, B2B selling model—a shift that’s created more questions than answers.

- Who is our true prospect target—who is really making the decisions?
- What is the potential value of an IDN system?
- At which locations do individual HCPs practice?
- Are businesses within a campus owned or just co-located?
- Where should we focus our resources?
Thriving in the new IDN universe

While this new life sciences landscape presents many challenges, with the right data and the technology to extract intelligence from the data, LSOs can turn these challenges into valuable opportunities for massive growth and unprecedented success. Some organizations may need access to very specific data for precision targeting and segmentation. Others may require a comprehensive data management solution that includes IDN and medical claims data across multiple therapy areas and accessible throughout the entire enterprise. Either way, LexisNexis provides the quality data and advanced analytic solutions to deliver actionable intelligence that supports any activity from major strategic initiatives to precise operational tactics.

Navigating the IDN universe is as simple as A, B, C

A = Accuracy of data
With our advanced data linking technology, we are able to constantly monitor, update and enhance IDN, claims and provider data to obtain the highest level of quality and accuracy.

B = Breadth of data sources
LexisNexis gathers relevant data from a wide variety of reliable sources, including:

- **Provider Data MasterFile Data:**
  - 1,500 IDNs with approximately 67,000 parent/child relationships
  - 250 GPOs with over 94,000 purchasing relationships
  - 800 ACOs with more than 4,000 relationships to HCOs & IDNs
  - 2.7M HCP to HCO affiliations

- **MarketView Data:**
  - 1.2B Annual Medical Claims
  - 150M+ Unique Patients
  - 1.5M Unique Practitioners
  - 1M+ Facilities
  - 900+ Payers
  - Inpatient, Outpatient, Office, ASC, Lab, Home, Post Acute Care
  - Roll Up to IDNs

C = Competency of technology provider
Access to massive quantities of high quality data isn’t enough. Data is only valuable when accompanied by the technology to analyze and draw meaning from it. The Systems of Care approach from LexisNexis leverages sophisticated analytics to filter through layers of complexity, weed out irrelevant clutter and draw out the critical insights and information necessary for mission critical decision-making.
Driving strategy with data technology
With a transparent, holistic view of IDN structures and the claims activities associated with them, LSOs gain the perspective necessary to easily:

• Calculate the potential value of various IDNs based on claims volumes
• Prioritize growth opportunities
• Identify appropriate target contacts
• Develop effective outreach programs
• Make well-informed contracting decisions

The IDN universe is vast, but LexisNexis is here to help you navigate it smoothly and profitably.

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