

Case Study:

Blue Plan Yields 76% Error Reduction in Provider Data Using ProviderPoint®



The ProviderPoint® Solution for Blue Plan:

- Validate that provider records are correct
- Identify provider information errors needing immediate action
- Flag issues requiring additional research
- Update remaining data and automatically feed to provider database

Overview

The Blue Cross Blue Shield Association (BCBSA) requires each independent licensee, or Blue Plan, within the association to comply with its Provider Data Quality Index (PDQI) standards. The PDQI measures, among other things, the accuracy of the information stored in provider databases and displayed in BCBS provider directories and websites. Each Blue Plan undergoes a quarterly Provider Data Audit, which measures how useful and reliable provider information is to Blue Plan members. After multiple less-than-satisfactory PDQI audits, a leading Blue Plan chose ProviderPoint® to improve provider data accuracy and thereby improve its PDQI score.

The Challenge

Provider data is not static information—it is constantly changing. In fact, statistics indicate that 25% of health care provider demographic information changes every year, and 40% of provider records have missing or inaccurate information. Constant, rapid changes in provider information make it difficult for Blue Plans to manage, maintain and display accurate, reliable provider data, resulting in frustrated customers, lost revenues and low PDQI scores. Furthermore, some Blue Plans have limited database management budgets and resources.

The Solution

One Blue Plan needed help with their provider data deterioration problem. They turned to Enclarity®, a LexisNexis® Company, which recommended ProviderPoint®, the health care industry's leading provider data resolution technology. ProviderPoint® leverages Master Provider Referential Database—the most comprehensive and accurate source of provider data in the health care industry—to identify outdated information, and clean, augment and update the data file with current, accurate data. The file was returned with provider “golden records”, along with integration codes and other recommended actions for maximizing the accuracy of the file.

The Results

The ProviderPoint® test yielded favorable results that were far beyond client expectations:

- Provider data errors were reduced by 76%
- The output file included a basis to dispute another 20% of the findings
- On another 4% of the file, specific data items were flagged for research prior to the audit
- ProviderPoint® delivered substantial improvement to the Blue Plan's Provider Data Audit results and overall PDQI score

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For more information:

Call 800.869.0751

About Enclarity

Enclarity, a LexisNexis Company, solves health care's provider information problem by compiling the largest, most accurate and current medical provider database. Nine of the 15 largest health insurance plans, four of the 10 largest preferred provider organizations, five of the 15 top pharmaceutical companies and the two largest medical device manufacturers count on Enclarity. Our solutions improve claims processing, provider directories, regulatory compliance and marketing optimization, management contact ratios, improving operational processes, and proactively combating fraud, waste and abuse across the continuum.

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