DATA-DRIVEN GROWTH: UNLOCKING REVENUE POTENTIAL IN HEALTHCARE

Margins are tight for provider organizations and they are approaching revenue improvements in any way they can. Data is critical to operations and strategy. The right data can help optimize referral management, patient acquisition and revenue opportunities. The right market data insights can help make data-informed strategic decisions.

Understanding Revenue Challenges

MA plans and commercial plans have seen a **55.7% and 20.2% increase in denials** respectively[1]

10,000 people per day aging into Medicare, shifting payer mix[1]

30%+ of hospitals report difficulty filling open positions[2]

Potential Revenue Gains

17% increase in revenue for health systems by reducing patient leakage[3]

Up to $500 saved for each $1 spent on patient retention[3]

Increase net patient revenue by **$444** by improving patient satisfaction[4]

How Data Supports Revenue Growth

SDOH Data:
Reveals barriers like housing or food insecurity to improve outcomes[5]

Market Data:
Identifies service gaps, referral patterns and service demand[5]

Consumer Insights:
Enables personalized outreach based on lifestyle and location[5]

Learn <u>how our data solutions can help you</u> keep your strategic plan aligned with market shifts, patient satisfaction and growth.

References

1. Increasing Administrative Costs, Burdensome Commercial Insurer Practices Create Patient Care Challenges, AHA.org
2. 10 top healthcare staffing challenges — and how to solve them, Becker's Hospital Review
3. New report shows that preventing patient leakage could boost hospital revenue by 17%, MedCityNews.com
4. How to Grow High-Value Service Lines Effectively, HFMA.org
5. How Healthcare Providers Can Meet the Revenue Growth Challenge, LexisNexis Risk Solutions, 2025