

Driving Consumer Engagement with Powerful Provider Directories

FIRST IMPRESSIONS MATTER



30%

of the quality scoring system that determines the dispersion of withheld Medicare reimbursements is tied to patient satisfaction scores.¹

“You never get a second chance to make a first impression.”

Multiple Factors Make a Bad First Impression a Serious Risk²



What if the patient took time off work to go to the appointment, only to find that the practice moved to a new office over a year ago – all the way across town?



What if the patient took public transportation a long distance to get to their provider only to find out the doctor doesn't accept that health plan anymore?



What if the patient finds out a more appealing provider maintains office hours much closer to home – that doctor simply has not been added to the directory yet?

The bottom line is plans with **5 million or more members** will see a return on investment in directory maintenance within the first year.³

Federal Regulations Emphasize Directory Accuracy



The Centers for Medicare and Medicaid Services recently gained the authority, under the Affordable Care Act, to fine health plans up to

\$25,000 per beneficiary

if they maintain inaccurate directories.⁴

CALIFORNIA

18%

of providers at one plan did not practice at their listed locations, and almost **10%** did not accept the plan's Marketplace insurance.⁵

MARYLAND

14%

of directory providers were available to see new patients. **43%** of the psychiatrists listed could be reached at the numbers listed for them, **20%** were not psychiatrists.⁵

NEW JERSEY

A study of PPO plans in New Jersey found that contact information was incorrect for

one-third

of the psychiatrists listed in their directories.⁵

If you're ready to maximize customer satisfaction rates, avoid fines and penalties and leverage the latest technologies and partnerships to ensure your directories are accurate and timely, call 866.396.7703 or visit www.lexisnexis.com/risk/healthcare

Sources:

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