

PHYSICIAN DISCOVERY

SERVICES



FACT: We have physician referral data on 75% of the physicians in each of 46 states.

Physician Referral Management

Now that the Patient Protection and Affordable Care Act (PPACA) has been upheld by the Supreme Court — and with delivery and payment reform in full force — it is critical for healthcare organizations to develop and implement effective physician integration strategies.

Enhanced Need for Greater Hospital-Physician Integration

As a hospital executive, you already know that mitigating the revenue-stream risk generated by the changing care delivery system is necessary to manage financial viability. One way to identify revenue opportunities in today's fee-for-service environment is to better understand physician-to-physician referral patterns.

In addition, as the delivery system evolves to a value-based model of care, hospitals like yours will assume even greater financial risk for care delivered across the continuum — both within and outside their network. Tighter integration between physicians and hospitals will grow in importance and become an essential factor for success. In fact, improved engagement with

physicians will be one of the most proven tactics your hospital can use to help ensure the delivery of high-quality, low-cost care.

Developing a better understanding of physician referral patterns and the existing relationships within the physician community enables you to identify outmigration and utilization patterns. It also allows you to reach out to physicians to reduce leakage; increase profitability; identify, attract, and employ high-value physicians; and strengthen physician alignment.

Powerful Insights to Manage Referral Patterns and Improve Profitability

The Truven Health Physician Referral Management solution gives you the analytic insights you need to monitor referral trends in your market. The solution will help you:

- Better understand your physician landscape, including how primary care physicians (PCPs) in your market refer to specialists for both inpatient and outpatient services

Key Components

Quantitative Assessment

A database of referral information that includes:

- Physician demographics (location, ZIP code detail, etc.)
- Affiliated and out-of-network physicians by your defined market
- Referring and attending physician detail (both PCPs and specialists)
- Facilities connected to attending referring physicians (both inpatient and outpatient)
- Payer-mix detail
- Competitor snapshot (outmigration volume)
- Periodic updates of data
- Delivered via Microsoft® Excel files that provide drill-down capabilities

Qualitative Assessment

- Analysis of referral patterns and identification of key strengths, opportunities, and threats
- Recommendations for enhancing your hospital's current physician integration strategy, including (but not limited to):
 - Identifying clinical service-line growth opportunities
 - Targeting “splitters” or non-users for partnership/employment
 - Pinpointing potential co-management opportunities
 - Understanding potential missing components that could prevent complete clinical integration

- Identify high-volume referral and utilization patterns of key services by alignment status (e.g., employed, affiliated/loyalists, “splitters,” non-network, etc.)
- Manage outmigration patterns by identifying physician “splitters”
- Enhance ongoing programs and plan for future expansions
- Identify, assess, partner with, and/or employ high-value physicians to prepare for changing delivery models and other clinical integration efforts (e.g., Accountable Care Organizations (ACOs), medical homes, co-management, etc.)
- Drive profitable business and contribute to coordination in inpatient, outpatient, and post-acute care
- Assist your physician liaison team in achieving their goals of building and maintaining strong physician relationships

Why Truven Health?

In addition to the fact we've been delivering unbiased information, analytic tools, benchmarks, and services to the healthcare industry for more than 30 years, Truven Health Analytics™ has partnered with a respected data supplier for

our Physician Referral Management solution. Our partner, voted one of the top 100 private technology vendors in North America, offers comprehensive content that we combine with our proven qualitative insights and consulting and analytics services to provide:

- The largest, most accurate database of medical provider business and professional information in the U.S.
- Relationships with most of the top commercial providers
- More than 1,000 data sources covering 6 million-plus provider profiles
- All payer data
- National geographic coverage
- Timely data – generally within 60 days
- No channel conflicts
- Robust claims repository – processes approximately 60 million claims per month

This custom, flexible, and easy-to-use solution features an executive-friendly dashboard and reports to give you the ability to subscribe to regular updates and capture critical trends.

FOR MORE INFORMATION

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