

Analytics Data Helps Healthcare Services Company Complete the Picture for Providers



“Call the plan.” Before one client began working with MMIT, that was the response their healthcare network would provide when asked about seeking payer information for high- cost treatments. It’s a time-consuming, resource-intensive task to gather coverage data for patients with many different insurers in different markets with varying benefit designs.

The client is a global provider of health care solutions and supplies. The company assists various healthcare providers with services and consultative engagements including education, data analyses, and support services across multiple therapeutic areas.

A consultant at the company often fields questions from physician offices trying to understand reimbursement rates for high- cost products at a granular level. “We do quarterly financial analyses for practices, just trying to make sure they’re finding the most cost- effective drug when everything is clinically deemed appropriate.” But even if the purchase cost of a product looks financially advantageous on paper, “if the payers aren’t covering or there are inefficiencies with going through the prior authorization process, it doesn’t make sense for them to use it.”

Our role is to “help our practices understand the best business decision they can make from a clinical component, in the most efficient and economically favorable manner,” says the company’s director. For example, a practice might say, “We want to make sure we are making treatment decisions that will optimize patient outcomes while ensuring lower costs to the patients, and keep our practice financially viable to continue serving patients.”

“But we had no insights at all,” says the consultant. “Especially with [practices in] different regions, there was no easy or simple way to find the information in an efficient manner.”

“Some manufacturers could give high-level information” about coverage, adds the director. But “it’s a long process that can sometimes take multiple touch points across multiple manufacturers since information is often needed for more than one product to do a comprehensive assessment.” In addition, “Before we had MMIT, our approach to supporting the evaluation of high cost treatments was to leverage any public available information—such as Medicare payment limits for those appropriate products— and then we would lean on pharmaceutical companies or practices themselves to really understand the commercial payer fees. So we were really restricted.”

As the overall healthcare market continues to shift to the outpatient setting, payer coverage has become more complex and the demand for greater visibility/transparency into payer policies has increased. “Understanding cost information and getting a general idea of reimbursement is critical. If a product is not covered on a payer policy, the reimbursement doesn’t matter because it’s going to be zero,” says the director. “It was really a push from our networks” that led the company to MMIT. Its decision to license MMIT’s Analytics platform filled in a missing piece of the puzzle, allowing it to provide comprehensive policy and restrictions data on products across multiple payers and geographies, down to the local level. “It provides a fantastic understanding of payer coverage,” the director said.

For one of the company’s sales executives, Analytics helps support his discussions with larger provider networks about new business along with quarterly business reviews with existing accounts. “We’ll use it to help the large account on the front end with planning,” he explains. “Customers really like the information and it has helped them with their approach and management with high cost medications.” He adds, “This greater level of detail we can get and pull it ourselves and look at it in Excel, it’s a whole different level of discussion we can have.”

Once implemented, Analytics’ usefulness quickly became apparent, says the sales executive. “After using it for less than 60 days,” he presented Analytics data to some of his accounts. “A couple very large networks came to me with questions that I was surprised they didn’t know.”

MMIT’s Analytics platform “has been a great add in our toolkit to be able to support our network in this space,” the director adds.