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CASE STUDY

Planning for Growth with MMIT's Directory of Health Plans

How Real-Time Enrollment Data Helps One Payer Investigate Competitors and Uncover New Market Opportunities

In the complex world of healthcare coverage, determining payer market share can be a challenging process. One national payer relies on MMIT's real-time enrollment data to help inform its competitive intelligence and overall growth strategy.

Scenario

For one national payer's public sector division, keeping tabs on a continuously evolving market was a time-intensive task. Without an automated tool, the process of gathering accurate, up-to-date payer and health plan enrollment information required manually cross-referencing data from multiple sites.

The company's market competitive intelligence team routinely sourced Medicaid enrollment data from state agencies, but as states release their filings on varying schedules, some data was unavailable when they needed it. The intelligence gathering process was equally cumbersome for Medicare and commercial enrollment data.

"Our source of information for commercial enrollment is not very easy to follow," said the company's director of market intelligence. "And for Medicare information, we were accustomed to going directly to CMS. Sifting through CMS files to find the reports we needed was always such a beast."

For years, the company used a hard copy of MMIT's Directory of Health Plans (DHP) as a reference tool, seeking confirmation of high-level ownership and affiliation information in the annually published book. When the team learned that the DHP had evolved into an online portal for real-time enrollment data, they leapt at the opportunity to improve efficiencies.

Solution

The payer began using MMIT's Directory of Health Plans to inform its competitive strategies. The web portal provides payers and other healthcare organizations with comprehensive, real-time health plan enrollment data. Clients can use the portal to determine covered lives, explore financial indicators and ratings analyses, and investigate granular public sector data on plan types and categories.

The company's competitive intelligence team primarily uses the tool at the state level to learn all it can about the major players in a specific geographical area. By understanding the depth and breadth of payers' commercial offerings, the team can better assess the potential impact of any competitors who may decide to enter the Medicaid market.MMIT data has also proven useful for exploring geographies in which the payer is not yet active. "When we're interested in expanding into a new market, the first step is to gain a better understanding of the existing healthcare landscape," said the company's intelligence analyst.

"We use the DHP to determine the key payers and investigate their various lines of business." The company also relies on the tool to clarify payer and PBM affiliation and assess an organization's influence on a national level. "It's helpful to be able to separate out parent/child relationships for different brands, and then use the rollup view to identify ownership," said the company's director of market intelligence. "We can look across multiple markets and use the data we find to help inform our mergers and acquisitions strategy and targeting."

> *"With Directory of Health Plans, we can look across multiple markets and use the data we find to help inform our mergers and acquisitions strategy and targeting."*
>
> Director of Market
> Intelligence National Payer

Success

The DHP's easily segmented enrollment data has played a role in several of the payer's competitive strategies. In addition to the online database, MMIT's Directory of Health Plans tool provides quarterly update reports on key market trends, discontinued or added insurer records, and membership gains and losses. The payer's team subscribes to two AIS Health publications embedded within the tool, Health Plan Weekly and Radar on Medicare Advantage.

Along with several other sources, the company also uses DHP data to track market share and identify market trends. "As so many of our Medicaid health plans rely on state agency reports, we still routinely review them to ensure we're on the same page," said the company's intelligence analyst. "But the information we need isn't always posted by the state. We fill in the gaps with DHP data, which is immensely helpful."

As the primary user of the tool, the company's intelligence analyst routinely fields ad hoc data inquiries from colleagues across the organization. "When people ping me, I'm able to quickly answer their questions," he said. "DHP includes explanations of how the payer affiliations roll up, and how the product and plan types are defined, and that guidance helps make even the most complicated spreadsheets easy to follow."

The market intelligence team appreciates the fact that MMIT offers full transparency about how the data is sourced and validated. "From our own work looking at other sources, we can tell that DHP data is trustworthy, and it really makes a difference to us that the data is audited," said the company's director of market intelligence.

Perhaps most importantly, the Directory of Health Plans is a major time-saver. *"The tool makes it easy for us, as the information is all in one place," explained the company's intelligence analyst. "We don't have to visit 10 different websites and figure out what the information means, because we have this convenient tool that provides reliable data."*

Empower Your Growth Strategy

Learn how *MMIT's Directory of Health Plans* can help your team analyze payer market share and identify new opportunities for your products and services.

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