Increase Market Share Using Medical Claims Data

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Vice President, Business Development
• Over 20 years of health care experience in both primary and secondary market research and consulting services
• Specializes in data driven solutions to the life sciences industry
• Before LexisNexis, Don led specialty market sales at IMS Health
Objectives

Leverage Medical Claims Data For:

- Revenue Growth
- Market Share Capture
- Sales and Marketing Efficiency
Agenda

• Medical Claims 101
• Targeting and Segmentation
• Influence Networks
• Integrated Delivery Networks
# Medical Claims Data 101: Anatomy of a Claim

**Diagnosis**: ICD-9-CM code for appropriate diagnosis or nature of illness

**Procedure**: CPT code for services provided to an established patient

**Drug**: Appropriate HCPCS Code for medication administered

**Patient Information**: Age, Gender, Location

**Payer**: gov’t/commercial insurance company responsible for payment

**Practitioner(s)**: HCP (s) responsible for care of patient

**Facility**: location where service was provided
Medical Claims Data 101: Sourcing

- Medical claims data is highly fragmented
- Many sources are available – all with varying:
  - Available attributes
  - Level of fidelity
  - Age and update frequency
  - Care settings
  - Geography
  - Payers
- The majority of medical claims data in the United States goes through a clearinghouse or switch
  - Entities that transfer claims information from healthcare providers to insurance payers
  - Clearinghouse/switch companies make this data available for purchase
Medical Claims Data 101: Secondary Data Commonly Used

### Prescription (Rx) Claims Data
- Predominantly cover retail pharmacies
- Limited visibility to products that are infused/injected by physicians
- Lack of indication-specific utilization information

### Sales Data
- Shipment Data
- Typically limited to account level
- No physician visibility
- No information on product utilization by indication

### Medical Claims Data
- Counts of patients/visits/surgeries by physician/account for specified disease state
- Insight across care settings
- Volume of infused therapeutics (J-codes) utilized at the physician/account level, by indication
The Data

Health Care Providers
• 1.5M unique practitioners
• Rollup to IDNs
• 900+ Payers
• 400K Accounts

Capture and Coverage
• 1.2B Annual Medical Claims
• 150M+ Unique Patients
• No Geographic Bias
• Inpatient, Outpatient, Office, ASC, Lab, Home, Post Acute Care

Data Sources
• Government Agencies
• Clearinghouse & switches
Commercial Use Cases for Claims Data

- Account Based Selling
- Physician Referral Network
- KOL Identification
- Product Market Sizing
- Patient Flow Analysis
- Payer Targeting
- Market Share Insights and Trending
- Integrated Delivery Network Rollups
- Physician Targeting & Segmentation
- Product Utilization
- Sales Territory Sizing & Alignment
- Hospital Readmission
Targeting and Segmentation
Common Terms and Definitions

Physician
- **National Decile Rankings** - Compare a physician’s total volume to the patient or procedure volume of all other physicians in the nation
- **Projected Volume** - Patient or procedure volumes at the physician level

Facility
- **Decile Ranking** - Compares a facility’s patient or procedure volume against all other US facilities.
- **Projected Volume** - Projected patient or procedure volumes at the facility level

Affiliation
- **Physician Facility Decile Ranking** - Compares a physician’s volume at a specific facility to the patient or procedure volume of all other physicians at that facility
- **Physician Facility Volume** - Compares the physician patient or procedure volume at a specific facility to the patient or procedure volume of all other physicians at that facility
- **Workload** provides the percentage of a physician’s patient or procedure volume at the specified facility
## Physician View

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<th>Cred</th>
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<th>Specialty</th>
<th>City</th>
<th>State</th>
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<th>Procedures</th>
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Additional demographic information available: Secondary Specialty, NPI, Phone/Fax, and Addresses
Splitting Among Facilities

Roger Emerson, MD

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## Facility View

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Influence Networks
Influence Networks Case Study

Use Influence Networks to focus resources on referring physicians in order to drive patient flow

- Medical Device client needed to leverage an understanding of influence networks to further the success of their brand and gain a competitive advantage
- Their main focus was targeting key influencers for their product in Ohio
- Ultimately we helped them see the physicians upstream that were impacting their surgeons
- This insight enabled them to focus resources on the referring physicians, not just the surgeons
Influence Networks Case Study
Integrated Delivery Networks
IDN Influence

Integrated Delivery Network (IDN)

Child IDN

Group Purchasing Organization (GPO)

Hospital
Group Practice
Long Term Care Facility
Home Health Agency / Hospice

Owned
Leased
Affiliated
Managed

Network
Regional Office

Diagnosis
Procedures
Sales
Patients

Group at Hospital

Owned
Leased
Affiliated
Managed
Regional Office
Network

Diagnosis
Procedures
Sales
Patients
The many views of Mayo: Comprehensive

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The many views of Mayo: Cardiology

Mayo Clinic Health System

- Novation LLC (GPO)
  - Lake City Hospital
  - Albert Lee Hospital
  - Faribault Clinic
  - Cannon Falls Hospital
  - Cannon City Lab
  - Cannon City Clinic

- Franciscan Healthcare
  - La Crosse Hospital
  - Waukon Clinic

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Summary

- There are multiple commercial uses for medical claims to gain market share and sales growth.

- Medical claims can provide a more effective insight into practitioner and organization influence networks than prescriptions and internal sales data.

- Offers a better understanding of IDN’s influence of customer behavior.
Questions?

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