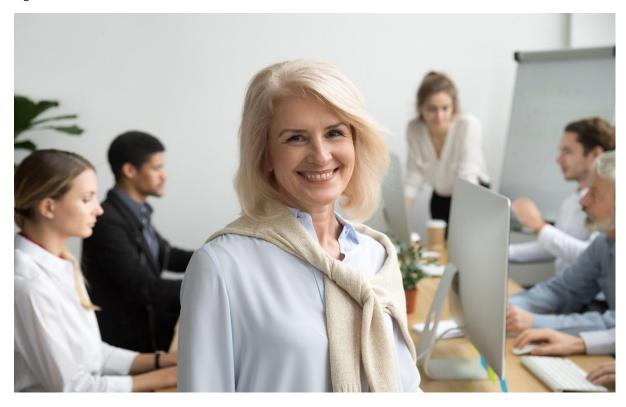# Data Analytics In Healthcare

Small, Independent, Medical Practice Improves Operations, Remains Independent

The Challenge

A small, three-physician hematology and oncology practice faced being absorbed by a health system or closing their practice. The practice failed to keep up with changes in the healthcare industry. Negligence and mismanaged contracts were causing operations to suffer and allowing for missed opportunities for revenue growth. In some instances, the practice had payment levels 40-50% behind the market. While 80% of the practice's business was acquired through drug sales, the practice was not making a profit. To remain independent and improve practice operations, the practice wanted and needed a significant increase in reimbursements.

The Solution

The practice worked with SE Healthcare, and its partner Reimbursement Pathways, to assess payers and other relevant data to develop a strategy to remain independent. A Payer Portfolio Analysis was conducted to understand payment levels and determine where gaps existed. Using this information, a strong proposal was developed based on informed data to negotiate with payers. Equipped with this data, the practice was able to:

- Bring data and a strong argument to major payers
- Achieve 25% increase in reimbursement from payers
- Negotiate overturn of 90% of denial valued at nearly $60,000

The Difference brought about by Data Analytics

Data Analytics brought about certain significant changes to the small, independent healthcare system. Unique questions and content were carefully formulated by healthcare thought leaders. Simple, easy-to-use, affordable platform was created to enhance user experience. Ease of use for any system attracts clientele; patients in this case.

Real-time and actionable insights improve decision making. Insights provided by analysing past data helped predict future outcomes, hence rendered better judgement.

Specialty-specific nature of the system facilitated gathering of the data that matters most. Credible data beyond the basics helped focus on critical topics like physician burnout, reimbursement, and patient engagement.

To Conclude

Healthcare providers are empowered through data analytics by measuring critical performance metrics to drive improvement and growth.