

CASE STUDY

Employer Reporting Analytics Enables Efficiency and Business Growth for Optima Health

Team Successfully Configures Initial Client Site in Only 12 Days

Summary

In response to evolving client and business needs, Optima Health searched for an online employer reporting solution that provided timely insights, increased efficiency, and self-service capabilities. The health plan partnered with MedeAnalytics, and in April 2018, they began the implementation process. The implementation team loaded Optima Health's data into the initial client site in a record 12 days. The MedeAnalytics solution has received positive reviews from everyone involved and enables the health plan to deliver actionable insights, improve client retention, and grow revenue.



Goals

- Implement easy-to-use, self-service online reporting for internal staff and employer groups
- Eliminate inefficiencies to enable proactive analysis and insights into improving plan performance
- Arm sales teams with sophisticated, print-ready reports that are easy to understand

Results

- Employer reporting team members can generate reports in just a few clicks
- Sales teams avoid the time-consuming process of cobbling together presentation reports
- Employers and sales teams have welcomed the tool with great enthusiasm

About Optima Health

Providing coverage to approximately 450,000 members, Virginia-based Optima Health offers employee-owned and employer-sponsored plans, individual and family health plans, employee assistance plans, and plans serving Medicare and Medicaid enrollees. To meet its commitment to deliver affordable, quality healthcare services to clients and their members, Optima Health chose MedeAnalytics Employer Reporting, which delivers timely insights and print-ready presentation reports. With an easy-to-use online employer reporting solution, Optima Health expects to increase employer transparency, improve workflows, and gain a competitive advantage.

Challenge: Manual Reporting Fraught with Inefficiency

The primary challenge Optima Health faced in demonstrating plan value to employer groups was the manual process they used to generate reports. The health plan's small reporting team of six required as many as five days to publish a standard report, leaving little time to perform the additional analysis needed to identify and recommend opportunities to save costs. Employers were given reports, but not necessarily the insights they needed to understand the root causes of cost drivers.

"Since we want to grow, we knew we had to make these investments," said Brian Hunt, manager of group reporting, Optima Health.

Optima Health's presentation reports were also generated manually. Sales teams spent many hours creating and assembling presentation slides only to have reports that lacked the professionalism and sophistication they needed.

In addition, Optima Health's manual processes limited the plan's growth and their ability to deliver the insights their clients needed. In fact, employer group clients were increasingly requesting online, self-service reporting to track costs and utilization on their own. Plus, there were several RFP situations that required the capability. Without an online reporting tool, Optima Health was disqualified from participating.

Solution: Improved Analysis and Business Growth

In April 2018, Optima Health began the process of implementing MedeAnalytics Employer Reporting. With the goal to overcome their manual processes and grow the business, they looked forward to the efficiencies and improved analysis they could provide to their internal teams and employer groups.

Choosing MedeAnalytics

In a previous role, John Coughlin, Optima Health's VP of analytics, was evaluating analytics providers when he took several trips to visit a large health plan that was using MedeAnalytics. The feedback was all very positive.

After that experience, Optima Health initiated a rigorous evaluation process in which MedeAnalytics and another finalist were invited to provide onsite demonstrations. During the demonstration, Coughlin and his team were impressed with the ease of use and speed to insight MedeAnalytics delivered.

"MedeAnalytics was by far the choice of everyone, especially the sales team," said Coughlin. "The presentation package from MedeAnalytics was superior. It was an easy choice."

Insights Beyond Reporting

With MedeAnalytics, Optima Health's group reporting team can now focus on proactive, value-add analysis that provides consistent, timely insights to their client base.

"We want to do more than provide the number," said Hunt. "We want to actually provide the 'why' and give groups more insight into what's driving their expenses, rather than just reporting on them."

"Since we want to grow, we knew we had to make these investments."

Brian Hunt
Manager of Group Reporting
Optima Health

"MedeAnalytics was by far the choice of everyone, especially the sales team. The presentation package from MedeAnalytics was superior. It was an easy choice."

John Coughlin
VP, Informatics & Analytics
Optima Health

Business Growth

Optima Health expects to see sales growth as a result of their new reporting capabilities. After unveiling the MedeAnalytics solution at an annual sales conference in September, the sales teams erupted in applause.

“Definitely, it will help with retention and satisfaction,” said Coughlin. “It will help generate new sales. Our clients all look forward to having this capability.”

Several members of the sales team have been on weekly calls with MedeAnalytics, expressing great interest in the solution which enables them to create professional, sophisticated presentation reports with just a few clicks.

Implementation in Record Time

Optima Health achieved one of MedeAnalytics’ fastest implementations to date. The group reporting team had the resources needed to prepare the data, quickly perform necessary mapping, and make any changes to the data set. Optima’s hands-on approach enabled the team to launch the initial site in only 12 days.

“This implementation was completed in record time,” said Lisa Oleson, senior manager at MedeAnalytics. “We have a great relationship with the Optima Health team. They provided their data in the recommended format, and we were able to quickly give visibility into real data so they could make choices on how to best present that data to employer clients.”

Results: A Great Partnership

Having achieved such success with its employer reporting solution, Optima Health is now exploring population health analytics with MedeAnalytics. With several value-based contracts in place, for both commercial and Medicaid members, Optima Health is looking for a tool that will generate the insights that give partner administrators the ability to see how they are tracking toward targets.

Coughlin and Hunt say they have formed a great partnership with MedeAnalytics in the last few months. “My interactions with the MedeAnalytics team have all been positive,” said Hunt. “Whenever we encountered an issue, they were quick to respond. It has been a real team effort to get this tool implemented for us.”

Coughlin said he appreciates the high-touch experience the team at MedeAnalytics provides. “The sales team didn’t make the sale and just turn it over to the implementation team,” he said. “The sales team has been very involved and regularly follows up to make sure things are going as I had hoped. It’s been a great experience, and we appreciate our partnership with MedeAnalytics.”

For more information about MedeAnalytics Employer Reporting, visit our [solutions page](#) or [watch the video](#).

“This implementation was completed in record time. We have a great relationship with the Optima Health team. They provided their data in the recommended format, and we were able to quickly give visibility into real data so they could make choices on how to best present that data to employer clients.”

*Lisa Oleson
Senior Manager
MedeAnalytics*

PAYER SOLUTIONS

Value Based Performance

- Population Health
- Quality Management

Payer Operations

- Healthcare Economics
- Employer Reporting
- Provider Analytics

Enterprise Performance Management

- Action Planning
- Progress Tracking