

MyRateFinder™ optimizes value equation for Regional Health Care Provider



Challenge

The client needed near **real-time market intelligence** paired with **advisory support** to assess their relative value offer to the market (quality x price x access) and determine options for rationalizing pricing strategy to maintain a competitive position.



Solution

MyRateFinder™ **analyzed an aggregated data set** of provider and health plan price disclosures from publicly-available, machine-readable files paired with quality, utilization and market trend data to **assess position** and **refresh their pricing strategy**.



Early Impact

Our client became one of **the first hospitals in the nation** to bring payor machine-readable file rate data to a commercial health plan negotiation.

Highlights

1+ terabyte

Of data was ingested, cleansed and normalized

Evaluated price position

Relative to the market across the revenue portfolio

Translated price position

To a fair pricing strategy delivering mutual benefit to the health system and health plan partners

“ We finally know where we stand.

CFO, Regional Health Care Provider

For additional information:



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MyRateFinder™ prepares an informed messaging strategy for a Ranked, Mid-sized Health System



Challenge

The client needed near real-time market intelligence paired with advisory support to assess how available payor data was portraying them relative to high-priority comparators in order to **develop a transparency messaging strategy** that **would prepare them to respond adequately to key stakeholders in their market** and proactively educate them on health care pricing.



Solution

MyRateFinder™ **analyzed an aggregated data set** of provider and health plan price disclosures from publicly available machine-readable files paired with quality, utilization and market trend data to **assess position** and **inform messaging themes** and components.



Early Impact

Confident with a strong fact base, the organization **is prepared to support and engage with stakeholders** on understanding how unit price impacts the cost of health care and how to **navigate newly transparent markets**.

Highlights

8 files of plan data

Were ingested, cleansed and normalized, which is greater than 1 TB of data

10 hospital and 10 physician peers

Identified market position across 10 hospital and 10 physician peers

Organization-wide messaging strategy

Developed to prepare for internal and external inquiry into data

“ This is exactly what we need to make sure we’re prepared for any exposure this data brings.

*Vice President of Managed Care,
Regional Care Provider*

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MyRateFinder™ proves and communicates differentiated value for a #1 Ranked Regional Hospital



Challenge

The client needed market intelligence paired with agency services **to assess their relative value offer** to the market (quality x price x access) and **develop a value story, go-to-market strategy**, and **creative** to engage their customers through a fact-based value proposition.



Solution

MyRateFinder™ **analyzed an aggregated data set** of provider and health plan price disclosures from publicly available machine-readable files paired with quality, utilization, market trend and voice of the customer survey data to **credibly communicate value**.



Early Impact

Building trust through transparency, price transparency data paired with internal and external quality indicators are making a market impact.

Highlights

2 TB of provider and payer price

Transparency disclosures (MRFs) were ingested, cleansed and normalized

Value story

Developed to augment quality and employer and patient perception

Differentiation to the market

Proven by quantifiable market comparators

“ **These insights have been incredibly valuable in engaging our customers and proving our differentiated value.** ”

CFO, Regional Health Care Provider

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