Symphony Provider Directory | **Integrated Healthcare** ASSOCIATION

Implementation Insights: Inaugural Year of Symphony Provider Directory

Monday, December 9, 2019

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Introductions

Eyal Gurion	**Rajan Shah**	**Mary Watanabe**	**Melissa Searle**
Integrated Healthcare Association	**Gaine Healthcare**	**Department of Managed Healthcare**	**Hill Physicians Medical Group**
COO	SVP Strategic Initiatives	Acting Chief Deputy Director	Sr. Director of Compliance

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About Integrated Healthcare Association (IHA)

Founded in 1994, the Integrated Healthcare Association (IHA) is guided by a large board of leading groups across the industry. We are committed to advancing high-quality, affordable, integrated, and patient-centered care.

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**Managing Inquiries About Provider Information
is More Difficult Than Ever**

*12 health
plans*

is the average number of
plans a provider contracts,
with a complex data audit
for each on a quarterly
basis.

(AMA data)

*Up to
7 FTEs*

dedicated to managing
provider data for a plan or
provider organization.

(IHA market research)

49%

of online provider
directories for Medicare
Advantage Organizations
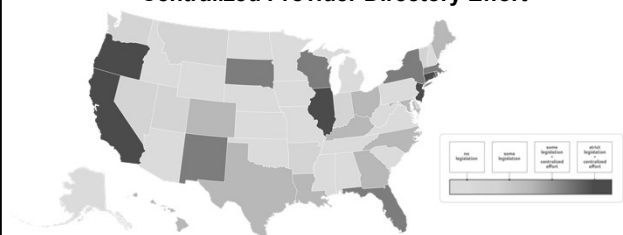had at least one
inaccuracy.

(2018 CMS Report)

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**More and More States Now Have Regulations and/or a
Centralized Provider Directory Effort**

Source: AHIP report

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**CA's SB 137 is the Most Comprehensive – Both Plans
and Providers Have an Important Roles to Play**

Quarterly, bi-annual, or annual health plan outreach to providers is required depending on the regulator

CALIFORNIA		FEDERAL
Department of Managed Healthcare (DMHC)	Department of Healthcare Services (DHCS) (Medi-Cal)	Centers for Medicare & Medicaid (CMS)
Senate Bill 137	California Department of Insurance (CDI)	Department of Health and Human Services (DHHS)

Providers who do not attest within the required timeframe may see a delay of
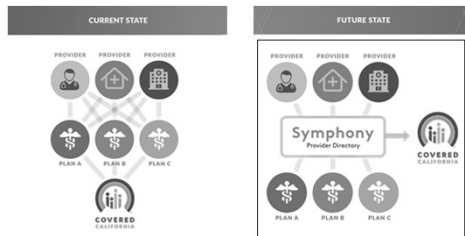payment and/or removal from health plan member directories.

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The Vision:
Centralize Provider Data Management in California

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The Role of IHA & Our Technology Partners

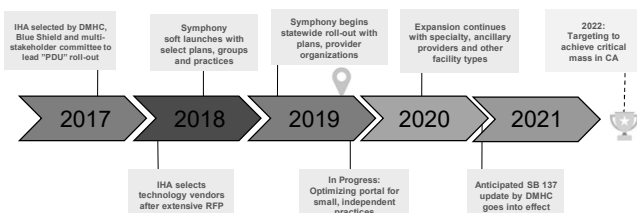|	
Governance	IHA, is leading the development and implementation of a centralized, cloud-based platform that simplifies the provider directory management process for healthcare providers and health plans in California.
Business requirements, technical build	
State & federal regulatory compliance	**Our technology partners:**
Communications & business development	GAINE Availity

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Our Journey to a Statewide Provider Directory Utility in California

- IHA selected by DMHC, Blue Shield and multi-stakeholder committee to lead "PDU" roll-out
- Symphony soft launches with select plans, groups and practices
- Symphony begins statewide roll-out with plans, provider organizations
- Expansion continues with specialty, ancillary providers and other facility types
- 2022: Targeting to achieve critical mass in CA

2017 2018 2019 2020 2021

- IHA selects technology vendors after extensive RFP
- In Progress: Optimizing portal for small, independent practices
- Anticipated SB 137 update by DMHC goes into effect

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Digging Deeper into Provider Data

- Information Complexity
- Data Exchange Process
- Results from Year 1

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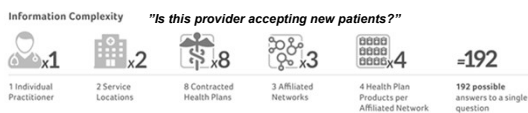## Contract Relationships

- Contract / Network / Product based data model
- Relationship driven process
- Source data ownership

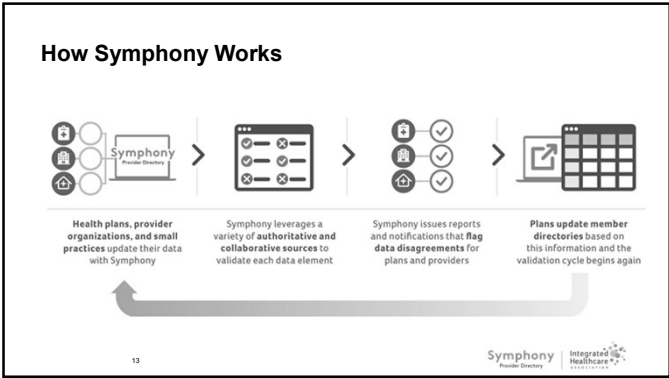Symphony | Integrated Healthcare ASSOCIATION
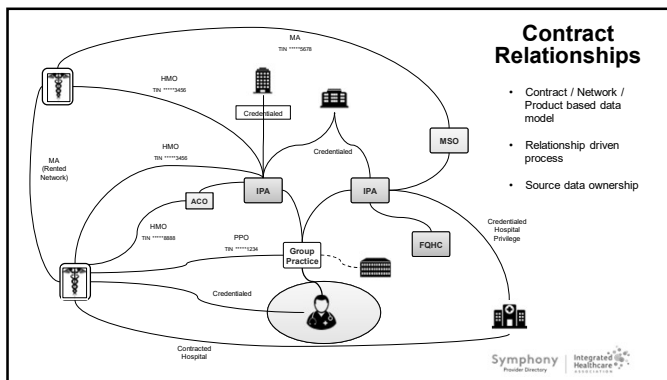
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Improving Data Quality with Symphony

Information Complexity   *"Is this provider accepting new patients?"*

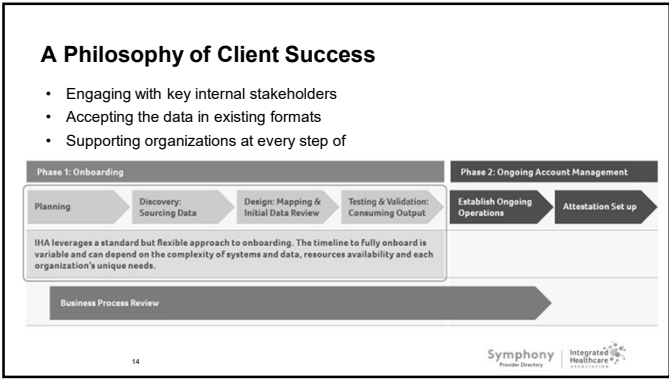| x1	x2	x8	x3	x4	=192
1 Individual Practitioner	2 Service Locations	8 Contracted Health Plans	3 Affiliated Networks	4 Health Plan Products per Affiliated Network	192 possible answers to a single question

- Each data attribute has specific business rules or data policy for validation
- Provider attestation and democratic opinion of other participants are also leveraged
- Additional data standards and feedback are needed

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How Symphony Works

| Health plans, provider organizations, and small practices update their data with Symphony | Symphony leverages a variety of **authoritative and collaborative sources** to validate each data element | Symphony issues reports and notifications that **flag data disagreements** for plans and providers | **Plans update member directories** based on this information and the validation cycle begins again |

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A Philosophy of Client Success

- Engaging with key internal stakeholders
- Accepting the data in existing formats
- Supporting organizations at every step of

| Phase 1: Onboarding | | | | Phase 2: Ongoing Account Management | |
| Planning | Discovery: Sourcing Data | Design: Mapping & Initial Data Review | Testing & Validation: Consuming Output | Establish Ongoing Operations | Attestation Set up |

IHA leverages a standard but flexible approach to onboarding. The timeline to fully onboard is variable and can depend on the complexity of systems and data, resources availability and each organization's unique needs.

Business Process Review

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Meeting Plans and Groups Where Their Processes Are

Client maturity model: Understanding existing processes, demonstrating business value and partnering with internal teams to move towards best practices

Level	Description
1. Emerging	This is the status quo for most plans and providers as they begin working with Symphony. Data exchange and reconciliation are typically administratively burdensome and done on a quarterly basis through legacy roster exchanges that may be supported by Symphony.
2. Foundational	Symphony begins to coordinate roster exchange for providers, reducing handoffs between plans and providers. In this early stage, data may still be exchanged infrequently, typically on a quarterly basis.
3. Moderate	Data exchange becomes more routine, reducing change volume and internal turnaround time. Symphony begins to coordinate the reconciliation process between plans and providers with decreasing internal review times. Data may still be exchanged using legacy methods.
4. Optimal	Data exchange occurs weekly and may be automated. More robust transactional reports from Symphony are utilized and may be integrated directly with plans' and providers' internal systems leading to more optimal data reconciliations.

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2018 Soft Launch Insights

- Initial improvements across plans are promising
- Some fluctuations exist due to open enrollment and ongoing process improvements
- Additional feedback included emphasis on overall user experience and supporting plans and providers throughout onboarding, data exchange and attestation

Provider Count Metric	Plan	Baseline Metrics (Aug 18)	End of Soft Launch Metrics (Jan 19)
Percentage of Practitioners Who Should be Removed from a Health Plan's Directory	Plan A	20.4%	35.8%
	Plan B	6.7%	5.0%
	Plan C	10.3%	5.2%
Percentage of Practitioners Who are Missing from a Health Plan's Directory	Plan A	47.2%	38.3%
	Plan B	24.8%	19.4%
	Plan C	19.7%	17.8%

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2019 Data Quality Impact

- Over time, we can start to see meaningful improvement on important quality metrics
- Symphony uses a multi-tiered approach to closing these gaps but its success is highly dependent on engaged participation in the Symphony model

5.0%

Network Participation

Reconciliation between a health plan and a contracted provider organization was able to be reconciled to a fraction of a percent

8.5%

Access To Service Locations

Reconciliation between a health plan and a contracted provider organization was able to be improved from 83.7% to 92.2%

16.5%

Service Location Contact Info

An overall improvement of 16.5% was seen with regard to phone numbers for service locations between a health plan and a provider organization

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Prioritizing High Impact Data Reconciliations

TIER 1 -- **High significant consumer impact that should be addressed immediately**

TIER 2 -- Medium priority issues that may cause consumers confusion

TIER 3 -- Lower priority issues with less impact on consumers

- *Nearly 30,000 records** contained at least 1 major provider identification issue
- *317 records** with service locations as PO boxes
- *Nearly 4,000 providers*** had a specialty inconsistent with their degree or training
- *276 providers ***still listed were deceased

*on 475,000 provider data records
**Based on 160,000 unique providers

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Now Available: New Symphony White Paper!

Key insights include the importance of:

- accommodating complex data relationships in compliance with state and federal requirements
- engaging plans and provider organizations throughout onboarding
- establishing data quality metrics and facilitating transparent reconciliations
- building a strong foundation of participation

Download the Full White Paper at:
symphony.iha.org/whitepaper

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Join the Movement:
Symphony is Now Available in California

Learn more and request a needs assessment at:
symphony.iha.org

Questions?
Contact: symphonyinfo@iha.org

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