

White Paper

IQVIA's Precision Referral Intelligence: Revolutionizing Referral Analytics with Enhanced Accuracy and Insightful Healthcare Provider Patterns



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Abstract

In the rapidly evolving healthcare landscape, accurately tracking and analyzing referral relationships between healthcare providers is crucial for optimizing patient care and enhancing operational efficiency. Traditional methodologies, such as the Shared Patient Methodology, have provided valuable insights into healthcare provider networks and referral patterns but face limitations in accuracy, data integration, and trend analysis.

IQVIA's Precision Referral Intelligence (PRI) Methodology represents a significant advancement in referral analytics. By leveraging medical and prescription claims data to focus on individual treatment events, Precision Referral Intelligence offers a more precise and comprehensive view of patient interactions. This white paper provides a detailed comparison between IQVIA's Precision Referral Intelligence Methodology and the traditional Shared Patient Methodology, highlighting the advantages and superior outcomes associated with Precision Referral Intelligence.

Through a side-by-side analysis of metrics, performance indicators, and real-world case studies, the paper demonstrates how IQVIA's Precision Referral Intelligence Methodology enhances referral accuracy, improves patient care coordination, and supports better strategic planning for healthcare providers. By understanding the

strengths and limitations of each approach, healthcare organizations can make informed decisions to optimize their provider networks and drive referral growth.

Case studies and real-world examples further illustrate the practical applications and benefits of Precision Referral Intelligence. For instance, a comprehensive academic health system successfully boosted referral rates by leveraging IQVIA's Provider Strategy Solution driven by Precision Referral Intelligence, achieving a 27% increase in ROI. Another large physician organization strengthened its referral networks and consistently met growth targets by utilizing accurate and comprehensive data provided by Precision Referral Intelligence. These examples underscore the transformative potential of Precision Referral Intelligence in enhancing referral strategies and driving growth.

Introduction

In the rapidly evolving healthcare landscape, the ability to accurately track and analyze referral relationships between healthcare providers is crucial for optimizing patient care and enhancing operational efficiency. Traditional methodologies, such as the Shared Patient Methodology, have provided valuable insights into healthcare provider networks and referral patterns. However, these approaches often face limitations in terms of accuracy, data integration, and trend analysis.

IQVIA's Precision Referral Intelligence Methodology represents a significant advancement in the field of referral analytics. By leveraging medical and prescription claims data to focus on individual treatment events, Precision Referral Intelligence offers a more precise and comprehensive view of patient interactions.

Through a side-by-side analysis of metrics, performance indicators, and real-world case studies, IQVIA's Precision Referral Intelligence Methodology enhances referral

accuracy, improves patient care coordination, and supports better strategic planning for healthcare providers. By understanding the strengths and limitations of each approach, healthcare organizations can make informed decisions to optimize their provider networks and drive referral growth.



Market standard: Shared Patient Methodology

Explanation of the Shared Patient Methodology

DEFINITION AND TYPICAL USE CASES

The Shared Patient Methodology refers to the process of identifying and analyzing referral relationships between healthcare providers based on shared patients. This methodology leverages integrated claims data, including medical, pharmacy, and enrollment information, to track patient interactions across different providers. The Precision Referral Intelligence primary goal is to optimize provider networks, enhance referral growth, and improve patient care coordination.

Typical use cases

**Provider network optimization**

By understanding referral patterns, healthcare organizations can identify key providers who drive patient volume and optimize their networks accordingly.

**Referral growth**

Healthcare systems can use shared patient data to target outreach efforts and strengthen relationships with high-referring providers.

**Service line demand trends**

Analyzing shared patient data helps in understanding the demand for specific service lines and adjusting resource allocation to meet patient needs.

Limitations and challenges

While the Shared Patient Methodology offers significant insights, it also faces several limitations and challenges:

**Referral directionality**

Determining the directionality of referrals based on specialty and likely care paths can be complex and may not always be accurate.

**Overestimation of referral volume**

The total volume of shared patient relationships can exceed the actual patient panel, leading to overestimation of referral volumes.

**Reflected relationships**

Many reflected relationships create large, diffuse referral networks, some of which might be spurious.

**Diluted metrics**

Metrics of relationship strength can be diluted, making aggregate metrics problematic and more qualitative than quantitative.

**Insensitivity to trending**

Results are reported in 12-month aggregate time periods, making them insensitive to trending over time.

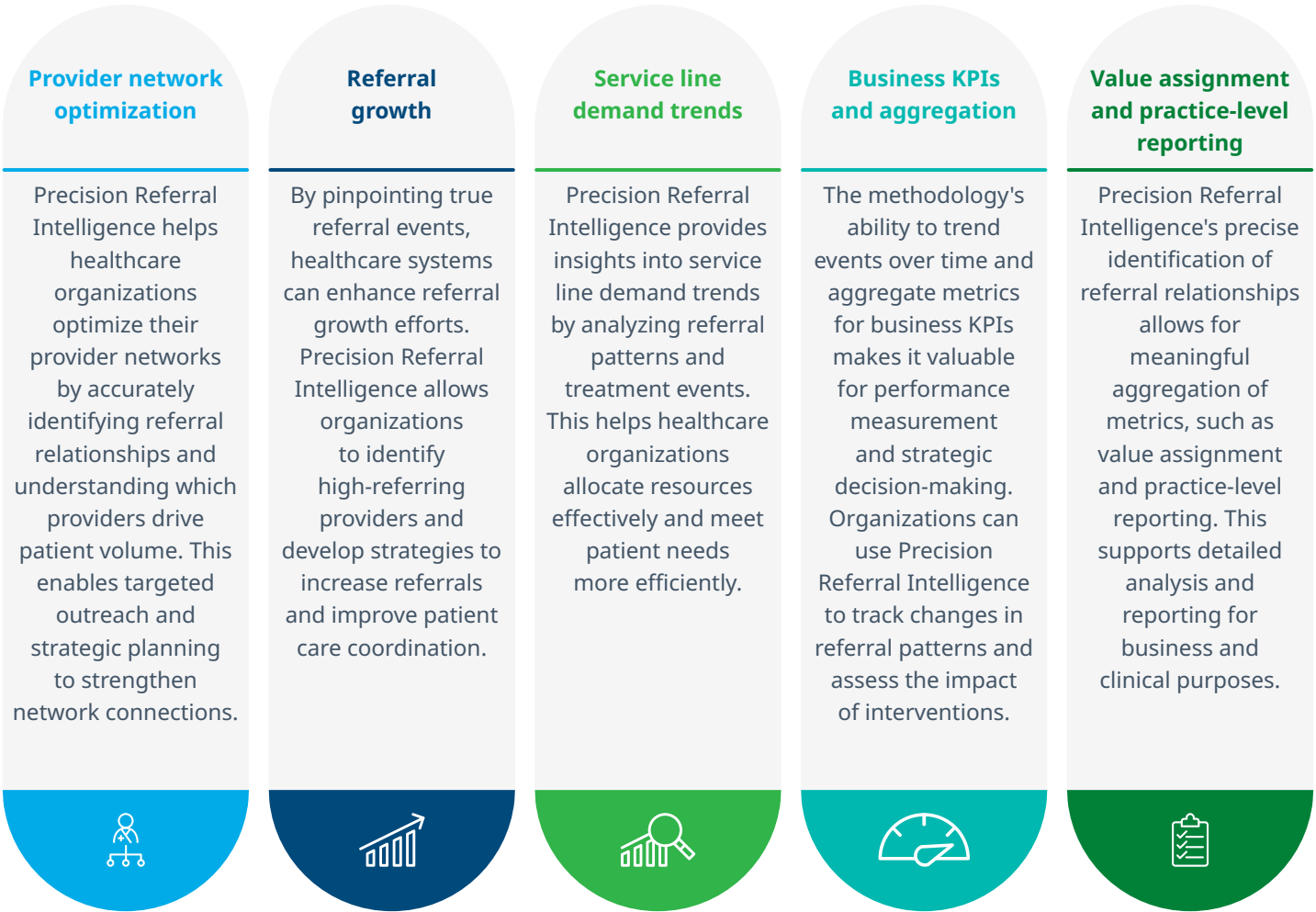
IQVIA's Precision Referral Intelligence Methodology

DEFINITION AND TYPICAL USE CASES

Definition

IQVIA's Precision Referral Intelligence Methodology is a sophisticated approach to identifying and analyzing referral relationships between healthcare providers. This methodology utilizes medical and prescription claims data to track individual treatment events, defined as unique combinations of provider, patient, and date. By focusing on these treatment events, Precision Referral Intelligence provides a detailed and accurate view of patient interactions and referral patterns.

Typical use cases



DETAILED DESCRIPTION OF IQVIA'S METHODOLOGY

Utilization of medical and prescription claims data

IQVIA's Precision Referral Intelligence Methodology leverages both medical and prescription claims data to identify and analyze referral relationships between healthcare providers. This approach focuses on

individual treatment events, which are defined as unique combinations of provider, patient, and date. By examining these treatment events, Precision Referral Intelligence provides a detailed and accurate view of patient interactions and referral patterns.

Identification of first treatment events between providers and patients

The Precision Referral Intelligence Methodology identifies referral relationships by tracking the first treatment events for patients with specific providers. This process involves looking back from each identified treatment event within a reporting period to find prior treating providers. The methodology uses configurable lookback windows for different specialties to define the start of new referral events. For example:

- **365 days** for most specialties.
- **180 days** for episodic specialties like surgery and physical medicine.
- **0 days** for ancillary specialties like pathology, radiology, and anesthesiology.

By identifying the first treatment event for a patient with a provider, Precision Referral Intelligence can accurately determine the most likely referring provider based on a set of configurable rules.

Comparative analysis

Side-by-side comparison of IQVIA's Methodology and the Shared Patient Methodology

METRICS AND PERFORMANCE INDICATORS

IQVIA's Precision Referral Intelligence Methodology:

-  **Total treatment event volume:** Measures the volume of treatment events and referral events received over a 12-month period.
-  **Referral volume:** Tracks the volume of referrals between referring and rendering providers, categorized by diagnosis, patient cohorts, and referral types.
-  **Longitudinal tracking:** Allows for trend analysis over time, providing insights into changes in referral patterns.
-  **Undiluted metrics:** Ensures metrics are precise and reliable for business decision-making.

Shared Patient Methodology:

-  **Shared patient relationships:** Identifies shared patient relationships between pairs of providers within a 12-month snapshot.
-  **Aggregate metrics:** Provides qualitative and diagnostic results, which can be problematic for quantitative analysis.
-  **Referral volume overestimation:** May overestimate actual referral volumes due to reflected relationships and large, diffuse networks.
-  **Insensitivity to trending:** Results are reported in 12-month aggregate time periods, making them insensitive to trending over time.

Demonstrating superior outcomes with IQVIA's approach

ENHANCED ACCURACY IN IDENTIFYING REFERRAL RELATIONSHIPS

One of the key advantages of IQVIA's Precision Referral Intelligence Methodology over the Shared Patient Methodology is its enhanced accuracy in identifying referral relationships. Unlike the Shared Patient Methodology, which can overestimate referral volumes and create large, diffuse networks, Precision Referral Intelligence focuses on true referral events. This approach ensures that the identified referral relationships are real and meaningful, providing a clearer and more precise view of provider interactions.

COMPREHENSIVE VIEW OF PATIENT INTERACTIONS

Precision Referral Intelligence offers a comprehensive view of patient interactions by capturing and aggregating all treatment and referral events for rendering providers. This longitudinal approach allows for the tracking of patient care decision points over time, providing insights into precise referral patterns. The methodology's ability to trend events over time further enhances its utility for business KPIs and other aggregation purposes, such as value assignment or practice-level reporting.



BETTER STRATEGIC PLANNING FOR HEALTHCARE PROVIDERS

Precision Referral Intelligence's ability to provide undiluted metrics and trend analysis over time enhances strategic planning for healthcare providers. Organizations can use Precision Referral Intelligence to track changes in referral patterns, assess the impact of interventions, and make informed decisions about network optimization and resource allocation. This comprehensive view of patient interactions supports better strategic planning and operational efficiency.

SUMMARY OF KEY BENEFITS



True volume measurement: Precision Referral Intelligence measures the true volume of referral opportunities received by in-network and out-of-network rendering physicians.



Narrower referral networks: The methodology showcases real referral relationships, allowing for more targeted and effective network optimization.



Undiluted metrics: Metrics are not diluted, making them more reliable for business decision-making.



Trend analysis: Events occur in time and can be trended, providing valuable insights into changes in referral patterns over time.

Case studies and real-world examples

Use case: Boosting referral rates

INTRODUCTION

A comprehensive academic health system faced a significant challenge in nurturing referral relationships due to limited resources. With over 2,000 employed and Precision Referral private physicians across more than 200 locations, the organization needed an efficient strategy to enhance physician referrals and drive growth.

CHALLENGE

Nurturing referral relationships is a time and resource-intensive process. The corporate director of market development highlighted the difficulty of focusing on every physician in the market due to a limited liaison workforce and the capacity to accept a large number of referrals. Identifying and targeting the right physicians who could provide a high net revenue contribution margin was crucial.

SOLUTION

To address this challenge, the health system turned to IQVIA's Provider Strategy Solution (PSS) driven by Precision Referral Intelligence. This comprehensive data set provided critical market intelligence, detailing the types of patients treated, health insurance accepted, and the percentage of referrals sent to the organization versus competing entities. IQVIA's Precision Referral Intelligence identified referral events and the most likely referring providers, enabling the organization to measure and trend referral volumes effectively.

IMPLEMENTATION

The health system implemented a rigorous testing process within its cardiac and vascular specialty areas to determine the ROI of IQVIA's PSS driven by Precision Referral Intelligence. The team measured referral rates at the beginning of the test period and set incremental goals for improvement. Liaisons were sent out to visit physicians, and the referral rates were monitored closely.

RESULTS

The implementation of IQVIA's PSS driven by Precision Referral Intelligence led to a steady increase in referral volumes. The health system surpassed its ROI ratio goal by 27%, demonstrating the effectiveness of targeted physician engagement and data-driven decision-making. The insights provided by IQVIA helped the organization understand referral trends and communicate findings to the executive team, ultimately driving growth and enhancing referral relationships.

OUTCOME

The use of IQVIA's PSS driven by Precision Referral Intelligence showcases the power of leveraging comprehensive data to boost referral rates. By focusing on the right physicians and utilizing precise referral intelligence, the health system achieved significant improvements in referral volumes and ROI, setting a benchmark for other healthcare systems aiming to enhance their referral strategies.

Use case: Strengthening referral networks

INTRODUCTION

A large physician organization sought to grow its revenues by 10% year-over-year. The organization aimed to achieve this by expanding into new geographic regions and strengthening its physician referral network.

CHALLENGE

The organization faced significant challenges due to insufficient data. It lacked comprehensive information about referral patterns, which hindered its ability to identify and build relationships with referring physicians. This data gap made it difficult to understand the landscape of physicians and their referral behaviors.

SOLUTION

To overcome these challenges, the organization turned to IQVIA's Provider Strategy Solution (PSS) driven by Precision Referral Intelligence. This solution provided accurate and comprehensive data about physicians, including practice locations, specialties, patient volumes, payer mixes, and referral patterns. The data helped validate internal data and gain confidence in the accuracy of external physician information.

IMPLEMENTATION

The organization validated the PSS driven by Precision Referral Intelligence data by comparing it with internal data, achieving a high correlation coefficient of 0.9. This validation process ensured the reliability of the data. IQVIA also acted as a strategic partner, providing guidance on how to use the data for strategic decision-making.

RESULTS

With the help of IQVIA's PSS driven by Precision Referral Intelligence data, the organization consistently met its growth targets. It gained a better understanding of supply and demand, enabling informed decisions about expansion. The data also helped build stronger relationships with referring physicians, filling in blind spots and improving market understanding.

OUTCOME

The use of IQVIA's PSS driven by Precision Referral Intelligence highlights the importance of accurate and comprehensive data in strengthening referral networks. By leveraging this data, the organization achieved its growth goals and enhanced its referral strategies, setting an example for other healthcare organizations.

Conclusion

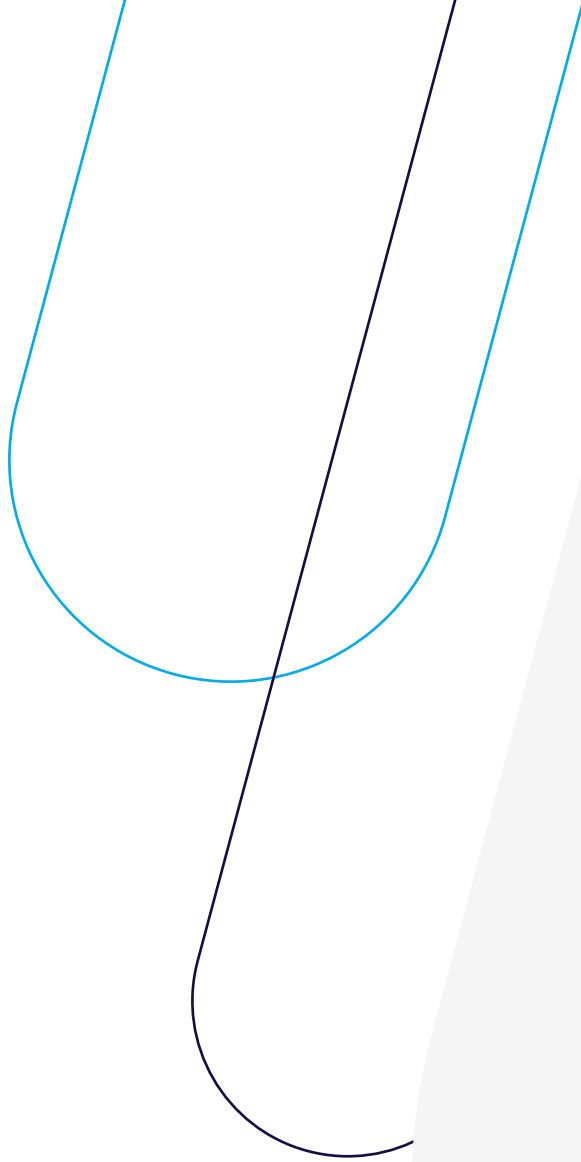
The comparative analysis presented in this white paper underscores the transformative potential of IQVIA's Precision Referral Intelligence Methodology in the healthcare industry. By addressing the limitations inherent in the traditional Shared Patient Methodology, Precision Referral Intelligence offers enhanced accuracy in identifying referral relationships and provides a comprehensive view of patient interactions. This precision is crucial for optimizing provider networks, driving referral growth, and improving patient care coordination.

IQVIA's Precision Referral Intelligence Methodology leverages detailed medical and prescription claims data to track individual treatment events, ensuring that referral relationships are accurately identified and meaningful. The ability to trend events over time and aggregate metrics for business KPIs further enhances strategic planning and operational efficiency for healthcare providers. Real-world case studies and examples demonstrate the superior outcomes associated

with Precision Referral Intelligence, including improved predictive precision in complex patient populations and specialized care settings.

As healthcare organizations strive to enhance patient care and optimize their operations, the adoption of IQVIA's Precision Referral Intelligence Methodology represents a significant step forward. By providing undiluted metrics and a clearer view of referral patterns, Precision Referral Intelligence supports better decision-making and strategic planning. Ultimately, this methodology empowers healthcare providers to deliver higher quality care, strengthen their networks, and achieve better outcomes for patients.

In conclusion, IQVIA's Precision Referral Intelligence Methodology offers a robust and reliable solution for referral analytics, addressing the challenges of traditional approaches and paving the way for more effective and efficient healthcare delivery. By embracing this innovative methodology, healthcare organizations can unlock new opportunities for growth and improvement, ensuring that they remain at the forefront of patient care and operational excellence.



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