

# Unlock the Power of Claims Data

*5 Key Assets to Drive Healthcare Insights*

 Marketware



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## 5 Key Assets to Drive Healthcare Insights

Data is more than just numbers — it's a powerful tool that drives strategic decision-making, enhances patient care, and optimizes provider networks. Among the most valuable sources of healthcare insights is claims data. Claims data serves as a critical asset for healthcare organizations seeking to optimize provider networks, enhance patient care, and drive strategic expansion. However, the true power of claims data lies in its ability to transform raw information into actionable intelligence.

This whitepaper explores the five key assets of claims data and how each provides unique insights that empower healthcare organizations to make informed decisions.

With the right approach, claims data becomes more than just numbers — it becomes a strategic tool for growth, efficiency, and improved healthcare outcomes. Let's explore how each asset contributes to a smarter, more connected healthcare strategy.

### What is All-Payers Claims Data?

A collection of hospital-based and ambulatory claims procured from a variety of 3rd-party medical and pharmaceutical billing systems, payers, and clearinghouses.

Claims data refers to the detailed records generated when healthcare providers bill insurance companies or government programs for patient services. This data captures the full scope of patient-provider interactions, offering a window into both individual and system-wide.

### 5 Key Claims Data Assets

|   |                              |
|---|------------------------------|
| 1 | Provider Demographic Data    |
| 2 | Provider Procedure Data      |
| 3 | Provider Shared Patient Data |
| 4 | Provider Patient Mix Data    |
| 5 | Provider Diagnosis Data      |

# Provider Demographic Data

## Expand Market Visibility & Strengthen Provider Networks

### Overview



Provider demographic data offers a comprehensive view of healthcare professionals in a market. Organizations typically only have access to information about their affiliated providers. However, with claims data, organizations gain visibility into all providers in their service area, including those outside their network.

### Available Provider Fields



| Field                | Example                                      |
|----------------------|----------------------------------------------|
| Provider NPI         | 1316129661                                   |
| Provider Name        | George Schultz                               |
| Provider Specialty   | Orthopedics — Foot & Ankle                   |
| Provider Affiliation | Savannah Ortho Associates                    |
| Provider Address     | 123 Main ST, STE #30,<br>Savannah, GA, 31405 |
| Provider Phone       | (912) 355-1010                               |
| Provider Email       | gschultz@savannahortho.com                   |

### Key Benefits



**Enhanced Provider Visibility:** Gain access to a broader network of providers beyond in-house data, helping expand market insights.

**Better Relationship Management:** Store and update provider contact details, affiliations, and key personnel information in one central location.

**Pre-Call Planning Efficiency:** View provider details at a glance to prepare for outreach, including multiple office locations, affiliated facilities, and custom fields for segmentation.

**Streamlined Data Updates:** Claims data is updated regularly, ensuring information remains accurate and up to date without manual research.

**Better Provider Engagement:** Track provider movement, office hours, and key personnel for stronger relationship-building efforts.

# Provider Procedure Data

## Track Utilization Trends to Optimize Service Line Growth

### Overview



Provider procedure data provides detailed insights into the volume, type, and location of procedures performed by providers, all tied to NPI numbers for accurate tracking. Organizations can analyze trends at multiple levels, from broad service lines (e.g., *Orthopedics*) to specific procedure codes (e.g., *Knee Replacements*). Additionally, this data identifies where procedures take place — inpatient, outpatient, ambulatory surgery centers (ASC), or office settings — while incorporating facility details when available for a more complete market view.

### Available Provider Fields



| Field            | Example                                                            |
|------------------|--------------------------------------------------------------------|
| Provider NPI     | 1316129661                                                         |
| Provider Name    | George Schultz                                                     |
| Service Line     | Orthopedics                                                        |
| Sub Service Line | Total Joint Procedures                                             |
| Px Code Group    | Knee Replacement                                                   |
| Place of Service | ASC ( <i>Outpatient, Inpatient, Office &amp; others included</i> ) |
| Facility         | Savannah Surgery Center                                            |

### Key Benefits



**Understand Market Utilization:** Identify high-performing providers and facilities for specific procedures.

**Competitor Insights:** Track established and emerging competitors performing high volumes of key procedures.

**Support Physician Recruitment:** Identify independent physicians or groups performing significant volumes of procedures out-of-network.

**Optimize Facility & Service Line Expansion:** Determine whether procedures are shifting from inpatient to outpatient settings and evaluate the need for new service lines or ASC investments.

**Track Procedure Volume Impact:** Evaluate how outreach efforts impact procedural growth year-over-year.

# Provider Shared Patient Data

## Uncover Referral Patterns to End Leakage & Improve Retention

### Overview



Provider shared patient data connects unique patient encounters across multiple providers, revealing referral relationships, market trends, and patient movement within a healthcare network. Although patient information is de-identified, claims data allows organizations to track how and where patients receive care by linking encounters to provider NPI numbers. This insight helps organizations identify provider loyalty, referral leakage, and new opportunities for network growth.

### Key Benefits



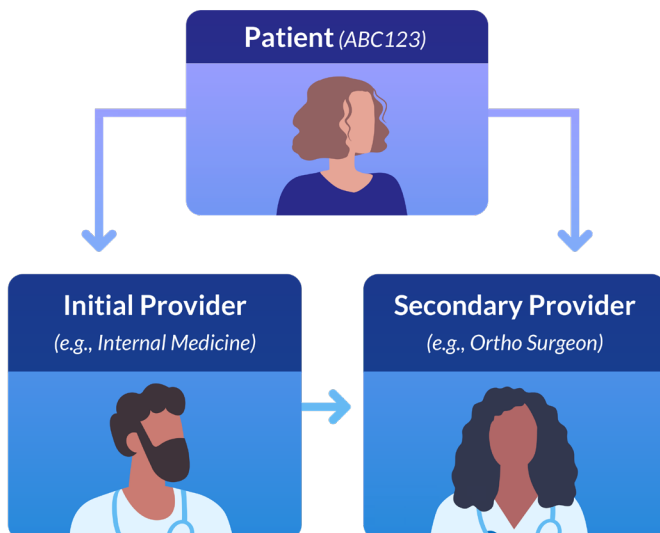
**Understand Referral Patterns:** Identify how providers share patients within a given timeframe.

**Detect Referral Leakage:** Determine whether providers are directing patients out-of-network.

**Improve Network Integrity:** Strengthen relationships with high-value referral sources.

**Optimize Market Expansion:** Pinpoint underserved areas where patient outflow is high.

**Enhance Service Line Growth:** Align specialty services with market demand based on patient movement trends.



# Provider Patient Mix Data

## Analyze Trends for Smarter Market Expansion

### Overview



Provider patient data provides insights into the payer types, patient demographics, and geographical distribution of patients associated with specific providers. While claims data does not include personally identifiable patient information, it allows organizations to analyze payer mix (e.g., *Medicare, Medicaid, commercial insurance*), patient age ranges, gender distribution, and ZIP code-level geographical origin. This information can be examined at both the individual provider level and across the broader market.

### Available Provider Fields



| Field         | Example           |
|---------------|-------------------|
| Provider NPI  | 1316129661        |
| Provider Name | George Schultz    |
| Payer Type    | Commercial        |
| Payer Plan    | United Healthcare |
| Age Group     | 36-50             |
| Gender        | Male              |
| Rx Zip        | 77050             |

### Key Benefits



**Understand Payer Mix:** Analyze the percentage of patients covered by different payers, including commercial insurance, Medicare, Medicaid, and managed care plans.

**Target Age-Specific Services:** Identify the predominant age groups for a provider's patient base and align service offerings accordingly.

**Track Geographic Patient Origin:** Determine where patients are traveling from to receive care and assess potential expansion opportunities.

**Identify Competitor Weaknesses:** Detect when competitors drop payer contracts and use that information to attract new patient volume.

**Support Market Expansion:** Use migration trends to evaluate underserved regions and inform decisions for new locations or specialty services.

# Provider Diagnosis Data

## Identify High-Volume Conditions to Align Services

### Overview



Provider diagnosis data allows organizations to track diagnoses at the service line and sub-service line level, offering insight into disease prevalence, shared patient relationships, and specialty care demand. Similar to procedure data, diagnosis data is tied to individual providers via their NPI numbers, enabling organizations to identify trends in specific conditions, such as breast cancer, cardiovascular diseases, or orthopedic disorders. This granular level of visibility supports strategic decision-making in service line expansion, recruitment, and patient care optimization.

### Key Benefits



**Identify High-Volume Diagnoses:** Track frequently diagnosed conditions in a given market.

**Enhance Provider Collaboration:** Analyze shared patients between providers based on specific diagnoses.

**Improve Service Line Planning:** Determine which conditions drive demand for specialty services.

**Support Targeted Outreach:** Identify referral relationships with providers that are treating similar diagnoses.

**Optimize Resource Allocation:** Ensure the right specialists and treatment programs are aligned with market needs.

### Available Provider Fields



| Field            | Example       |
|------------------|---------------|
| Provider NPI     | 1316129661    |
| Provider Name    | Amy Williams  |
| Dx Service Line  | Oncology      |
| Sub Service Line | Breast Cancer |
| Referring NPI    | 1513498301    |
| Referring Name   | Jamie Hilton  |

# Putting the Data to Work

## A Use Case for Each of the 5 Key Claims Data Assets

### 1 Provider Demographic Data

#### Streamline & Target Physician Outreach

A healthcare organization expanding into a new region can use provider demographic data to identify high-value physicians aligned with their specialty needs. By leveraging the data, they can identify and target providers, monitor office hours and locations to optimize outreach timing, maintain up-to-date provider records, and centralize provider information for more efficient communication. This strengthens relationships and improves outreach planning.

### 2 Provider Procedure Data

#### Drive Service Line Growth

A health system expanding its orthopedic surgery program can use provider procedure data to assess market dynamics for knee replacement procedures. By analyzing data from the broader orthopedic service line down to specific procedures, they can, identify top providers and facilities, track competitors with rising procedure volumes, discover independent providers with high volumes, and assess shifts in procedure locations. This insight supports strategic planning for service line growth and competitive positioning.

### 3 Provider Shared Patient Data

#### Reduce Leakage & Strengthen Network

A hospital system suspects its PCPs are referring patients in-network but needs validation. Using shared patient data, they uncover significant patient outflow to external specialists. With this insight, they can target PCPs for relationship building and take corrective actions, like addressing barriers or educating them on in-network specialists. This helps reduce referral leakage, retain patients, and improve network integrity.

### 4 Provider Patient Mix Data

#### Identify Underserved Regions for Growth

A health system evaluating the need for a new specialty clinic can use provider patient mix data to understand patient migration. By analyzing where patients are traveling from and identifying dominant payer markets, they can discover underserved regions with demand for specific services. This insights can supports the decision to open a clinic in an underserved region, improving access and capturing patient volume.

### 5 Provider Diagnosis Data

#### Enhance Local Oncology Access

An oncology center looking to expand breast cancer services can use provider diagnosis data to identify trends in diagnoses within its service area. By analyzing the frequency of diagnoses and patient referral patterns, the center can justify the need for a local program, determine which specialists and facilities should be involved, and plan resources based on disease prevalence and patient demand. This ensures services are aligned with market needs for targeted care.