

With Civica's Master Data Management, prominent health plan significantly reduces costs

Like many large health insurance providers, this Pacific Northwest health plan was challenged by what it recognized as preventable risk and increased financial overhead related to poor data quality. In particular, the plan was concerned that its marketing campaigns were not cost-efficient, lacked overall effectiveness, and were in fact diminishing member satisfaction and loyalty.

Reducing costs through data quality

As an innovative industry leader and data-driven organization, the payer sought a solution to actively "manage" data across the enterprise rather than "maintain" it in various transactional systems. They selected Civica for both its proven, customized MDM solution as well as its reputation in the market as a true partner. Deploying Civica's MDM product suite enabled the organization to eliminate duplicate records, thereby reducing costs associated with marketing, billing, and operations.

Payers are facing increasing challenges in managing data, as continued mergers and acquisitions in the provider market are leading to an influx of complex, fragmented data. As nonprofit foundation The Commonwealth Fund notes in a [recent report](#), "There were 1,412 hospital mergers between 1998 and 2015; physicians also have consolidated into increasingly larger groups. Moreover, the four largest insurers now account for 83 percent of the total national market."

Outcomes

- ▶ **Reduced production, material and postage costs**
- ▶ **Created a single and complete view of members**
- ▶ **Streamlined data stewardship and governance initiatives**
- ▶ **Verified and standardized existing data against third-party reference sources**
- ▶ **Forecasted savings on future marketing materials and campaigns**
- ▶ **Data shared and updated in real-time.**

Reduction in mailing return rate of 25%



More accurate, complete member records



Information more accurate and consistent



As a result of an influx of data, this large payer organization was faced with a myriad of member details and data scattered across multiple databases. It hoped to consolidate the data to reduce the amount of direct mail and marketing materials being sent to members.

For example, when two or three health plan members live in the same household, several copies of marketing materials could go to their address. Or, with duplicate and fragmented member records, marketing materials might be sent to members' previous addresses, or addresses that are inaccurate and may never reach their destination. However, with an MDM solution that provides a complete, golden record of each member, savings can be achieved by sending communications that are targeted to the intended recipient.

A strong partnership with Civica

The health plan chose to implement Civica's MultiVue solution for MDM, along with the MultiVue Share and MultiVue Enrich modules to tailor the solution to its specific needs.

MultiVue created a single, complete view of the health plan's members across previously siloed and disparate data sources. MultiVue Share helped the plan to streamline its data stewardship and governance initiatives by providing a process for data management and maintenance. MultiVue Enrich verified and standardized the health plan's existing data against external, third-party reference sources, ensuring that the core MDM engine's performance would not be affected by poor data.

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Streamlined operations

As a result of partnering with Civica, the health plan significantly reduced its marketing costs through savings on printing, production and postage. MultiVue Share will continue to ensure that the plan will always have access to the most accurate and consistent information possible, as it shares and updates data in real-time. This will enable the plan to continue to save on marketing efforts in the future.