

# MultiVue

A single view of patient data reduced 25% of returned mail

Like many health insurance providers, a Pacific Northwest health plan recognized that poor data quality led to preventable risk and increased financial overhead. In particular, they were concerned the marketing campaigns were not cost-efficient, lacked overall effectiveness, and were diminishing member satisfaction and loyalty.

## Reduce costs through data quality

Payers face increased challenges in managing data, as continued mergers and acquisitions in the provider market creates an influx of complex, fragmented data. Physicians have consolidated into increasingly larger groups. In 2019, the [Government Accountability Office](#) reported, "The three largest healthcare insurers hold 80 percent of more of their market in at least 37 states".

Civica MultiVue was selected for its proven, customized MDM solution. Plus its reputation in the market to adopt a partner approach. Deploying MultiVue removed duplicate records across the organization. Subsequently, reducing costs associated with marketing, billing, and operations.

As a result of an influx of data, this payer organization was faced with a myriad of member details and data scattered across multiple databases. They wanted to consolidate their 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. Implementing MultiVue helped them create a complete, golden record of each member. By sending targeted communications to the intended recipient reduced mail returns by 25%.

## Key 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.

# 25%

reduction in mailing return rate



## A strong partnership

The health plan chose to implement Civica's MultiVue solution, along with the MultiVue Share and MultiVue Enrich modules so they could tailor the solution to their specific business 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.



a complete view of member data on a single platform



higher quality, more streamlined services at a lower cost

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Civica offers unparalleled flexibility to support health plans, hospitals, and other healthcare organizations, and continually supports its customers to tailor solutions in ways that work for them.

## 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.



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