

## A Prospective Approach

### Determine primacy before paying the claim

Data shortfalls in **Coordination of Benefits** is a \$362B Payment Integrity problem<sup>1</sup>. Data shortfalls make it difficult to **identify coverage responsibility** and **determine primacy**, and these shortfalls can be traced to outdated data-collection processes, onerous data-sharing agreements, and limited access due to state and regional constraints. The Centers for Medicaid and Medicare (CMS) also points to data shortfalls as the root cause of 3% -7% percentage of health care claims that are inaccurately paid.

#### The COB Smart Solution

COB Smart takes a prospective approach to payment integrity and gets it right the first time. This nationwide platform identifies secondary coverage and accurately determines primacy before payments are made. Plans use COB Smart to eliminate “pay & chase” inefficiencies that result in repeat bills, improper payments and costly coordination of benefits processes.

Commercial health plans use COB Smart for unparalleled access to critical payment integrity data, helping them:

- **Gain Wider Access** - COB Smart is designed for industrywide participation and more than 40 regional and national health plans directly contribute member information on a weekly basis to a secure registry. Participating organizations can access medical eligibility and enrollee data for more than 180M covered lives. As more health plans adopt COB Smart, the benefits continue to grow for everyone.
- **Be More Collaborative** - The COB Smart Portal enables efficient plan-to-plan communication. The COB Smart Portal is a simple, web-based platform that makes it easy to quickly find and use your COB Smart data. Data in the portal is updated weekly and gives users quick access to all information on a member and any associated members (e.g. dependents) including employer group information, Medicare information and demographic details. In addition, claims analysts can use the portal to engage with other plans to answer questions and resolve issues.
- **Make Informed Primacy Determinations** - COB Smart identifies new or previously unknown instances of overlapping coverage that cannot be identified through legacy means (canvassing letters, retrospective vendor analysis) to determine which health plan should pay first.

Ensuring that claims are paid...

By the correct health plan

For the correct member

On the correct terms

Inefficiencies in benefits coordination cost plans and providers **more than \$800 million** annually (CAQH, 2014).

- **Minimize Overpayments** - COB Smart reduces the administrative costs and complex workflows associated with identifying and determining overlapping coverage.
- **Automate Rule-based Processing** - COB Smart features a built-in NAIC based primacy rules engine to determine the correct order of benefits for claims processing.
- **Boost Cost Effectiveness** - **COB Smart** charges a predictable, per member per year fee for all services.
- **Ensure Security and Privacy.** Applies industry standard administrative, technical and physical safeguards that comply with HIPAA and patient privacy requirements. COB Smart is a HITRUST certified solution.

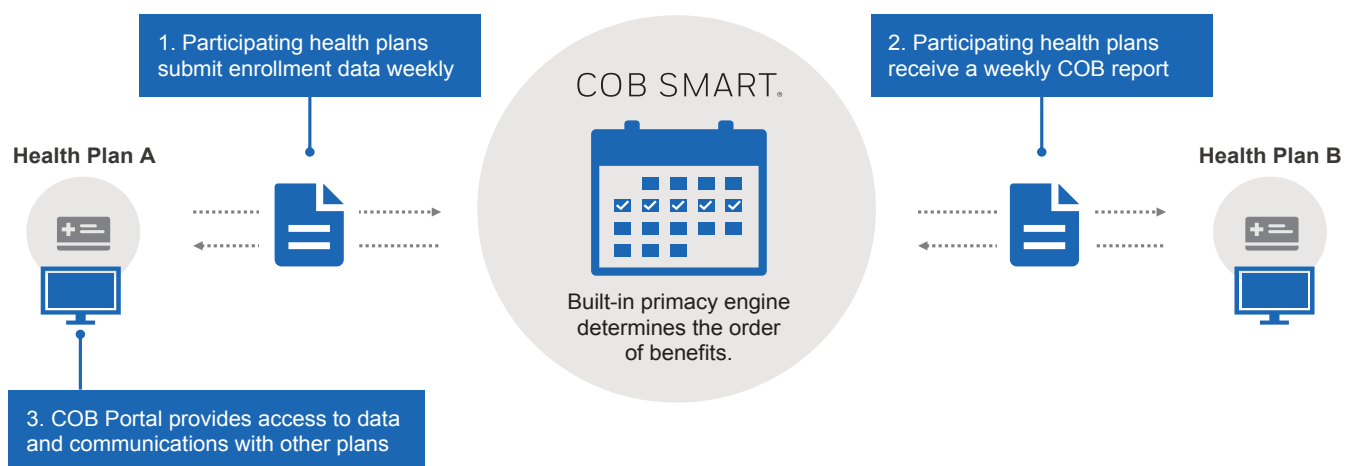
## How COB Smart Works

COB Smart is the only solution that identifies coverage and determines primacy via a national registry that is updated weekly.

Participating commercial health plans and Medicaid organizations securely supply coverage information to COB Smart where proprietary matching software achieves a 99% accuracy rate for identifying patients with overlapping benefits. The built-in primacy engine of COB Smart uses NAIC rules to determine primacy of benefit coverage. The results are sent to health plans in a weekly COB report.

## How COB Smart Boosts COB Results

- **10:1 ROI** - Health plans report up to a 10:1 ROI with cost savings achieved by reducing expenses associated with member canvassing for other coverage, claims denials, resubmissions and recovery.
- **99.9 match accuracy** - COB Smart delivers access to the most complete source of information on eligibility and enrollee coverage for more than 180M lives to determine primacy and streamline investigative processes. COB information is displayed in machine readable and web-based formats for easy integration into a health plan's operational workflow.



- **15-minute investigations reduced to 30 seconds**
  - The COB Smart Portal dramatically improves productivity through plan-to-plan communication. Instead of calling other plans, waiting on hold, and then speaking with a customer service representative, plans can resolve more COB investigations faster and more efficiently.
- **33% decrease in mailed COB surveys.** – COB Smart helps improve customer service by offering healthcare providers the most complete coverage information available on their members to expedite eligibility and claims processes.

- **22% increase in cost avoidance** – COB Smart integrates with existing health plan systems to automate and streamline COB information exchange.
- **10% increase in autoloading of COB records** – COB Smart simplifies administrative processes with less paperwork for a direct, positive impact on providers and patients.

### **Right solution. Right Now.**

To learn more: Contact [sales@caqh.org](mailto:sales@caqh.org) or please visit [www.cobsmart.org](http://www.cobsmart.org)

## **Why use COB Smart?**

### **Reduce:**

- **Administrative costs**
- **Inaccurate payments**
- **Member and provider call volumes**
- **Claims adjudication rework**
- **Dependency on overpayment and recovery vendors**



<sup>1</sup> [https://www.optum.com/content/dam/optum/resources/brochures/Payment\\_Integrity\\_Best\\_Practices\\_20WP482014.pdf](https://www.optum.com/content/dam/optum/resources/brochures/Payment_Integrity_Best_Practices_20WP482014.pdf)