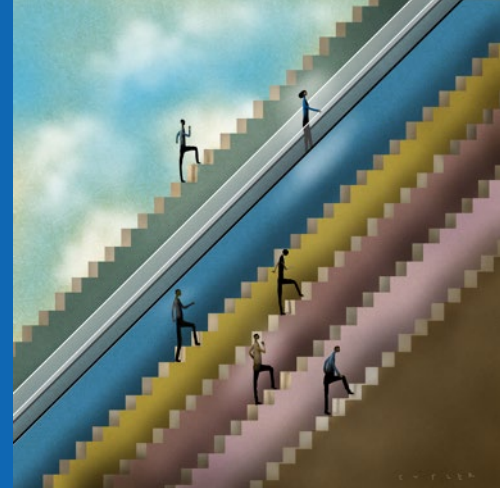


2019

CAQH ProView Symposium

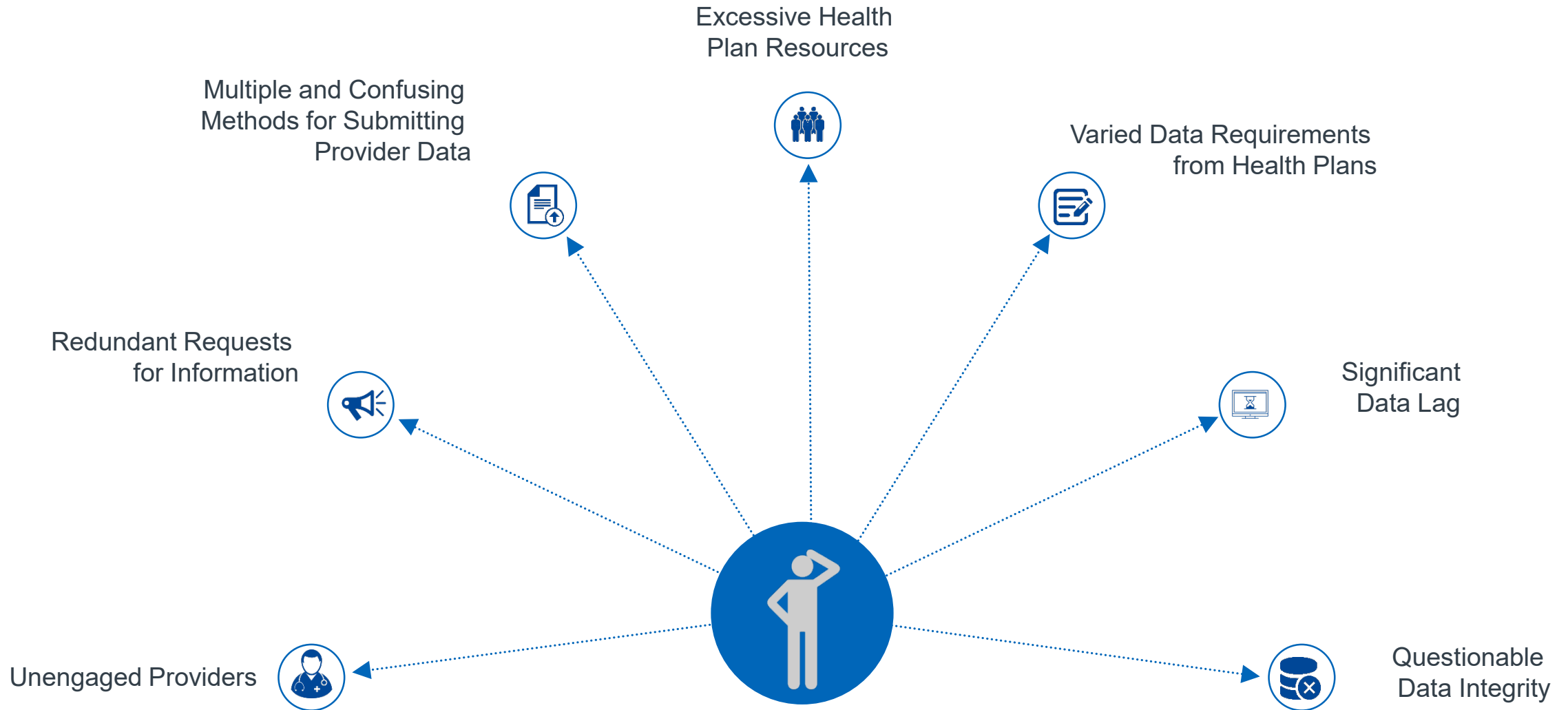
Achieving Provider Data Excellence



DirectAssure: Getting it Right – The Latest Approach Improving Directory Accuracy

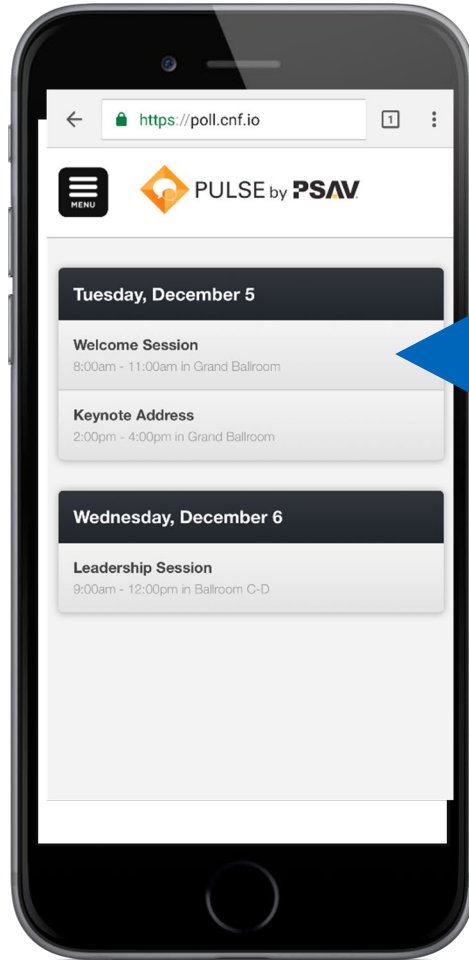
Ron Urwongse, Senior Product Manager

How Did We Get Here



* Non self-reported

Participate in Live Polling



1. Open a web browser on your phone, tablet or laptop
2. Type in URL: **caqh.cnf.io**
3. Select your session –

**DirectAssure: Getting it Right –
The Latest Approach for Improving Directory
Accuracy**

Poll Question #1

What are your current methods for improving accuracy?

- A. Phone outreach
- B. Fax outreach
- C. Mail outreach
- D. Health plan-specific web portal
- E. Multi-payer web portal
- F. Analytics-based approached
- G. I don't know
- H. Other industry data sources

Poll Question #2

How effective have those methods been in improving the accuracy of your provider directory?

- A. Significant improvement (>20%)
- B. Some improvement (< 20%)
- C. No improvement at all

UnitedHealthcare Overview



- Services 40M members nationwide.



- Contracts with 600k+ physicians and additional non-physician practitioners for commercial, Medicare, and Medicaid networks.



- Nationally distributed provider data management team.

UnitedHealthcare Provider Directory Improvement Challenges



**Phone call
are costly**



**Response rates
to provider
requests are low**



**Inaccurate
provider data**

Vendor Selection



Real Word Test Drive

Why DirectAssure Was Chosen

Do you practice here? [Learn More](#)

These locations may appear in health plan directories.
Reject locations where you do not practice.

Showing 2 locations

1

170 FINLEY RD
STE 3B
BELLE VERNON, PA 15012-3823

Accept Reject I don't know

2

1007 LINCOLNWAY
13TH MAIN CROSS
LAPORTE, IN 46350-3201

Accept Reject I don't know

Locations currently in your profile

Note: All rejected locations can be accessed from Practice Locations page

✓

170 FINLEY RD
STE 3B
BELLE VERNON, PA 15012-3823

Added to your profile [Edit](#)

✗

1007 LINCOLNWAY
13TH MAIN CROSS
LAPORTE, IN 46350-3201

Rejected [--Reason](#) [Edit](#)

Locations currently in your Profile

Not Now Confirm

Note: All rejected locations can be accessed from Practice Locations page

Do you practice at this location?

Select Yes if you currently practice at this location or will be practicing there in the near future.

Yes

No

* Please describe your affiliation with this location.

I see patients here at least one day per week on a regular basis.

--Select--

I see patients here at least one day per week on a regular basis.

I see patients here at least one day per month, but less than one day per week on a regular basis.

I cover or fill-in for colleagues within the same medical group on an as needed basis.

I read tests or provide other services but I do not see patients at this location.

Other

PRACTICE LOCATIONS

[Back to List](#)

GENERAL INFORMATION

PARTICIPATION

HOURS

PRACTICE LIMITATIONS

ACCESSIBILITY

SERVICES

COVERAGE & CONTACT

HEALTH PLAN PARTICIPATION

Please indicate if you are in the contracting process or currently contacted with each of the Participating Organizations listed below. If you are, please indicate your panel status for new patients.

PARTICIPATION

Plan	Participation	Actions
Aetna	* Do you participate with Aetna at this location? * Are you accepting NEW patients with Aetna at this location?	Yes No Yes No
Cigna	* Do you participate with Cigna at this location?	Yes No
Horizon	* Do you participate with Horizon at this location?	Yes No

Bi-directional data cleanse.

Practice location questions.

Practice affiliation questions.

Use Case #1 DirectAssure results for UnitedHealthCare

- UHC used DirectAssure location reconciliation in the Texas market with 19,600 providers.
- 60,000 provider location records.

UHC Provider at Location Comparison with CAQH ProView data

Providers listed locations match with CAQH data	43%
Providers listed locations do not appear in CAQH data	57%

Do you practice here? [Learn More](#) ×

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1	170 FINLEY RD STE 3B BELLE VERNON, PA 15012-3823	Accept Reject I don't know
2	1007 LINCOLNWAY 13TH MAIN CROSS LAPORTE, IN 46350-3201	Accept Reject I don't know

Do you practice here? [Learn More](#) ×

These locations may appear in health plan directories. Reject locations where you do not practice. Showing 2 locations

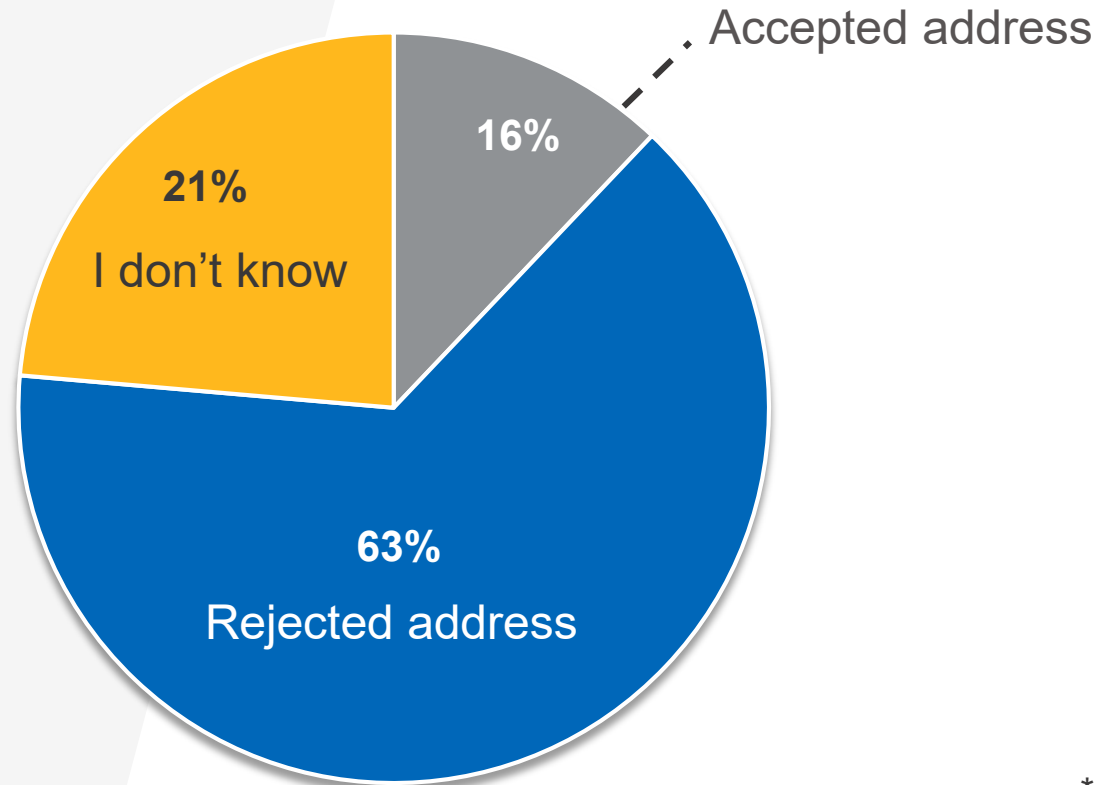
☒	170 FINLEY RD STE 3B BELLE VERNON, PA 15012-3823	Added to your profile Edit
☐	1007 LINCOLNWAY 13TH MAIN CROSS LAPORTE, IN 46350-3201	Rejected --Reason Edit

Locations currently in your Profile Not Now

Note: All rejected locations can be accessed from Practice Locations page

Provider Responses for Health Plan Locations *Not In* CAQH ProView

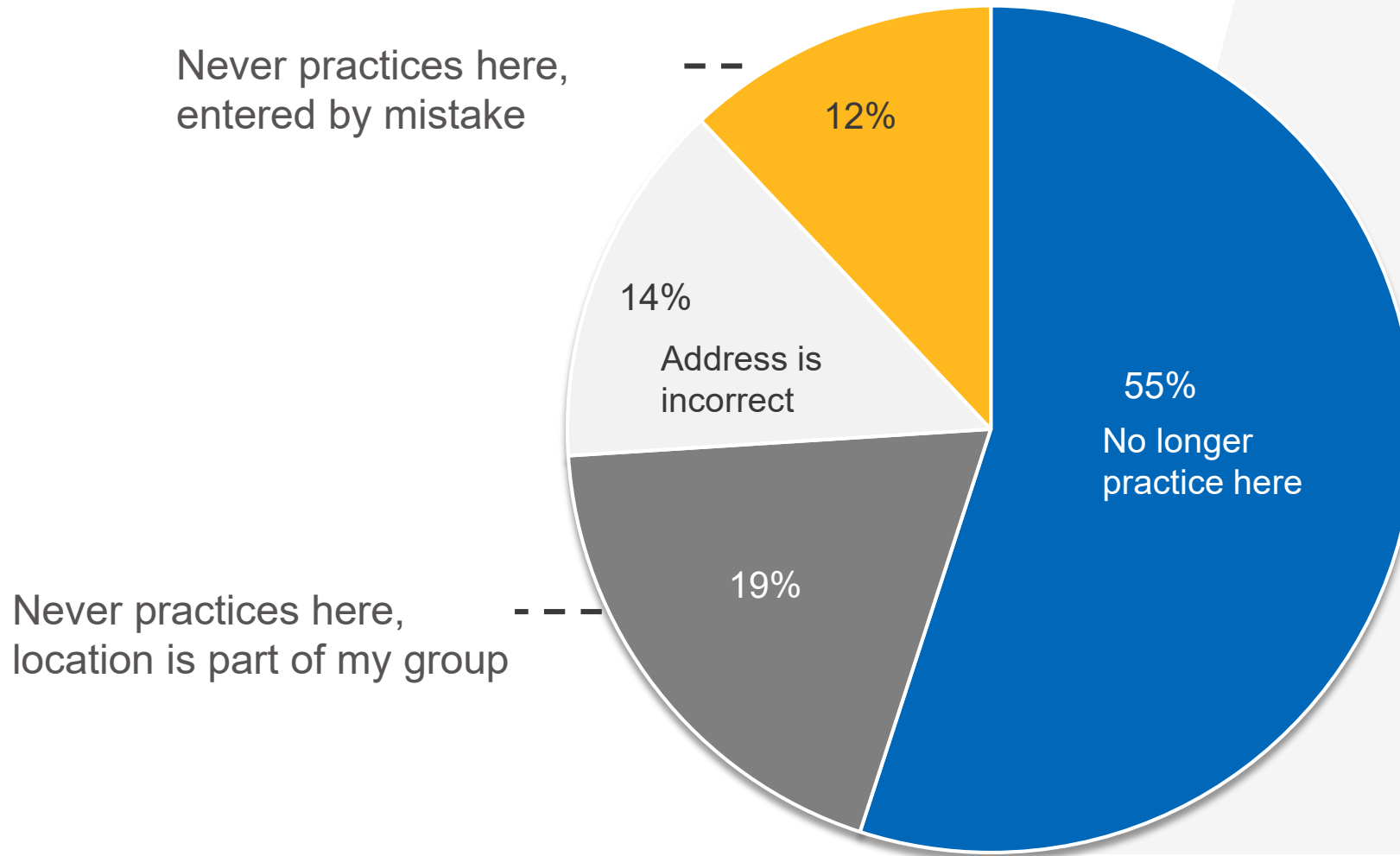
Breakdown of Provider Responses



* Sample audits have shown that 70% of "I don't know" responses should not be displayed for directory use case.

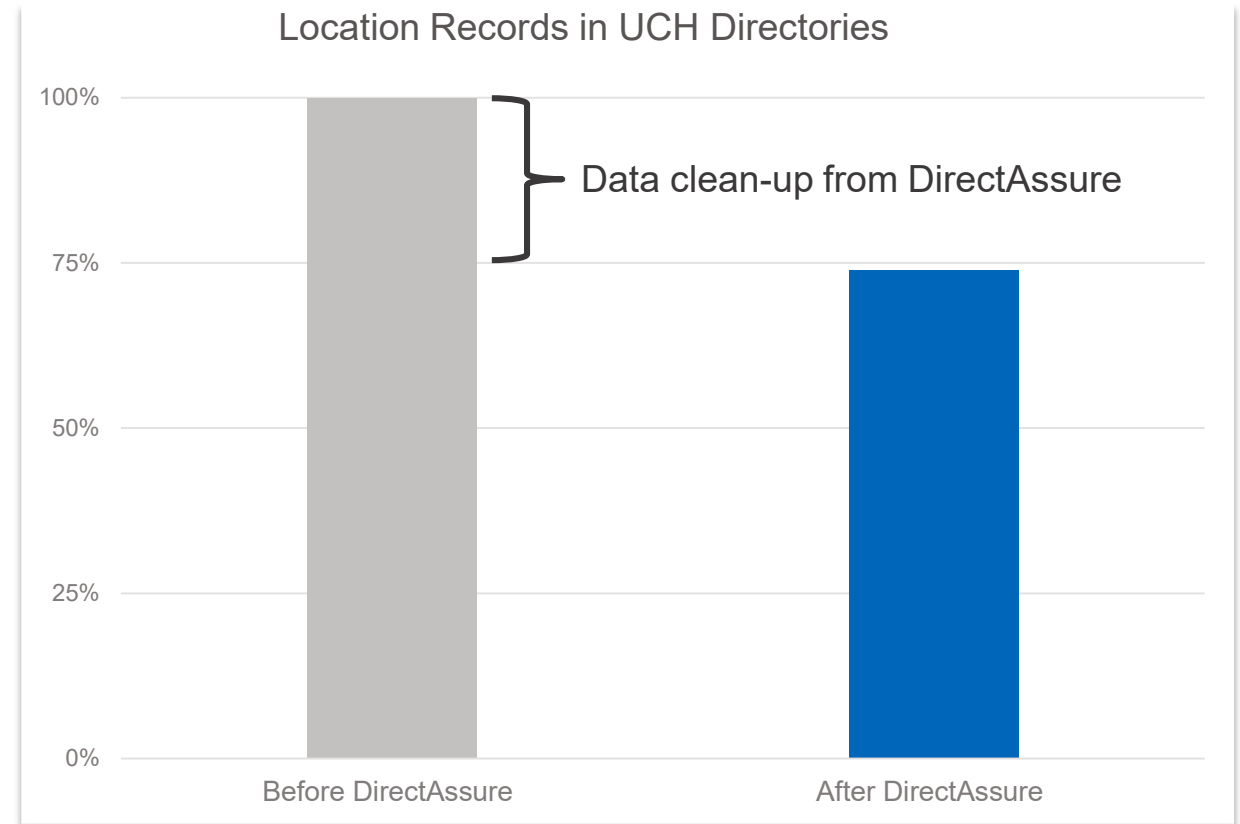
Why do Health Plans Have Inaccurate Provider Locations

Provider Reject Reason Breakdown



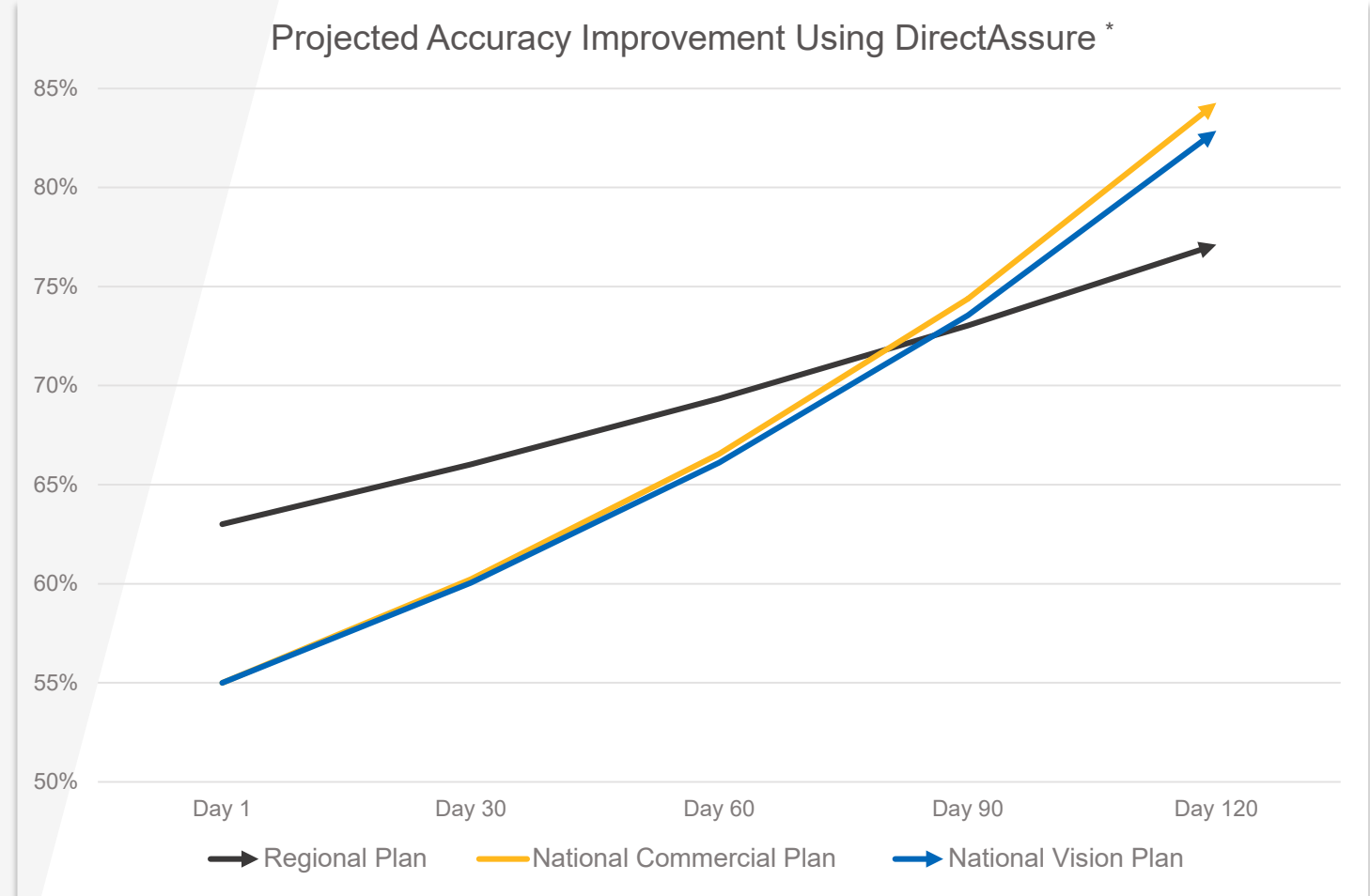
UHC Estimates that 26% of Provider Associated Addresses can be Removed From Directories Following DirectAssure Results.

- Explicit response from providers to remove associated location records from UHC's directory systems
- 73% response rate within 120 days
- Scalable method to clean up directory data across all markets
- Significant improvement in directory accuracy is expected



DirectAssure Shows Significant Provider Directory Data Improvement

- DirectAssure significantly reduces audit risk specific to each health plan and provides immediate relief.
- Accuracy gains are directly related to reducing the total pool of directory records based on provider responses
- A national health plan commented on the new capabilities of DirectAssure: “...each location rejected by providers in DirectAssure saves me an audit phone call.”



* Starting Accuracy was plotted at the industry average of 55% per CMS studies unless otherwise provided by plan.

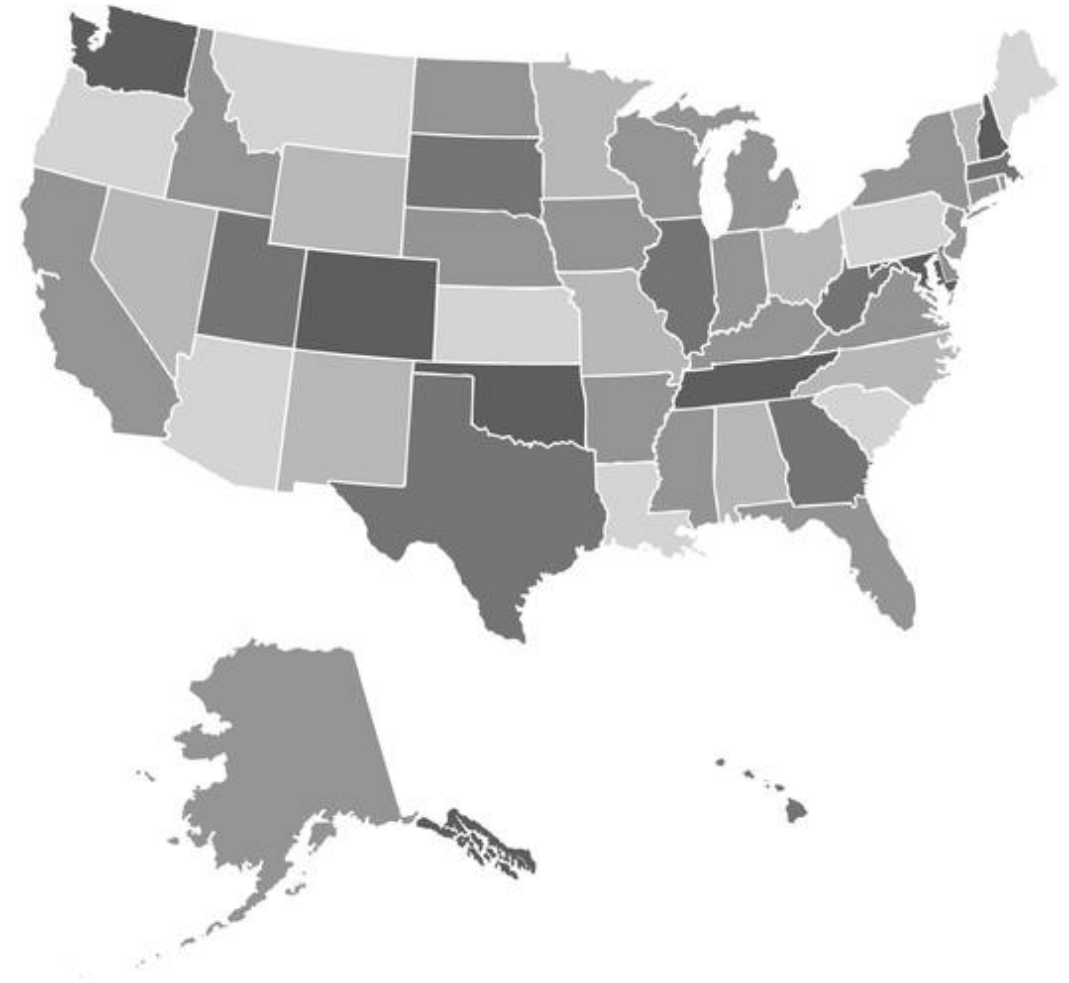
Success in Texas motivated UHC to scale DirectAssure nationally

Summary of success in Texas:

- Actionable Results: **63% of health plan records identified as erroneous by providers.**
- Fast: **73% response rate in 120 days.**
- Improvement: Estimated **30%+ data accuracy increase** after erroneous records suppressed.
- Provider Preference: **NPS score and other feedback reveal providers prefer CAQH.**

UHC moved to scale solution nationally:

- DirectAssure has been deployed in all 50 states.
- 300k+ providers currently reporting data and cleansing UHC's directory via DirectAssure.



Strategically Integrating DirectAssure into Your Provider Data Management Process

DirectAssure provides a large amount of data for health plans which can be staged into existing workflows and processes.



Terminations and suppressions will achieve accuracy improvement.

- Rejected locations.
- Archived locations.
- Affiliation scenarios.



Capture specific scenarios where providers need additional touches.

- I don't know responses.
- Provider notes they do not participate with a health plan at a location.



Update to existing records.

- Change in office hours, phone numbers, and other practice location attributes.



New locations from CAQH.

- Utilize CAQH output to determine if the location is applicable for directories.
- Ensure the reported TIN and NPIs are applicable for your health plan.

Poll Question #3

How much does the effort to implement a solution impact your selection or preference for a provider directory solution?

- A. Significantly – Whether or not we have resources available to implement will decide whether we can purchase a solution, regardless of how good it is.
- B. Somewhat – If it works, then we can allocate the budget to implement.
- C. Not at all – It doesn't affect my decision at all.

Poll Question #4

How do you gauge the effort to implement a directory solution?

- A. Have my technical team assess the effort.
- B. Engage my PDM or other system vendor to see if they can integrate.
- C. Research how other health plans have implemented the solution.
- D. Review internal support tools.

CAQH has Released DirectAssure Portal Capabilities to Improve Usability



Provider Look-up

- Search and look-up for providers in ProView.
- View key directory data including practice locations, affiliation status, office hours and plan participation.
- Useful for plans with manual touchpoints in their provider data workflows.



Roster Management

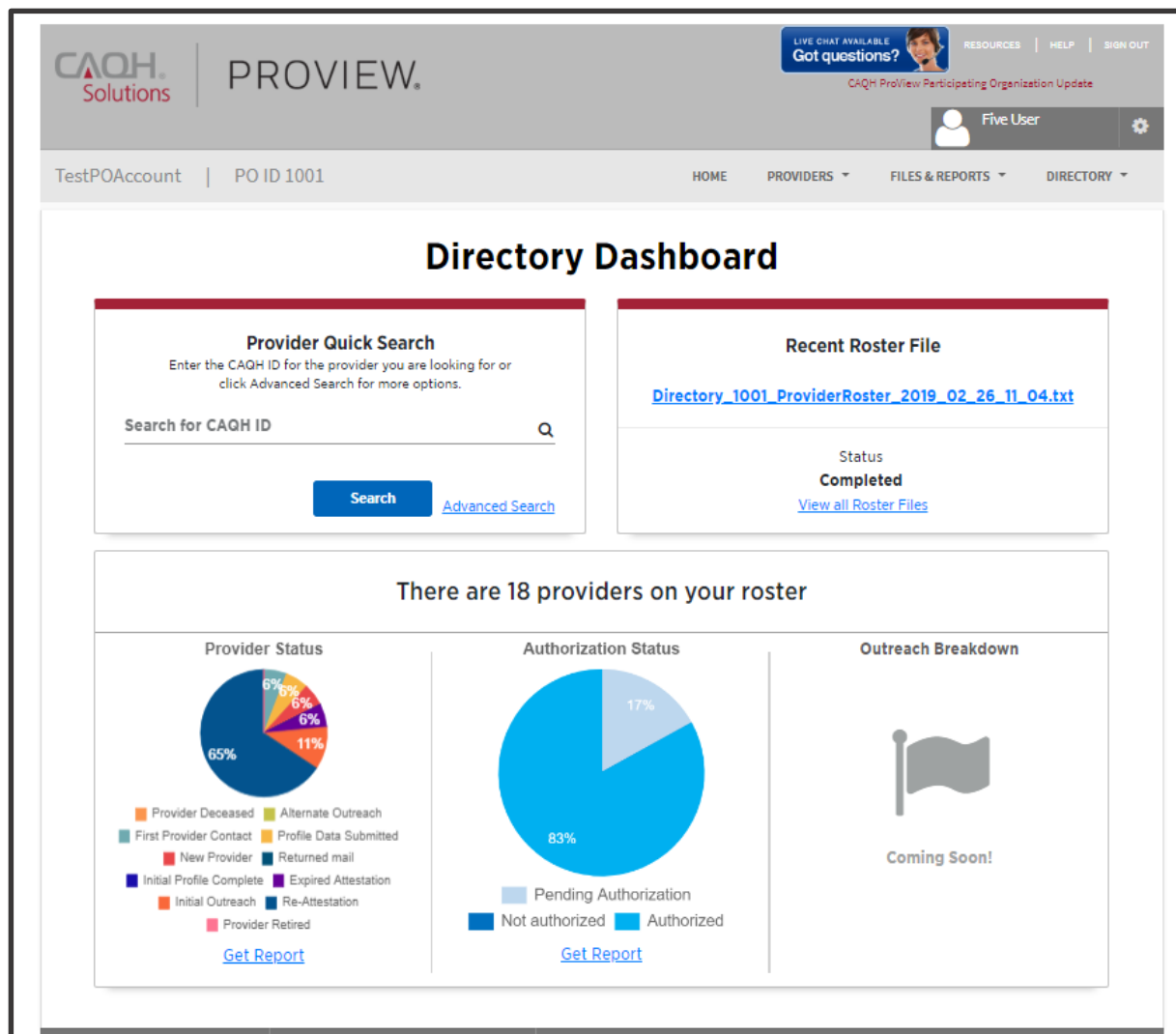
- View your current DirectAssure roster on-demand.
- Roster providers one-off or in bulk using a template.
- View historical roster activity for previous 30 days.



Reports

- View provider status by market.
- View a provider authorization report.
- Schedule a Return Roster.
- View a Location Reconciliation Report.
(COMING SOON)

DirectAssure Portal Capabilities Will Make it Easier for Plans to Adopt



- Many plans are seeking to use the portal to prove out the value of DirectAssure before investing in system automation.
- Plans with agent-based workflows are also leveraging the portal for audit and quality control support for their processes.
- Portal reports can be made accessible to management to help further reinforce the work and return-on-investment of the solution.

Explore the Portfolio of Solutions That Can Support Your Directories

Do you practice here? [Learn More](#)

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BELLE VERNON, PA 15012-3823

Accept

Reject

I don't know

2

1007 LINCOLNWAY
13TH MAIN CROSS
LAPORTE, IN 46350-3201

Accept

Reject

I don't know

Locations currently in your Profile

Not Now

Confirm

Note: All rejected locations can be accessed from Practice Locations page

DirectAssure

Provider Details

Name: Bob Patel

DOB: 08/10/1980

Gender: Male

Specialty: Cardiology

Board Certification: Cardiology

License ID: 123123123123

License State: VA

Last Attest Date: 05/11/2018

Currently Practicing: Y

Type 1 NPI: 139212392

DEA: AC1239182

CDS: M12322

Education: UPenn Medicine, MD

Hospital Affiliation: GW Hospital

Medicare ID: 1231212

Medicaid ID: 1232902

Location 1

123 Main Street
Suite A
Washington DC 20016
(202)123-1231

Address Phone Align:
Accepting Patients:
Provider at Location: **TRUE**

P

Location 2

421 Apple Street
Suite 231
Washington DC 20018
(202)432-1232

Address Phone Align:
Accepting Patients:
Provider at Location: **FALSE**

S

Machine Learning Scores

General

Tax IDs

Group Type 2 NPIs

Location Type 2 NPIs

Group Medicaid IDs

Group Medicare IDs

Group Information

Last Confirm Date: 08/21/2018

Group Status: Active

Authorization Status: Authorized

Admin Email:
abodef@accenture.com

CAQH Group ID: 779

Primary Tax ID: 222222222

[View Previous Confirm Dates](#)

Subscription Information

Subscription Status: Subscribed

Plan Name to Display to Group:
TestUATP01234

Notifications for Group Roster Activity: On

Email for Notification:
bblake@caqh.org

[Unsubscribe](#)

CAQH ProView for Groups

Session Questions



Ron Urwongse

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CAQH

RUrwongse@CAQH.org



CATALYST

DirectAssure.org

[@CAQH](#)

Contact For a Free Provider Directory Error Rate or Process Assessment



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