Optimizing Provider Networks in a Time of Consolidation—and Intensified Competition

The massive changes in the American healthcare landscape are driving consolidation among providers and payers and intensifying competition for patients and plan members. Payers must anticipate and meet the needs of their members: swift access to primary care physicians, specialists, nursing care, and other essential services. Provider systems—under immense financial pressures—must deliver superior care as efficiently as possible.

Each must optimize service networks to provide specific types of care where it’s needed. Voids in coverage present opportunities for growth, improved member care and greater patient satisfaction. Poorly situated or redundant care locations create opportunities to save costs. Understanding the levels and distribution of demand for care within markets is critical.

HealthPoint 360 from Pitney Bowes Software provides insights that enhance payers’ and providers’ strategic network planning, physician recruitment, and facility deployment—and their ability to offer superior care.

Providers: Identify Opportunities, Build Out Networks and Maximize Efficiency

HealthPoint 360 helps you fulfill your most important mission to deliver quality care to patients, within the financial constraints you face. Building out your network often involves integrating established practices, including legacy systems, data and facilities. HealthPoint 360 enables you to aggregate information from within your organization and enhance it with data from third parties—offering a comprehensive view of patient distribution and demand for care.

With its data management, location intelligence, and predictive analytics capabilities, HealthPoint 360 offers a bird’s eye view of patient populations within the markets you serve, helping you:

- Predict distributed demand for specialized care and home health services.
- Assess your ability to provide care relative to concentrations of demand in your markets.
- Identify opportunities for growth and address coverage voids to improve care and strengthen your competitive position.
- Eliminate redundancies and inefficiencies.
Draw on Pitney Bowes Software’s extensive experience in determining “smart service areas” to forecast demand considering travel patterns, patient distribution within your markets, and propensity to seek treatment. Using Healthpoint 360’s powerful mapping capability, you can visualize, analyze, and model network optimization strategies.

Payers: Offer Superior Service Through Superior Provider Networks

In this new era of consumerism, HealthPoint 360 lets you aggregate information—about members, claims, and providers—and enhance it with location-intelligent data to build an optimized provider network. HealthPoint 360 helps you:

• Identify and target new members directly for acquisition.
• Understand prospective member characteristics to develop and deliver relevant messaging and offers.
• Better serve existing members with powerful geolocation capabilities, such as finding the nearest physicians by specialty and using actual driving times, rather than “as the crow flies” calculations.
• Quickly identify the best alternative out-of-network options when needed.
• Identify member segments with inadequate provider coverage to target for physician recruitment.
• Measure and explain network disruption to help acquire and serve corporate accounts.

HealthPoint 360 helps you optimize each member interaction. You can offer personalized, multi-channel delivery of all of your member or patient communication—through email, physical mail, telephone contact centers, in-person visits, social media, and mobile communications. Your messages stay clear and consistent across on-demand, interactive or batch communication modes.

HealthPoint 360: Planning a Better Network, Delivering Better Care

HealthPoint 360 is a flexible solution that enables healthcare providers and payers to meet emerging challenges, connect with and engage members and patients, and deliver a level of service that positively impacts outcomes.

Available as a modular or end-to-end solution, HealthPoint 360 can be a cornerstone for a long-term IT system that lets you actualize your marketing, member service, and operational strategies. It complements existing software investments, allowing you to realize greater value from legacy systems while bringing your capabilities to the cutting edge. It’s also available as a hosted, “Software as A Service” (SaaS) application—for faster implementation, scalability, and cost control.

It comes from Pitney Bowes Software—leaders in digital and physical customer communication management solutions. We work with over 1,000 organizations worldwide across the healthcare spectrum and can put our technical and industry experience to work for you.

For more information call 800.327.8627 or visit us online: www.pb.com/software

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