



Addressing the Provider Directory Challenge

Lessons Learned
from a Collaborative,
Multi-Stakeholder
Approach

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Topics

- About CAQH
- The provider directory problem
- Then and now: 2016 versus 2019
- DirectAssure: Leveraging provider engagement to clean-up directories
- Machine Learning Scores: Embracing probabilistic accuracy
- Market-based Alignment: Getting critical mass on primary channel
- What we learned

Brief overview on CAQH

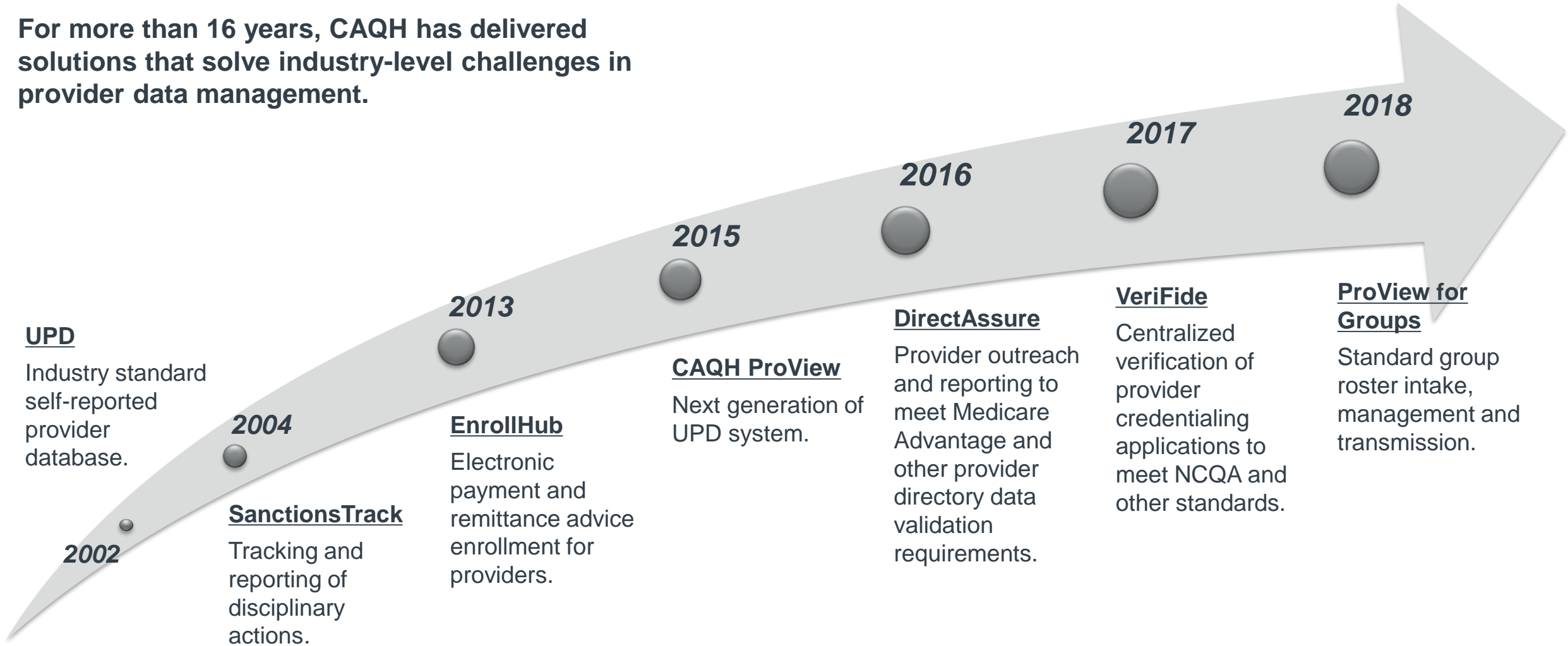
CAQH, a non-profit alliance, is the leader in creating shared initiatives to streamline the business of healthcare. Through collaboration and innovation, CAQH accelerates the transformation of business processes, delivering value to providers, patients and health plans.

Member Organizations:



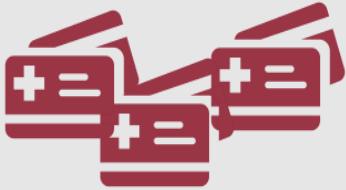
CAQH ProView Overview

For more than 16 years, CAQH has delivered solutions that solve industry-level challenges in provider data management.



Challenge: Provider Burden Results in Incomplete or Incorrect Directory Data

Provider Challenges



Similar Inquiries
from Different Plans



Varied Data
Submission
Requirements



Lack of
Standardized
Questions

Health Plan Challenges



Incorrect Provider
Contact Information



Provider
Unresponsiveness



Incomplete
Information Given

Where we were in 2016

2016

2019

- CMS regulations effective as of January 2016
- CMS had only just begun to audit directory data and had yet to publish any results
- CAQH launched DirectAssure in January 2016 to confirm directory data and perform quarterly outreach to over 500k providers
- Collaborated with early adopter cohort of 11 health plans to design solution
- Leveraged ProView platform used by over 1.4M providers and 800 organizations



Where we are in 2019

2016

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2019

- CMS has performed **3 rounds** of audits
- Medicare, Medicaid, and state directory regulatory requirements have emerged
- CAQH has a suite of directory solutions (**DirectAssure, ProView for Groups, and Machine Learning Scores**) to assist
- Over **40 health plans** utilizing CAQH directory solutions to clean-up their data
- Over **1M** providers nationwide have confirmed their directory information via CAQH



DirectAssure focuses on cleaning up practice location errors at scale

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

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

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

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 [Edit](#)

Bi-directional data cleanse.

*** 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 location questions.

PRACTICE LOCATIONS

[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?	<input checked="" type="radio"/> Yes <input type="radio"/> No <input checked="" type="radio"/> Yes <input type="radio"/> No
Cigna	* Do you participate with Cigna at this location?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Horizon	* Do you participate with Horizon at this location?	<input type="radio"/> Yes <input type="radio"/> No

Plan-specific questions.

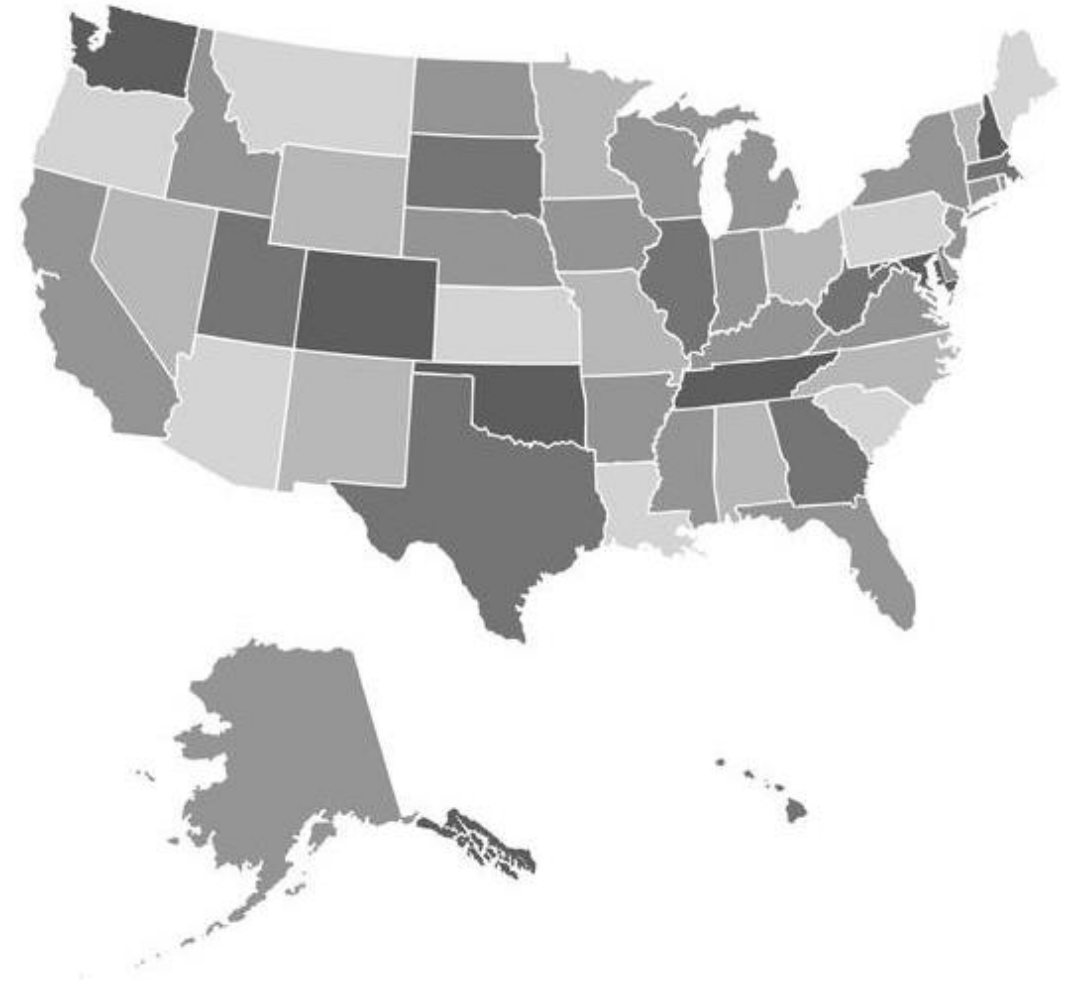
Success in Texas motivated multiple health plans to scale DirectAssure nationally

National plan piloted in Texas:

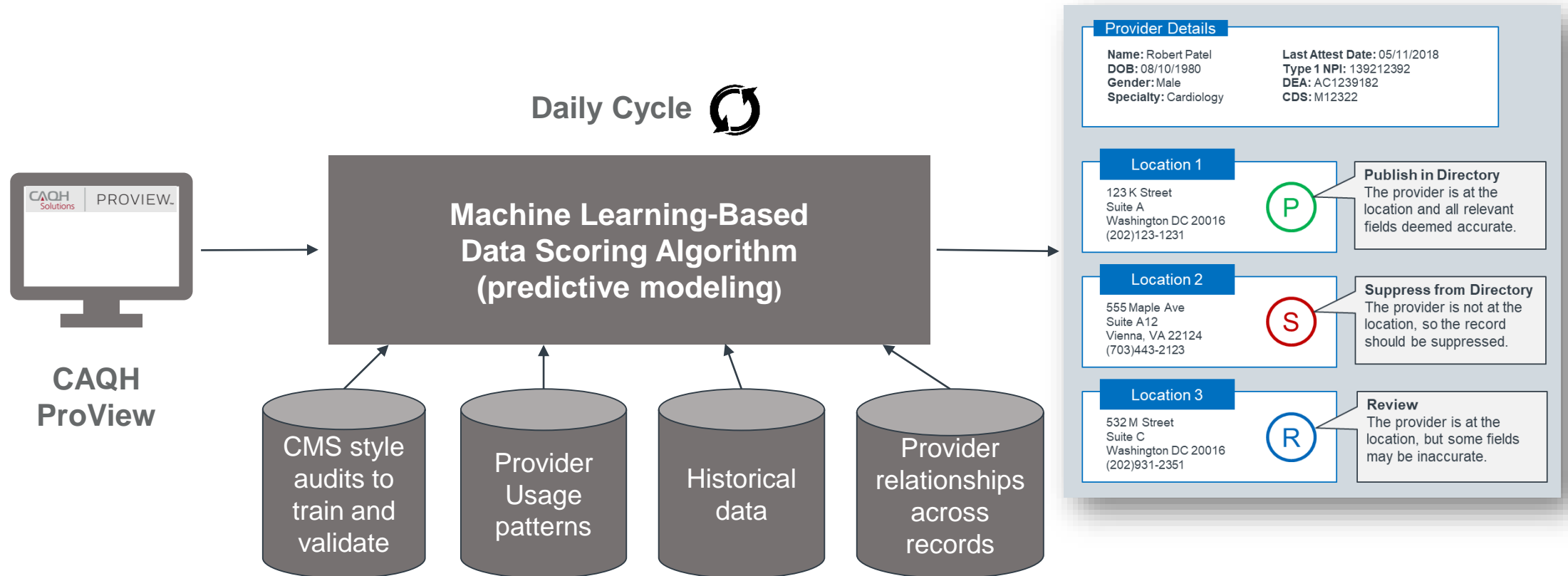
- Actionable Results: **63% of health plan records identified as erroneous by providers.**
- Fast: **73% response rate in 120 days.**
- Improvement: Estimated **30%+ data accuracy increase** after erroneous records suppressed.
- Provider Preference: **NPS score and other feedback reveal providers prefer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

Decided to scale nationally:

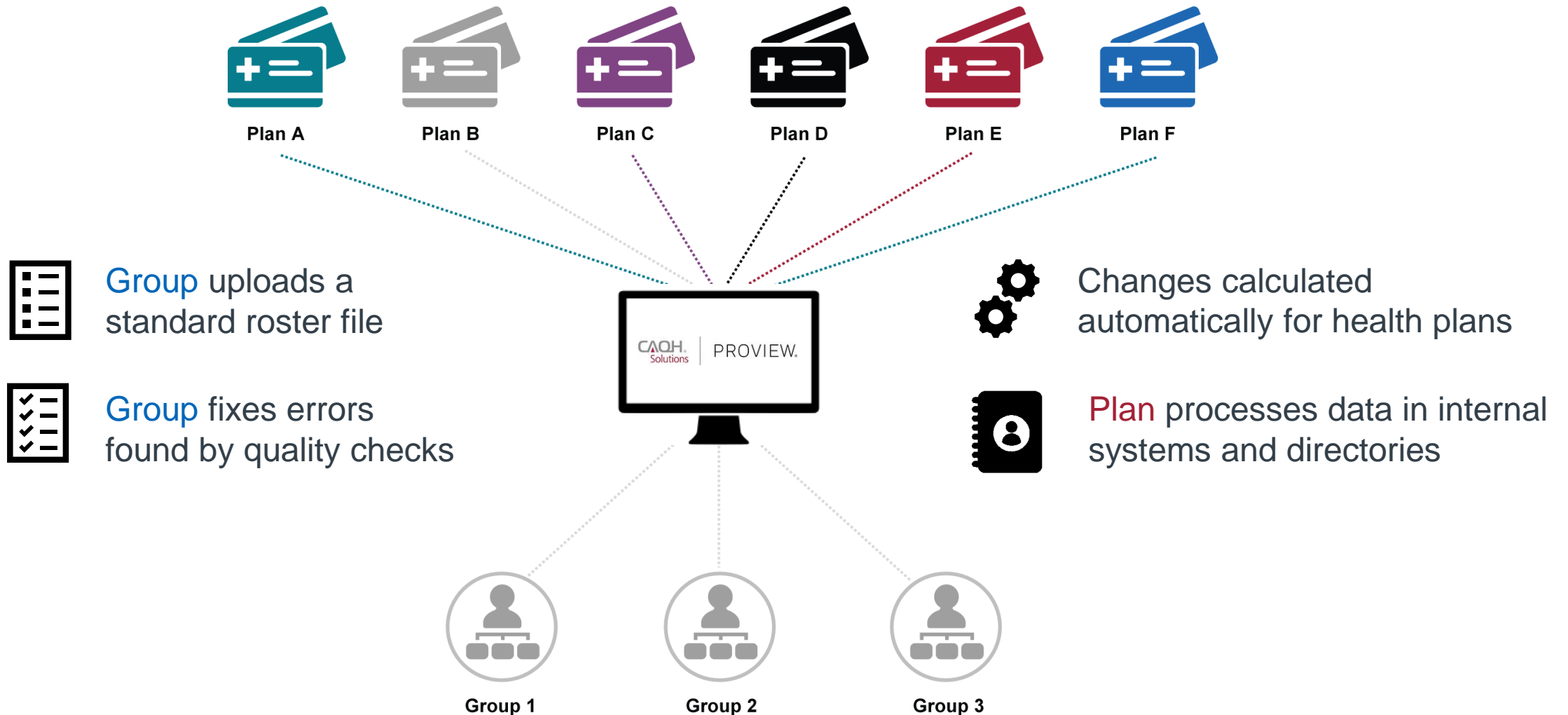
- DirectAssure has been deployed in all 50 states.
- 300k+ providers currently reporting data and cleansing health plan's directory via DirectAssure.



Using machine learning to predict directory data accuracy



CAQH ProView for Groups Streamlines the Process of Sharing Delegated Data



Strategy to Drive Industry Alignment

- CAQH is working in target markets to achieve alignment behind CAQH ProView as a primary channel for demographic updates
- Initial target markets include: Massachusetts, Tennessee, Texas, New Jersey, and the Maryland/Virginia/Washington DC market area. These markets were chosen based on the following:



Health Plan Participation

Strong participation in CAQH ProView by both local and national health plans with business in the specific market.



Provider Adoption

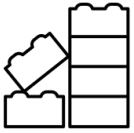
Within all initial markets, greater than 80% of licensed, active physicians are using ProView.



Stakeholder Support

Significant support is present by key stakeholders within the market, e.g. health plan association, legislature, Medicaid association, etc.

What we learned



No silver bullet for solving such a complex problem. It is multiple solutions, provider education, and industry alignment.



Get something out quickly, demonstrate early success, iterate frequently, and continuously improve.



Scaling up is easier when you piggy-back off existing processes and when you leverage network effects right out of the gate.



Collaboration and industry alignment are a critical part of the solution. This includes aligning among health plans, among providers, and between health plans and providers.