CAQH **Solutions**℠

CASE STUDY

Health Plan Achieves 84% Directory Accuracy for Medicare Advantage Plans

Executive Summary

A large national health plan needed to improve the quality of its directory data for Medicare Advantage plans, reduce audit risk and improve member satisfaction.

The Challenge

Provider outreach efforts to improve data quality were costly and were not achieving desired results. This plan was making 1.2 million phone calls to every provider office to confirm the provider was practicing at that location. Although the phone calls resulted in small directory improvement, the approach was resource intensive, costly and accuracy increases were not sustainable.
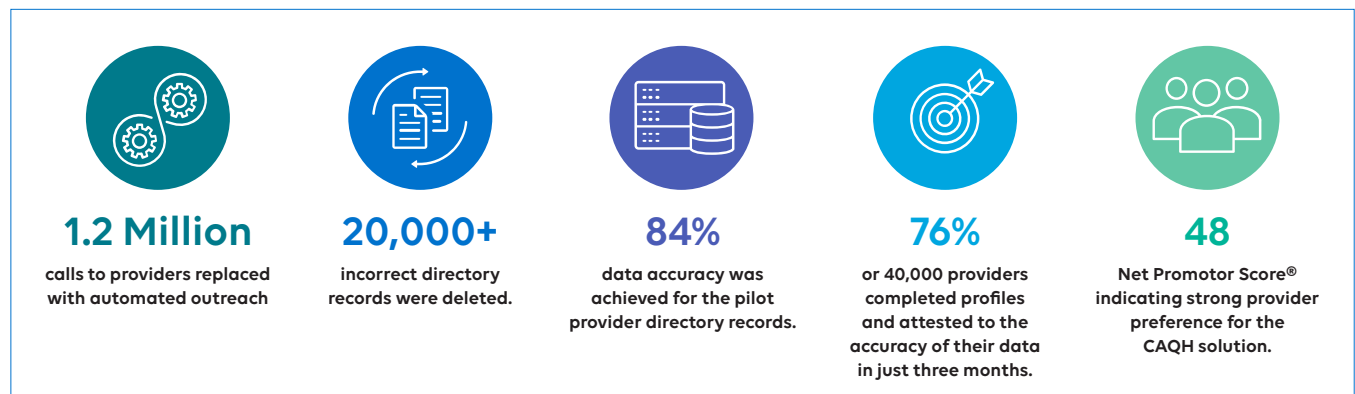
The Solution

The plan partnered with CAQH to execute a pilot initiative across the state of Texas to identify out-of-date location data and improve directory accuracy. Outreach calls were replaced with system-generated messages to providers with missing or outdated records.

The Results

After 3 months, the plan performed an internal audit of the provider directory records from the CAQH workflow. Nearly 40,000 providers or 76% had completed profiles and attested to their data. Another 20,000 outdated records were removed from the system.

The Plan also reduced costs by replacing 1.2 million calls with automated system outreach, resulting in higher provider engagement and satisfaction. The net result for the health plan was an 84% accuracy score for its provider directory data, far exceeding the national average.

1.2 Million	**20,000+**	**84%**	**76%**	**48**
calls to providers replaced with automated outreach	incorrect directory records were deleted.	data accuracy was achieved for the pilot provider directory records.	or 40,000 providers completed profiles and attested to the accuracy of their data in just three months.	Net Promotor Score® indicating strong provider preference for the CAQH solution.

Increased Provider Satisfaction

CAQH sent Net Promoter Score[1] surveys to providers to find out how they felt about the new directory management process.

They survey asked, "What do you value the most about CAQH Directory Management Solution?" Providers gave high marks for usability and how easy it is to share data with multiple plans.

"Simple," "Easy," "All-in-one," and "User friendly" were the top responses.

Driving change with technology
CAQH solutions automate workflows, deliver a wealth of accurate and actionable data, and create a better experience for both providers and health plans.

Find out how better data can transform your directories. Email **sales@caqh.org** or visit **caqh.org/directory** to learn more.