

**CareVoyance - Katie Vahle- Chief  
Commercial Officer  
Anatoly Geyfman**

**June, 2019**

**Agenda: Commercializing with healthcare data**

1. Types of healthcare data
2. Impact of healthcare data on sales processes
3. Framework to assess data & analytics partners
4. Examples of Patient / Provider populations by disease state



carevoyance

# Insurance claims flow from Physicians to Insurance Companies through Clearinghouses

## Clinical Care

- › **Doctors** diagnosis and treat patients which is recorded in the medical record

## Coding

- › **Medical billers** translate clinical treatments and diagnoses, recorded in the medical record, into standardized codes on the claim

## Claim Submission

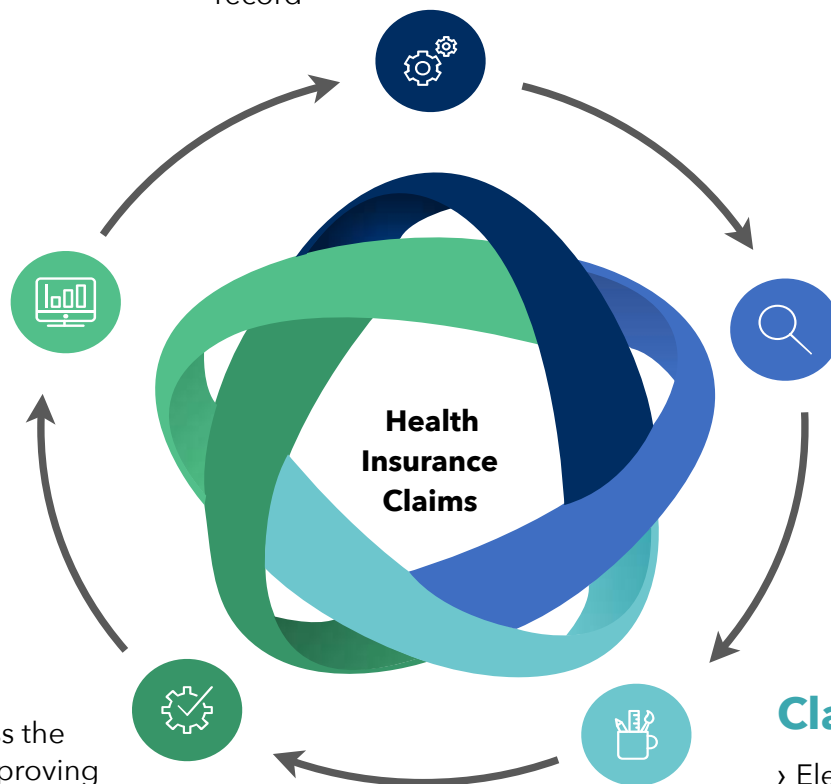
- › Electronic claims are sent through **clearinghouses** from the hospital or medical practice (or their billing service) to insurance companies

## Payment

- › **Insurance companies** will send payments to the hospital or medical practice for all approved services and procedures

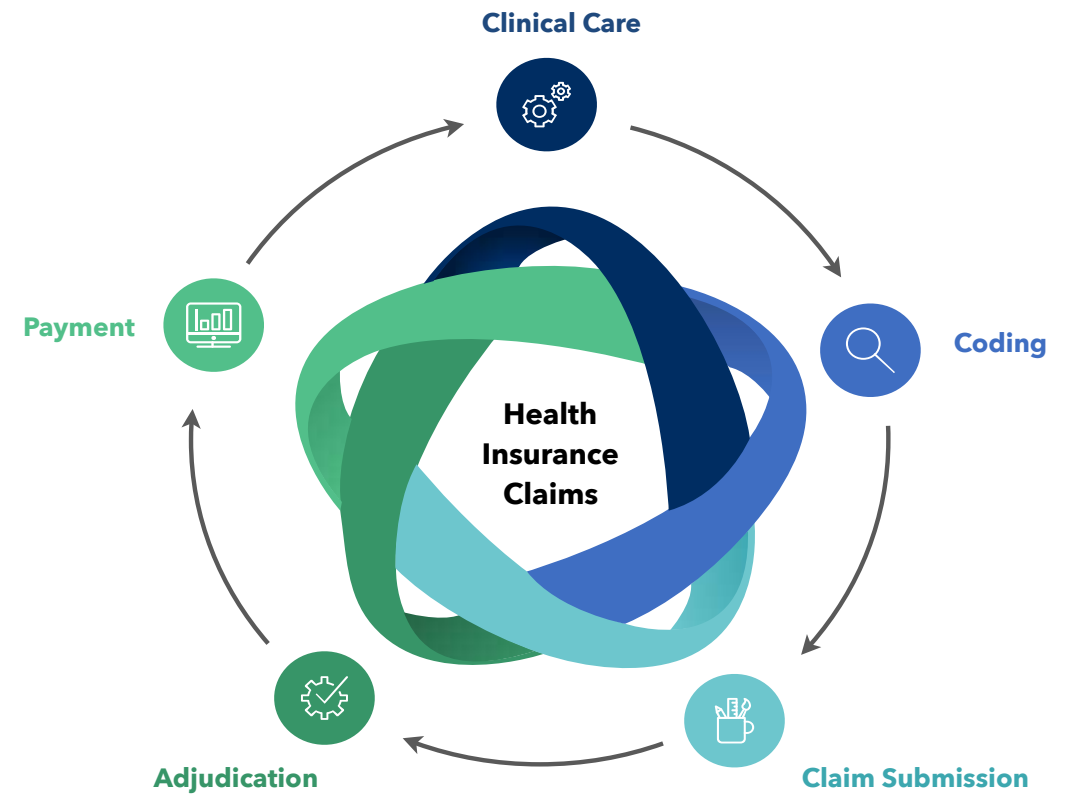
## Adjudication

- › **Insurance companies** process the claim - either denying it or approving it for payment
- › Denied claims can be corrected and resubmitted by the physician or facility

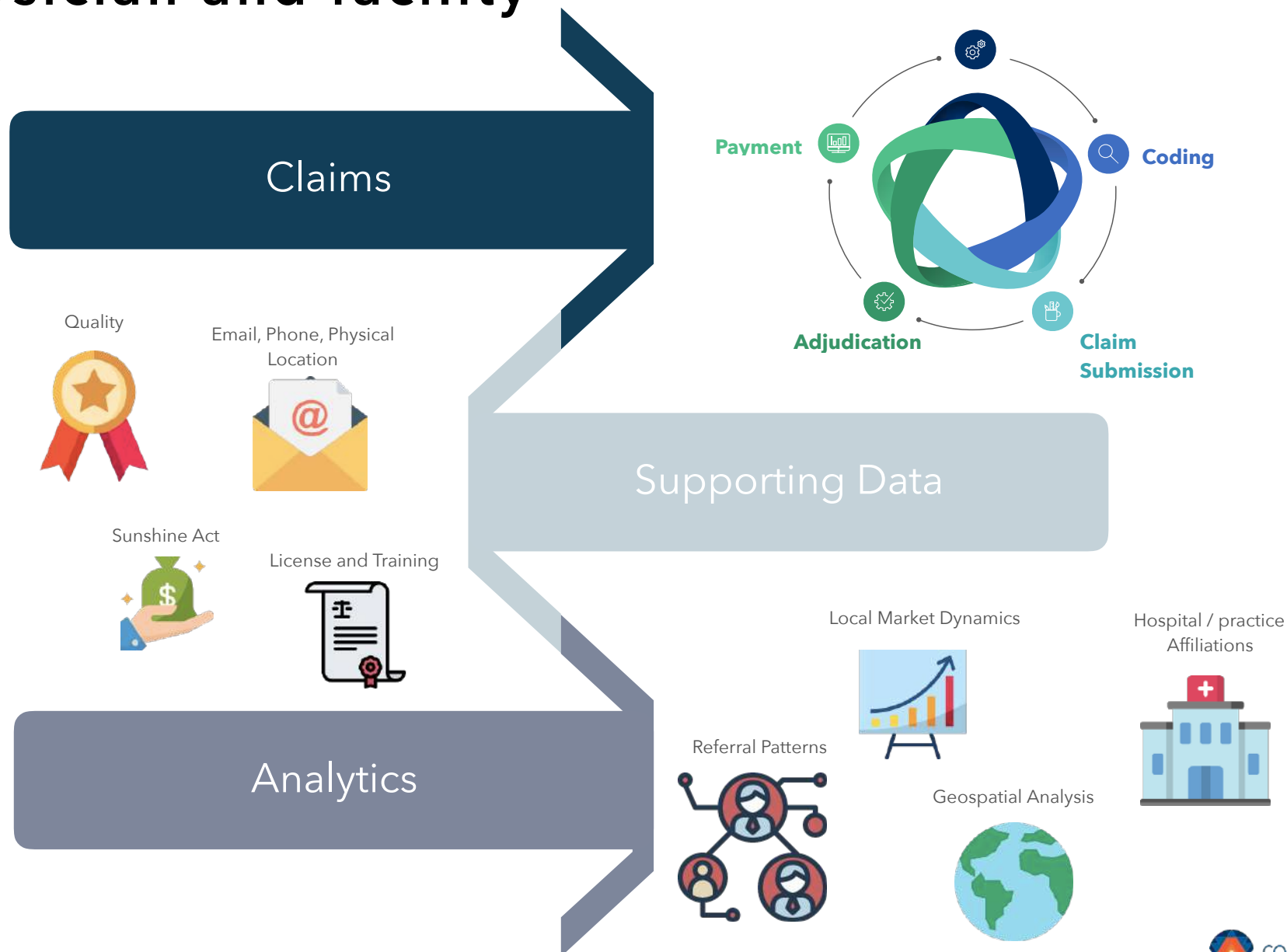


# Incredibly useful data result from the creation and processing of healthcare claims

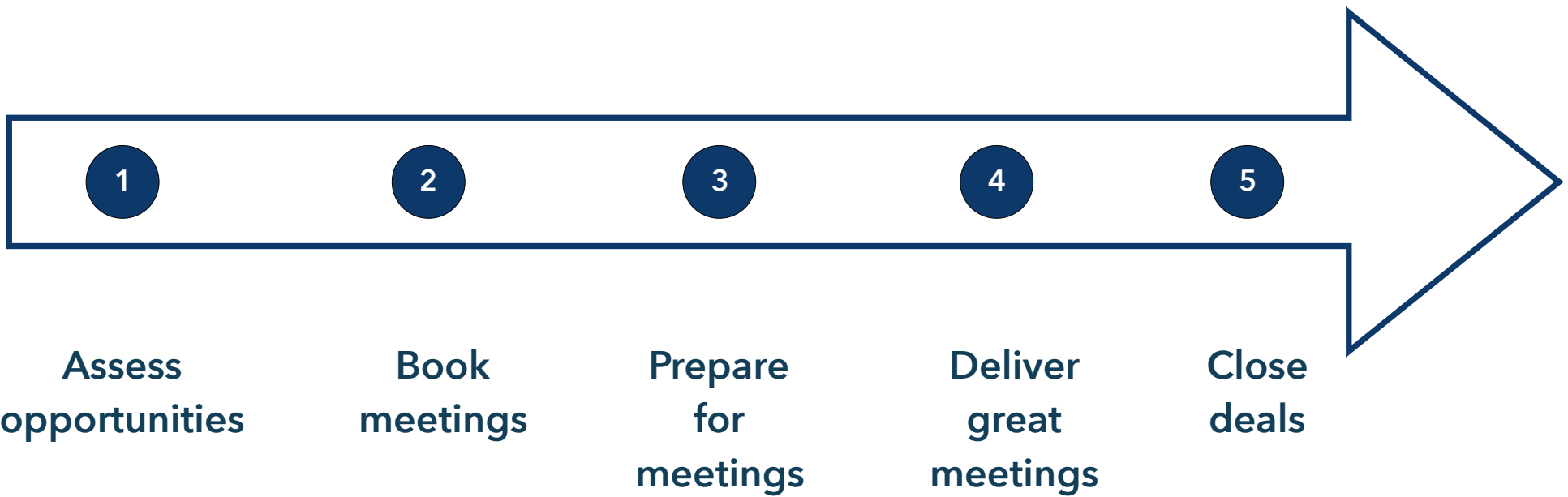
- Diagnoses (ICD-10 CM)
- Procedures & Services (CPT, ICD-10PCS, DRG, APC)
- Prescriptions
- Name of Operating & Attending Physicians
- Location of clinicians
- Location of patient
- Care setting (office, inpatient, outpatient clinic, ASC)
- Insurance company & plan
- Charges, adjustments and reimbursement levels



# Beyond claims, a wealth of healthcare data can be aggregated (+ mined) about every physician and facility



# Consider the typical 5-step sales process



# Each step in the process benefits from healthcare data & analytics



# Options using data to commercialize

 Public Use Files (PUFs)	 Limited Data Sets (LDS)	 	  	 
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Claims Data Coverage

				
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Supporting Data Coverage

				
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Analytics

				
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Accessibility

				
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# Cost / benefit analysis

 CENTERS for MEDICARE & MEDICAID SERVICES  Public Use Files (PUFs)	 CENTERS for MEDICARE & MEDICAID SERVICES  Limited Data Sets (LDS)	 Blue Health Intelligence®   HEALTH ANALYTICS	 RISK SOLUTIONS   DELTA HEALTHCARE GROUP   HEALTH	 HEALTHCARE  
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Features



Cost



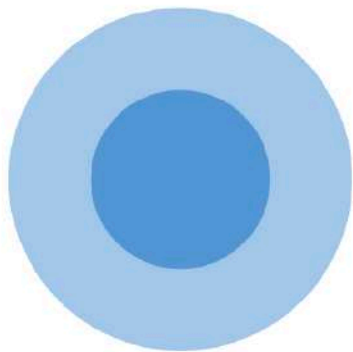


# Examples of Patient / Provider populations by disease state

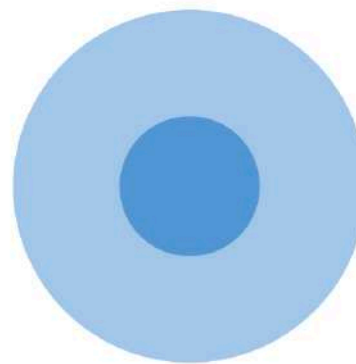
# Medicare beneficiaries & providers Parkinson's Disease

Diagnosis: **G20**

Diagnosis: **G20**



**403k**  
*patients matched*



**98k**  
*providers matched*

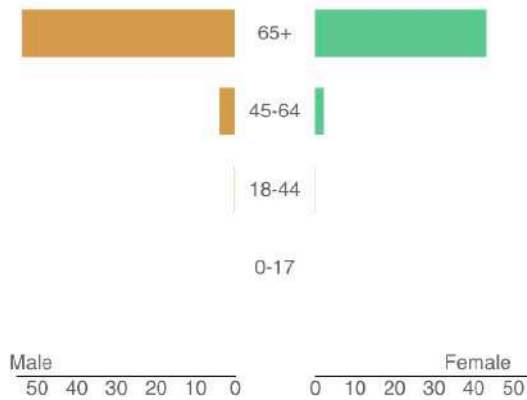
## Census region coverage

Map view Table view



## Gender and age by %

Chart view Table view



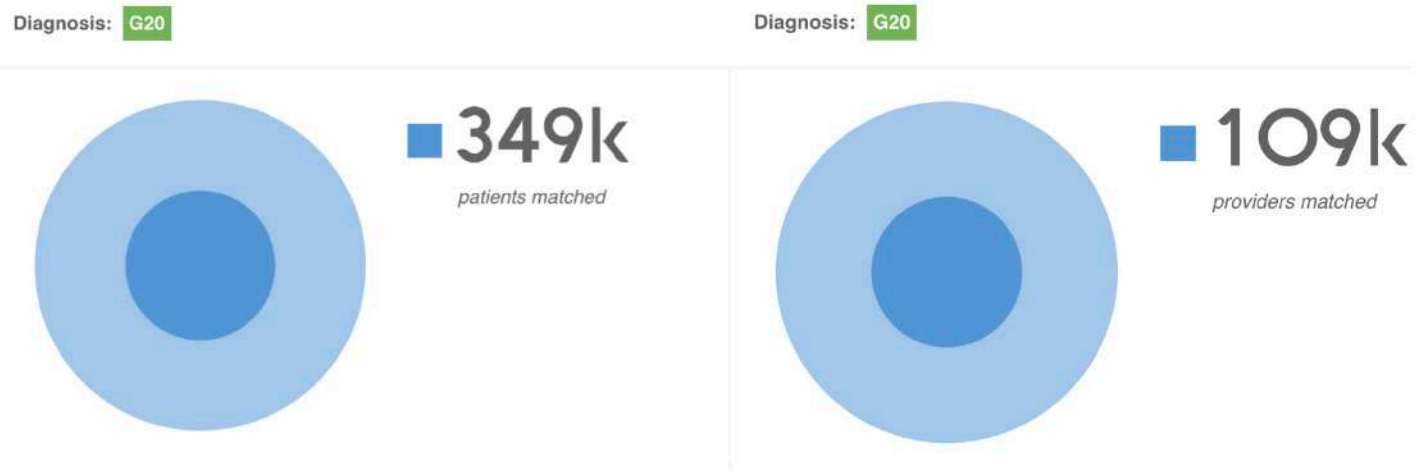
## Geo Coverage

› Medicare coverage is fairly stable, covering evenly the entire United States. Changes in Medicare, like Medicare Advantage are changing the dynamics of medicare across the country.

## Patient Demographics

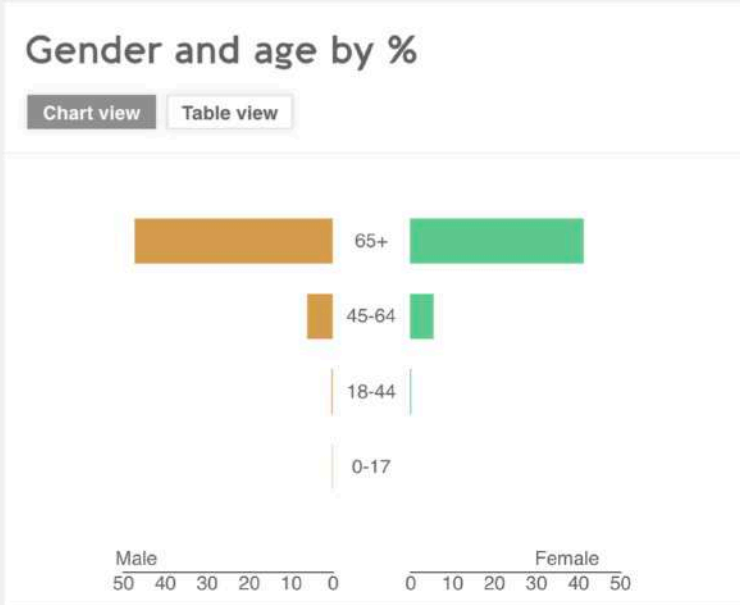
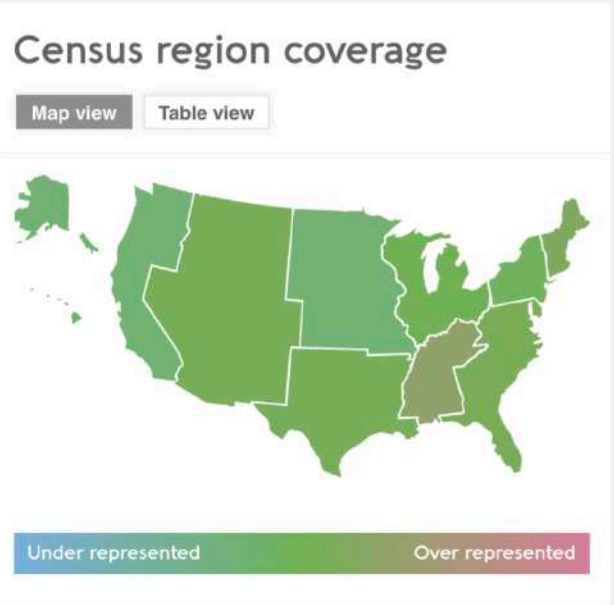
› Medicare by-and-large covers beneficiaries over 65 yrs of age, so the disease trends for Parkinson's work well with Medicare's beneficiary population.

# Private payer beneficiaries & providers, Parkinson's Disease



## Geo Coverage

› Private payer coverage isn't as consistent as Medicare, since private payers have weaker networks in some areas and stronger in others. Nevertheless, this payer's network is strong throughout the US.



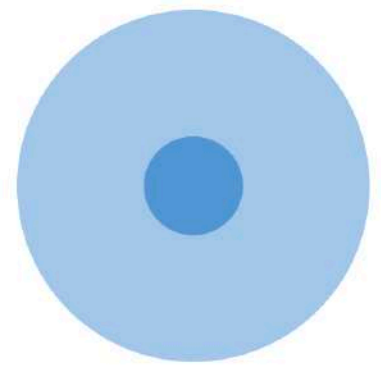
## Patient Demographics

› While this payer has a large number of patients, the age distribution isn't much different than that of Medicare. It might not be worthwhile to pull PD patients from this payer, since that data might not offer any benefit over Medicare.

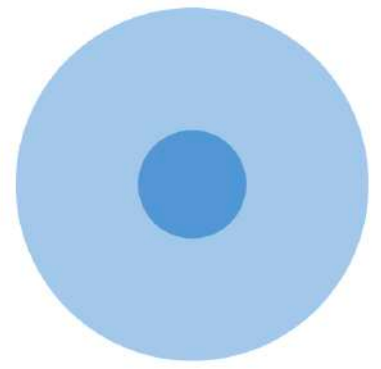
# Medicare beneficiaries & providers

## Epilepsy & recurrent seizures

Diagnosis: **G40**



**561k**  
*patients matched*



**102k**  
*providers matched*

### Census region coverage

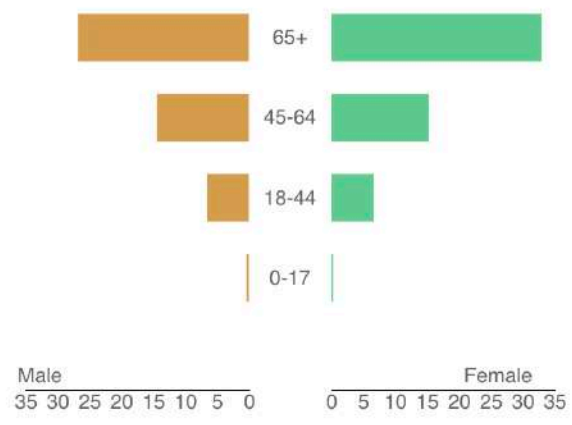
Map view | Table view



Under represented | Over represented

### Gender and age by %

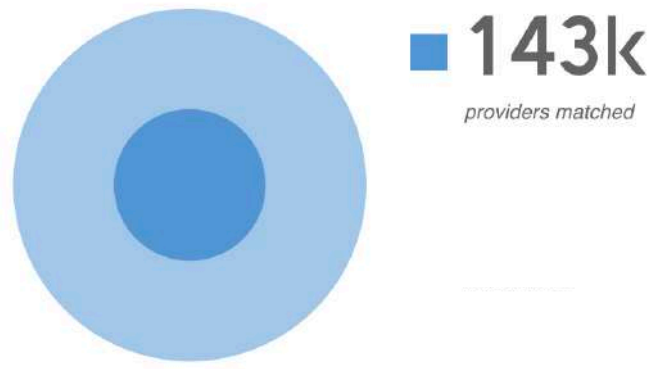
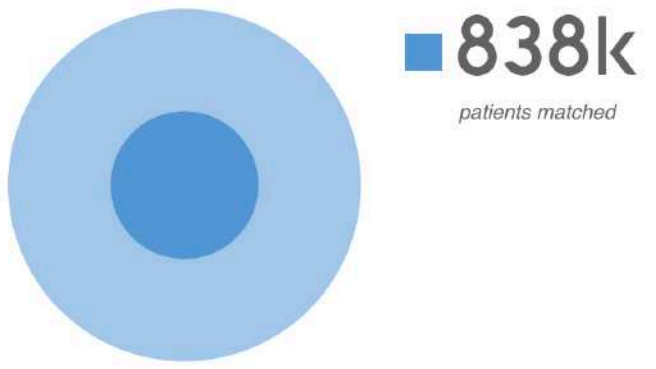
Chart view | Table view



# Private payer beneficiaries & providers, Epilepsy & recurrent seizures

Diagnosis: **G40**

Diagnosis: **G40**



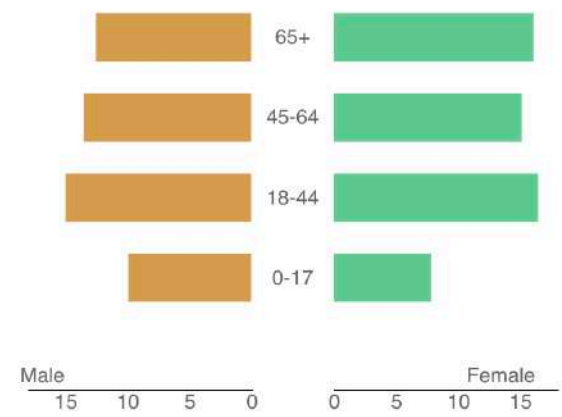
## Census region coverage

Map view Table view

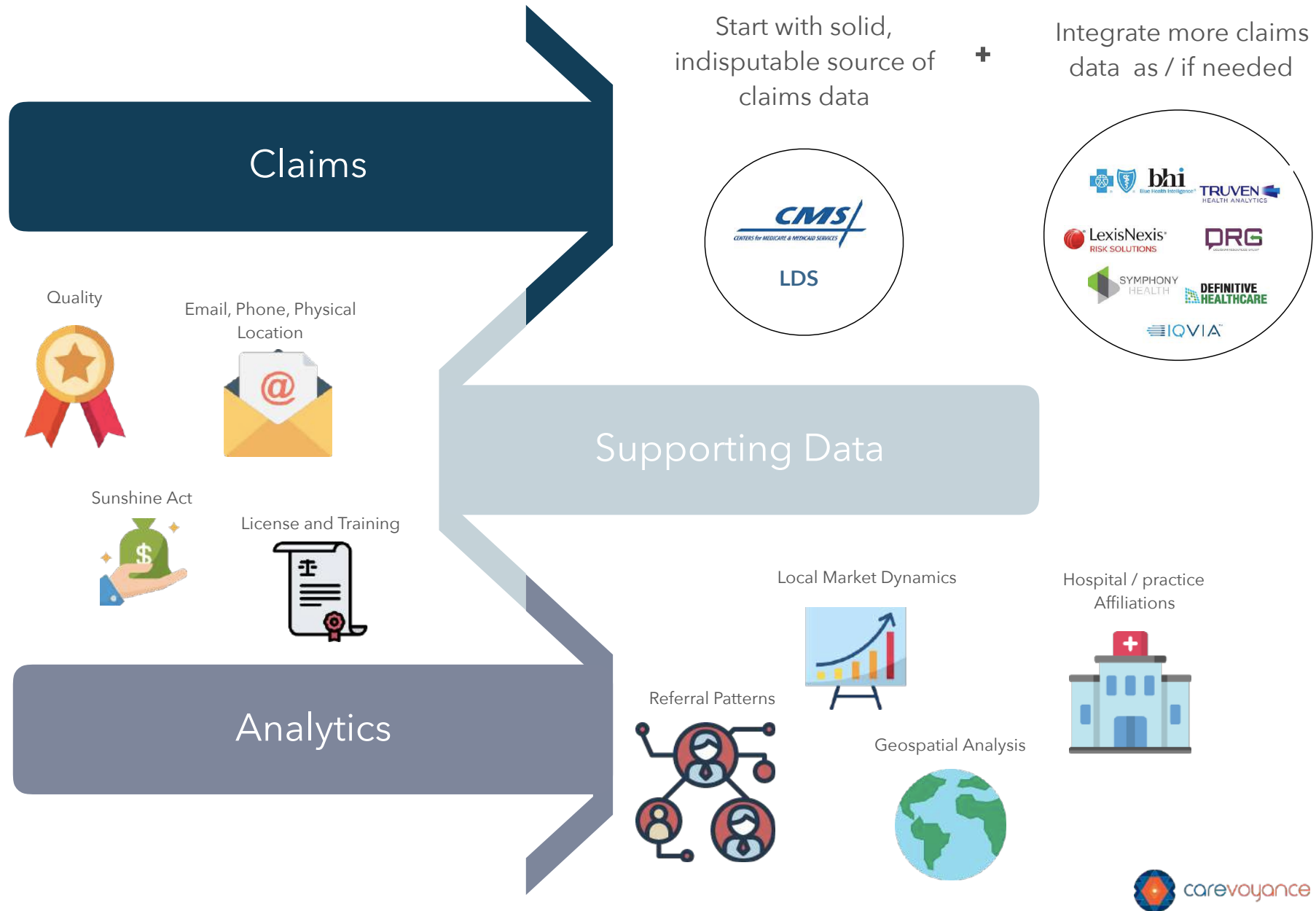


## Gender and age by %

Chart view Table view



# Carevoyance delivers a complete set of data & analytics to support commercial teams (flexible to layer on additional claims data, as needed)



Start with solid, indisputable source of claims data

Integrate more claims data as / if needed

Claims

Supporting Data

Analytics

Quality

Email, Phone, Physical Location

Sunshine Act

License and Training

Local Market Dynamics

Hospital / practice Affiliations

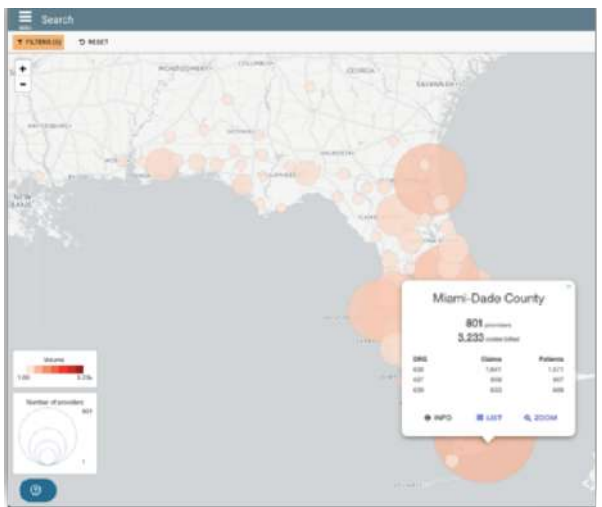
Referral Patterns

Geospatial Analysis

# We believe in using data to align Marketing, Sales and Sales Operations teams

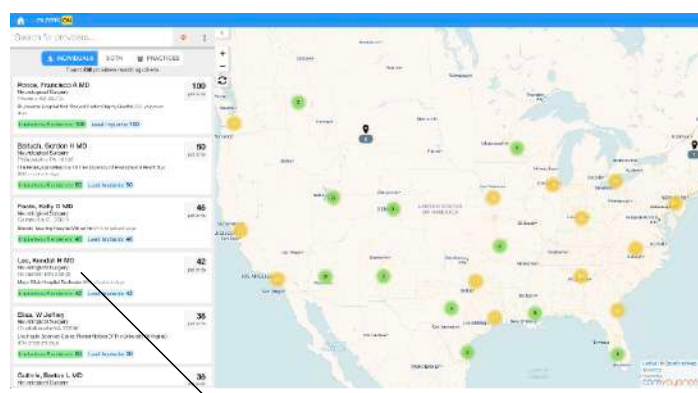
## Marketing

Marketing teams need robust tools to size markets, segment targets, and plan accounts, with extreme precision.



## Sales

Sales teams need to deliver value to their accounts - becoming trusted business partners, not simply product suppliers.



### Patient leakage<sup>1,2,3</sup>

County, Chester County

This report shows where patients from the same county as the facility are getting surgical procedures performed. Overall numbers are based on the sum of patients going to a network of providers performed in 2018.

Adjacent network in Chester County for 2018	693
Patients who visited same as CHESTER COUNTY HOSPITAL	21,206 (314 networks)
Patients who visited same as CHESTER COUNTY HOSPITAL	77,026 (122 networks)
Facilities competing for network care	53
Percentage of patients leaving Chester County for network care	41.00%

## Sales Ops

Sales Operations teams need to deliver clean, up-to-date provider directories and integrated systems of record, directly to / from the CRM.

### ANDREW GLEN YUN MD

KEY CONCEPTS  
The pre-call plan is a summary of the physician's practice patterns, sourced primarily from Medicare Fee-for-service (FFS) claims for 2016.



#### Specialty

Specialist

#### Practice Phone

(310) 574-0400

#### Practice location



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carevoyance

Helping MedTech teams **find**, engage and **convert**  
healthcare providers more efficiently