

# PayerView: It's Happening.



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Can payers and providers collaborate to improve their relationship – and the health care industry?  
With athenahealth's PayerView,<sup>SM</sup> it's happening now.

## The Problem:

Payers and providers have tried for years – unsuccessfully and with mounting tension – to come up with a way to respond to demands for greater operational efficiency, stronger profitability and higher standards for patient care.

But how would the industry know where to turn its attention if payers believe they are doing all they can to meet providers' needs, and providers believe they are doing all they can to stay afloat? The industry needs an objective, standardized look at the challenges of payers and providers and how they work together.

## Our Solution:

PayerView is the industry's first quantitative report addressing the fundamental pain points that currently exist between insurers and providers. It is based on the collective data of athenahealth's physician client base, and represents the experience of those clients across multiple payers. The idea behind PayerView is to create an industry-wide dialogue on how breakdowns in these relationships can be addressed.

And it's working.

PayerView looks at payers' performance based on a number of categories, which combine to provide an overall ranking aimed at quantifying the "ease of doing business with the payer." PayerView is an objective, comprehensive data set demonstrating what happens between providers and payers. It sheds light on a realm historically dominated by imperfect data, hearsay and anecdotes.



## How Providers Benefit From PayerView Rankings:

The rankings offer practices tangible opportunities for improving workflow and profitability.

*Providers enjoy payer improvements.* Practices benefit from our efforts to help payers improve PayerView scores (whether or not they are an athenahealth client). For example, if athenahealth is working with one of the payers a practice does business with, and that payer improves its DAR or first pass resolve rate, that practice profits from those improvements.

*Providers get leverage in payer negotiations.* Strategically, PayerView metrics offer practices a standard "language" to use when working with their own payers. In essence, PayerView metrics can become a shared vocabulary for providers and payers to use when resolving issues or renegotiating contracts.

*Providers get better control over practice performance.* On a day-to-day level, PayerView metrics give practices a set of variables to measure and track. Knowing where a practice falls on these can help identify opportunities for increased profitability and improved patient care.

## PayerView – How It Works:

athenahealth dynamically manages and stores claims data from thousands of practices and dozens of payers across the country. Each year, we draw on our objective, comprehensive data - such as how long it takes providers to get paid - to rank the "ease of doing business" with ranked payers. Then we widely publicize the PayerView rankings in national and regional media, medical societies and other outlets. Finally, we use PayerView data to collaborate with payers to make improvements in the payer/provider relationship.

Check out the complete PayerView rankings at [www.athenapayerview.com/Westo8](http://www.athenapayerview.com/Westo8) or call us at 866.817.5738.  
See the proof. Put our data to work for your practice.

# 2008 West Rankings



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## 2008 West, Top 10 Overall Performance

Rank	Payer
1	Aetna & Aetna/US Healthcare
2	Cigna/HealthSource
3	United Healthcare
4	Humana
4	Medicare B-TX
6	BCBS-TX
7	Great West Healthcare
8	Medicare B-CA Northern
9	Superior Health Plan
10	Pacificare

### What Does PayerView Measure?

PayerView offers unprecedented insight into the ease or difficulty of doing business with payers. PayerView rankings reflect each payer's average score across the following three categories, for a total of seven metrics.

#### Financial Performance (57.5% of total score)

- ▶ Days in accounts receivable (DAR) – 25 percent of total score
- ▶ First pass resolve rate – 25 percent of the total score
- ▶ Percent patient liability – 7.5 percent of the total score

#### Administrative Performance (35.0% of total score)

- ▶ Denial rate – 20 percent of the total score
- ▶ Claim denial transparency – 7.5 percent of the total score
- ▶ Percent of claims requiring medical documentation – 7.5 percent of the total score

#### Medical Policy Complexity (7.5% of total score)

- ▶ Percent non-compliance with the Correct Coding Initiative (CCI) – 7.5 percent of the total score

We ranked a total of 21 payers in the West. Visit our website to view the full list, and find out how your payers measured up.

PayerView is a natural outgrowth of the data that athenahealth, Inc. regularly collects and analyzes on behalf of clients. Unlike other electronic medical record (EMR) and billing and practice management solutions, athenahealth uses a combination of centrally-hosted web-based software, tools and behind-the-scenes support for clients. This means that every detail that arises during a billing transaction – every claim submission, denial, number of days in accounts receivable (DAR) and more – is recorded automatically and electronically.

*Note:* The rankings displayed above represent the top ten payers for this region, out of a total of 21 payers ranked. The data is representative of the collective experience of our physician client base, and correspond to a limited set of payers during 2007. All metrics are based on relative numbers calculated by various performance metrics. For further details on the states comprising this region, a complete list of ranked payers, or a description of metrics visit [www.athenapayerview.com/West08](http://www.athenapayerview.com/West08).