

CASE STUDY

UHA Health Insurance

BACKGROUND

UHA Health Insurance (UHA) is a physician-founded Regional Health Plan based in Honolulu, Hawaii. Thanks to their unwavering commitment to simple and worry-free access to high quality physician guided health coverage, they have grown to be the largest physician network in Hawaii – serving over 4,200 employer groups.

UHA approached MacroHealth for guidance in their search for a more comprehensive mainland network solution. In previous network partnerships, UHA found it difficult to identify a long-term strategic partner that met both their technical and business requirements. Using UHA's claims and membership data, MacroHealth utilized its first-of-its-kind platform leveraging data science and industry standard interoperability to help evaluate several partner opportunities that aligned with UHA's business priorities and provided a similar patient experience when their members required care on the mainland.

RESOLUTION

Based on the findings of MacroHealth's proprietary Network Optimization Analysis, MacroHealth delivered an intelligent marketplace ecosystem- a custom set of highly curated network solution options based on UHA's unique requirements. These options met UHA's care coordination expectations, leveraged recognizable network brand partners, and offered significant increased savings over their current network solution. Out of these custom curated options, UHA chose to partner with one of the top three national carriers.

RESULTS

The MacroHealth Marketplace Platform provides a single connection point and performs the necessary data transformations required for UHA to exchange critical enrollment, claim and payment data to the national carrier. UHA was not required to significantly alter their normal business processes, including member ID approaches, provider information and directories, claims adjudication and eligibility management processes.

On May 15th 2021, UHA successfully launched their new solution on the MacroHealth Marketplace Platform and immediately started benefitting from significant cost savings, in addition to reduced administrative and IT burden. The MacroHealth Marketplace Platform continues provide UHA with insights on their claims data, regulatory compliance, and helps to identify additional opportunities for their organization.

KEY OUTCOMES

- The industry experts at MacroHealth connected UHA to a leading national carrier utilizing a single EDI connection, a new and highly efficient process for UHA.
- Operational efficiencies were gained immediately by UHA along with greater savings for their mainland US claims.
- This new valued partnership has enabled UHA to realize cost savings, improve offerings for their members and become even more competitive in their home market of Hawaii.



48%

Projected Savings Rate



54%

Actual Savings Rate



MacroHealth has helped UHA to offer a robust, high quality network of physicians and hospitals for our members while they are away from Hawaii. We are pleased to work together with MacroHealth in this effort to offer a simpler and easier experience to our members.

Contracting Services Manager
UHA HEALTH INSURANCE

