

Payer Use Cases

MacroHealth, the leader in Intelligent Health Market-as-a-Service (IHMaas) solutions, helps health plans optimize and connect their unique ecosystem of providers, networks, and health solutions partners.

With MacroHealth's holistic view of real-time data and transparent pricing, health plans can identify the optimal combination of solutions for their unique member populations and integrate with those partners directly through the MacroHealth Intelligent Exchange™ (MiX) platform.



Best-Fit Network Selection

The MiX platform identifies optimal provider networks and health solutions partners for each unique member population, enabling health plans to design solutions that make care more affordable and accessible. This is accomplished through a comprehensive net savings analysis (inclusive of fees vs. current networks), as well as a deep dive into the operational and capabilities across multiple national network carriers. Proprietary algorithms determine the best network options while meeting operational constraints or considerations, health plan clients are then able to compare alternate configurations to predict performance of one solution against others broadly or granularly. Once a health plan client selects a preferred solution, MacroHealth connects them to the MacroHealth Intelligent Exchange platform, operationalizing their Intelligent Health Market and enabling the health plan to realize the outcomes predicted in the optimization.

The Impact

A regional health plan was looking for a new, efficient network strategy that would enable them to achieve their growth objectives. This new approach had to help reduce costs and be customized to their specific member population to ensure members had access to high quality, affordable care nationwide.

Recognizing that the MiX platform provides innovation, flexibility, and scalability, while also offering powerful analytics to augment their internal capabilities, the health plan selected the MiX platform to create an optimal network configuration that would best meet the needs of their plan members.

In June 2023, the health plan successfully launched their new network arrangement using the MiX platform, immediately realizing increased operational efficiency and significant cost savings. These cost savings will translate into cost savings for members on premiums, cost for services and for employer groups by helping to mitigate benefit erosion.

Continuous Solution Optimization

The MiX platform gives health plans increased ability to respond to market challenges and a strategic advantage. The platform continually monitors for opportunities to drive down your total cost of care using real-time data combined with predictive and prescriptive analytics. It will recommend specific ways to further optimize your network solutions, identifying additional cost-saving and reinvestment opportunities as membership, member geographic density, case mix, and utilization patterns change over time.

The Impact

In 2021, MacroHealth executed an optimization analysis that resulted in a health plan selecting and connecting to a national carrier for their wrap network through the MacroHealth Intelligent Exchange.

As the plan has continued to grow their commercial book of business, the MiX platform's re-optimizations found that the national carrier they connected to in 2021 was no longer the best solution for them in all states and for all groups. The platform identified several groups and states where an alternative national carrier would increase plan performance for several specific groups and in Washington state. Operationalizing this opportunity surfaced by the MiX platform would enable the health plan to utilize the incumbent national carrier where performance is beneficial and add a second national carrier to improve plan performance and support their market expansion goals.

As a result, in 2024 the health plan will be connecting to both networks through the MiX platform for seamless routing, repricing, data normalization, reporting and analytics. Leveraging two networks will result in significant additional savings for them.

Efficient, Flexible Solution Design

The MiX platform provides a marketplace experience for health plans to access and shop for healthcare services in a way that's more intelligent, efficient, and holistic than previously possible. Leverage MiX to assess whether current network partners are still the best-fit for your business and explore alternatives from the robust and diverse set of partner options available through the platform.

The Impact

A health plan already leveraging an existing connection they built with a national carrier was struggling with performance. They were also struggling with the administrative burden of managing the connection and routing claims to additional network partners when the national carrier could or would not price the claim. The health plan leveraged the MacroHealth platform to assess whether their national carrier was still the best solution for them and to identify other solutions that they would benefit from.

Are You Ready to Partner with MacroHealth?

Unlock continuous innovation and growth with the MacroHealth Intelligent Exchange™ platform. Explore data-driven solutions and how an intelligent marketplace approach can help you solve your biggest business challenges while improving the quality, accessibility and affordability of care for your members.

Email info@macrohealth.com or [learn more at MacroHealth.com](https://www.macrohealth.com).