

MacroHealth Helps a Regional Blue Plan Expand its Reach and Increase Savings

Case Study

Using the MacroHealth Intelligent Exchange™ (MiX) platform, a regional Blue Plan and its subsidiaries were able to access multiple networks, improve provider coverage, increase quoting flexibility, and reduce healthcare costs.

Background

A regional Blue Plan wanted to grow its membership beyond its licensed service area and fill provider network gaps in some rural counties. The Plan had a non-blue subsidiary health plan as well as an unbranded TPA that targeted different markets and lines of business. Additionally, the Blue Plan and its subsidiaries used leased networks, such as First Health and MultiPlan.

The Blue Plan and its subsidiaries faced competition from other health plans in their local service area and nationally, and their national network was limited.

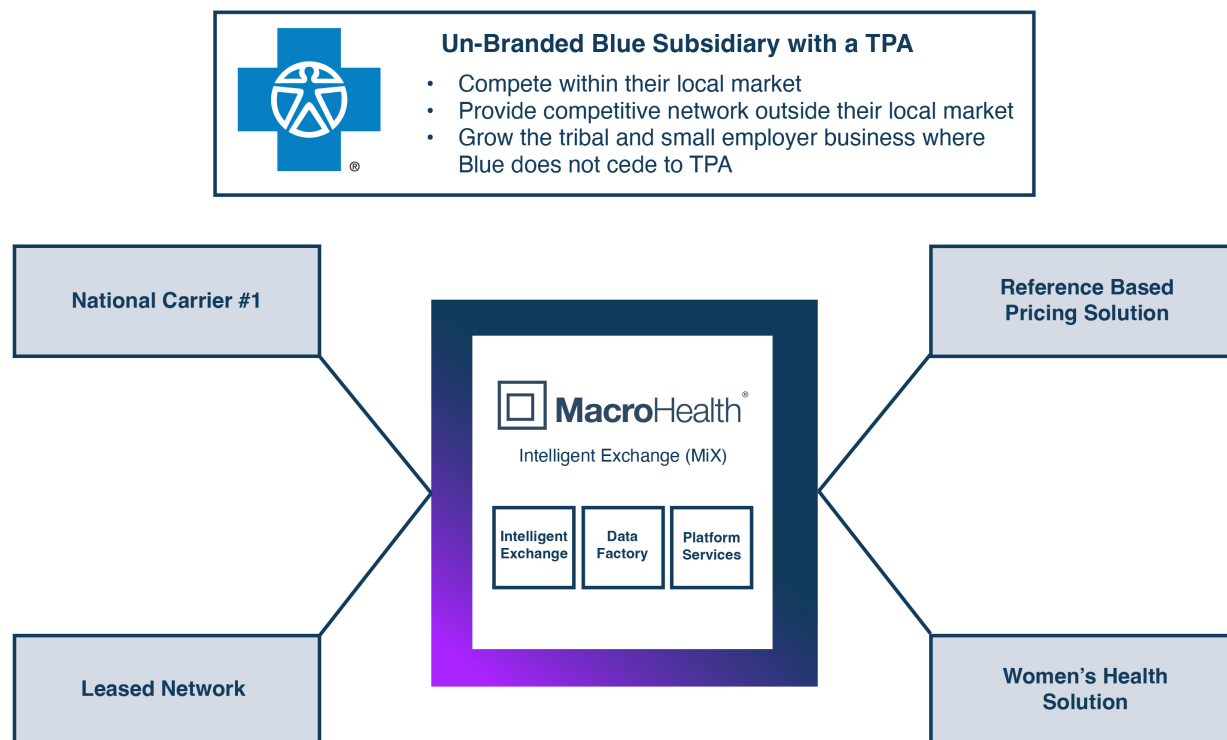
This made access to high quality affordable healthcare difficult for their members during travel or, for members, who lived outside the Plans local area.

Solution

To help them overcome these challenges, the Blue Plan and its subsidiaries leveraged the MacroHealth Intelligent Exchange™ (MiX) platform. The MiX platform is a first of its kind Intelligent Health Market-as-a Service (IHMaas) platform that leverages data science and industry standard interoperability to enable payers to select and connect to best-fit networks, specialty networks and other specialized health solutions partners.

Through the MiX platform, the Blue Plan's subsidiaries were able to access a National Insurance Company's provider network, which offered better provider coverage and affordability while increasing growth potential than their current partner.

In addition to the National Network, the Blue Plan and its subsidiaries also identified and are actively exploring a leased network to offer more quoting flexibility and easier implementations while minimizing any legal risks.





Results

With their new network configuration, the Blue Plan's subsidiaries expect increased membership and revenue both locally and nationally.

They have also reduced network costs while improving provider coverage in rural counties. They are also planning expansion into different markets.