



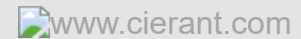
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Cierant AXIOM: Two New CMS Enforcement Actions | Industry Titans Plot Healthcare Takeover | Perceptions of Provider Directories

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The 2019 Draft Call Letter contained many changes. Discover two of the most consequential. [View this email in a browser](#)



March 2018 NEWSLETTER

Welcome to AXIOM,

Cierant's monthly eNewsletter.

This issue looks at how the CMS 2019 Draft Call Letter imposes sweeping changes to how provider directory errors are dealt with, how an unexpected alliance could change the healthcare game, and what online directories mean to younger consumers.

Strategy

Three Icons Unite to Disrupt Healthcare



Health care spending represented 17.9% of the U.S. economy in 2016, totaling about \$10,348 per person, and continues to rise, according to the U.S. Centers for Medicare & Medicaid Services. Consumers are frustrated and while government fails to deliver effective solutions, three companies are stepping in and missioning to change this stark reality.

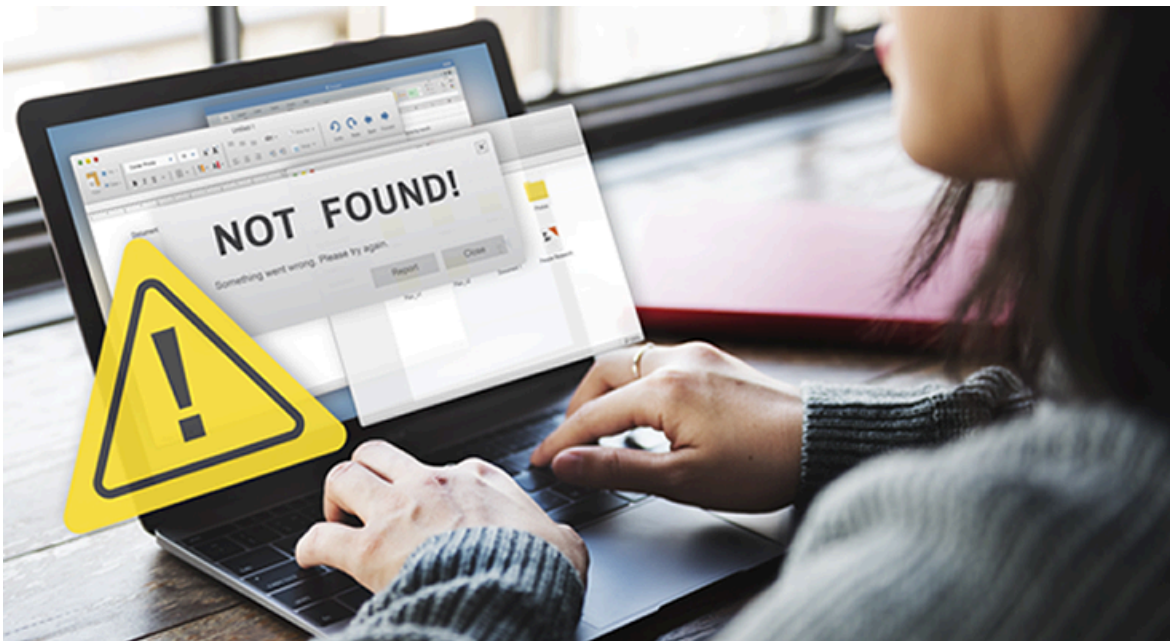
On January 30th, 2018, the leaders of Amazon, Berkshire Hathaway, and JPMorgan Chase announced their joint venture to create high-quality, affordable healthcare for their 1.2 million employees. The industry giants leading the charge include Warren E. Buffett of Berkshire Hathaway, Jeff Bezos of Amazon and Jamie Dimon of JPMorgan Chase. With access to a deep well of financial, technical, and human resources to draw upon, this collaboration could be a strong catalyst for industry innovation.

Could U.S. consumers one day find themselves logging in to Amazon Healthcare Prime or asking Dr. Alexa what they should do about their cough? Read on to explore specific ways in which this budding alliance could potentially transform healthcare delivery and patient engagement.

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Management

2019 Draft Call Letter: New Directory Enforcements



Imagine taking time off work to go to a scheduled doctor's appointment, only to find that the practice moved to a new location over a year ago - all the way across town. What if you then drove there, only to find out the doctor doesn't accept your health plan anymore?

While the Centers for Medicare and Medicaid Services (CMS) has been rather lenient up to this point in allowing plans the time they need to develop and integrate new provider data management solutions—this soft policy period is coming to an abrupt end. CMS's first round of online provider

directory audits found that 45% of locations listed were inaccurate, while their second round found that 52.6% had at least one inaccuracy.

With little to no improvement seen, these alarming findings translated into new enforcement actions in the 2019 Draft Call Letter. Read on to discover what the two new proposed actions are and the short-term steps CMS recommends payers take to protect themselves from penalties later this year.

[Learn More →](#)

Trends

Provider Directories Matter to Millennials

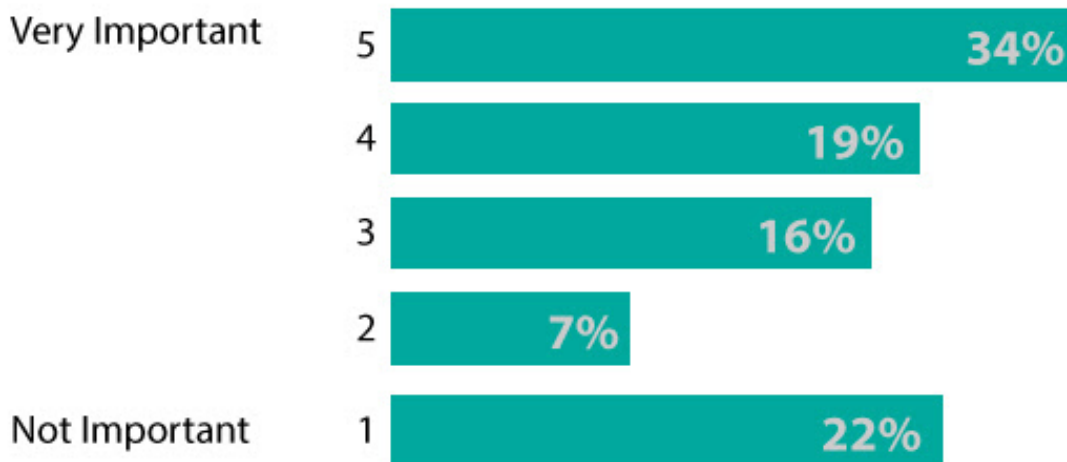
Provider directories are one of the first, and perhaps most important, engagement points in a consumer's health plan member experience. In effort to better understand how healthcare consumers perceive this critical experience touch point, CredSimple conducted a survey of over 1,500 people.

31% of the 1,500+ healthcare consumers surveyed reported that they use their health insurance plan's website to find a doctor, including many of those 65+. While 53.8% of respondents across varying demographics feel that it is "extremely important" or "important" that online provider directories deliver accurate information, younger (25-35) and more educated healthcare consumers care the most. This demographic, particularly those with employer-sponsored insurance, use online directories most frequently.

Millennials rely on digital for information access and expect the information they find to be accurate. As technology natives, they prefer to conduct administrative healthcare processes online and expect those processes to go smoothly. To win the trust and loyalty of these newer members, it is important to maintain a dependable and positive online provider directory experience. Doing so is not only critical to member experience, but the quality scores that impact Star Ratings.

Response to the statement:

“On a scale of 1-5, how important is it to find accurate provider location data on your insurance company’s website?”



Source: Credsimple, Not Just Compliance: Top 5 Reasons Payers Should Care about Provider Directory Data Quality, 2016

Resources

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