



Putting the Power of Data Behind
Effective Member Management

Comprehensive and advanced health care solutions for
successful member management



Between 8 and 14 percent of medical records have erroneous information tied to an incorrect patient identity, and up to 60 percent of the 195,000 deaths reported annually are attributable to inaccurate identification.

These troubling facts must be addressed by payers immediately to improve the member records they have on their books and prepare for the millions of new individuals entering the health care system.

To meet the challenges of member management in this new age of health care, payers must:

- Maintain current contact information on members.
- Verify and monitor changes in an individual's life that may affect eligibility status
- Comply with mounting regulations.
- Enhance outreach communications for improved health outcomes.
- Protect sensitive health information.

Our powerful suite of identity analytic tools allows payers to increase the integrity of new enrollments, enhance compliance and reduce fraud by properly screening, verifying, authenticating and managing provider identity information.

Taking Action to Improve Information

To address these member management issues, LexisNexis® has launched a suite of easy-to-use solutions exclusively for the payer market to help them manage the various processes and workflows that touch the members they serve. This comprehensive solution set was designed to maximize the efficiency and accuracy of enrollment processes, assure compliance, improve member satisfaction and engagement, protect sensitive health information and reduce fraud.

Powered by our HPCC Computing Platform with LexID advanced linking technology, these tools combine expansive data with identity, claims and fraud analytics to help payers energize member management for superior results.

LexisNexis® Data Enrichment

Obtaining and maintaining accurate member/beneficiary identity information is essential for properly managing enrollment processes, benefits eligibility, outreach costs, compliance and fraud prevention. LexisNexis® Data Enrichment tools allow payers to take advantage of its batch data capabilities to update member and provider contact information and provide additional contact vehicles, including cell phone numbers and email addresses.

Using this accurate and expansive data, payers can:

- Improve member health outcomes through better engagement.
- Locate members for enrollment with ease.
- Enhance patient profiles through improved record linking and data enrichment.
- Reduce expenses associated with unsuccessful outreach efforts.
- Improve and maintain high HEDIS/STAR quality ratings.
- Protect the financial health of their plans.
- Reduce dollars spent on inefficient member engagement processes and high volumes of return mail.
- Avoid compliance fines and sanctions.



- Reduce inappropriate utilization of benefits.
- Reveal collusion and fraud schemes among providers, members/beneficiaries and facilities by revealing hidden relationships.

The exhaustive LexisNexis® knowledge-base contains integral identity information on ~97% of the U.S. population, allowing both new and existing member/beneficiary identity information to be resolved with 99.9% confidence.

LexisNexis® identity analytic tools allow organizations to eliminate inaccurate contact information, decrease costly ineffective outreach, streamline enrollment, verify eligibility of benefits and enhance compliance through effective identity screening and management.

LexisNexis® Benefit Integrity Scan

Is your provider claims data telling you all it can about the providers in your network? It should, and with LexisNexis® Provider of Interest, it will. With a focus on providers with behavior outside the norm, Provider of Interest:

- Uses predictive models to identify providers with irregular diagnosis, treatment and billing patterns.
- Highlights data points where the provider is an outlier from his peers.
- Augments identified providers with LexisNexis® public records, such as financial, criminal and medical sanction derogatory information.
- Scores and ranks providers against their peers based on risk attributes.

LexisNexis® Provider of Interest was designed to analyze provider-specific claims and compare them against the entire population of claims as well their provider specialty peers. Our models are created using our industry-leading proprietary modeling tools as well as our well established algorithms, both of which accommodate modeling for large data sets.

Provider of Interest allows payers to address fraud, waste and abuse much more broadly – and far more effectively – than the traditional bill-level approach.

In the improvement of care, contact data accuracy is a key factor in attaining the goals of health management and wellness initiatives driven by new care delivery constructs and federal mandates.

LexisNexis® Instant ID

Fraud associated with identity theft costs organizations nearly \$48 billion each year, according to the FTC. Payers can reduce this risk with LexisNexis® InstantID®, a solution that quickly authenticates identity, spots potential fraud and flags discrepancies.

This LexisNexis® solution verifies essential information such as name, consumer or business address, date of birth and SSN or tax identification number. It also verifies the identities of businesses and their authorized agents. It searches billions of records and thousands of independent data sources in order to provide the broadest and most accurate information – instantly.

InstantID also identifies potentially high-risk data elements – such as prison addresses, campground addresses, disconnected phone numbers and SSNs of deceased persons – and summarizes results in an easy-to-interpret verification index.

InstantID combines powerful verification, validation and fraud detection tools to search both business and individual records.

Between 5 and 10 percent of individual contact information provided by commercial carriers is incorrect

Maintaining viable provider identity information is essential for effective decision-making involving enrollment, compliance and payments.



LexisNexis® Instant Verify

Today's instant communications requires equally fast decision making. LexisNexis® Instant Verify can help payers keep pace.

Instant Verify performs multiple core system data checks against the robust LexisNexis® public records and proprietary databases to ensure that a subject's name, address and SSN match and are valid. In addition, the solution dives deeper than standard out-of-wallet verification, offering age verification, occupancy, high-risk address and phone checks as additional options.

With LexisNexis® Instant Verify, you can:

- Minimize fraudulent users.
- Avoid litigation and protect company assets.
- Preserve professional reputation.
- Improve overall fraud management processes.
- Reduce IT and other operating costs.
- Improve productivity.
- Enhance user experiences.
- Achieve competitive advantages with new services.
- Avoid fines and potential charge offs with tools to protect against identity fraud and compliance with USA PATRIOT Act Section 326 and OFAC regulations.

Instant Verify helps payers make informed business decisions while mitigating fraud.

With the number of people in the health care system on the rise, payers must transform how health information is accessed, exchanged and maintained using robust identity management.

LexisNexis® identity verification and authentication solutions give you the peace of mind you need to do business safely, securely and profitably.

LexisNexis® Instant Authenticate

Identity fraud is continuing to increase, as is the complexity of related fraud schemes. To combat these threats, LexisNexis® Instant Authenticate helps payers verify critical identity information quickly and economically.

Instant Authenticate helps you make sure a person entering your plan or applying for benefits is who they are they are. The solutions combines analytics and authentication to provide a solution that is vastly superior to traditional knowledge-based authentication methods and can employ its various capabilities depending on the risk level of the transaction.

With Instant Authenticate, you can:

- Improve the efficiency of business processes.
- Strengthen access while maintaining strict privacy and security.
- Improve credentialing to ensure authentication of all individuals who could gain access to sensitive or privileged information.

What sets Instant Authenticate solution apart is its dynamic decisioning engine, which puts payers in control of the frequency of quiz questions, how they appear and the weight given to each correct answer. As a result, no two configurations offer the same experience

Instant Authenticate is superior to other authentication solutions because it does not rely solely on traditional sources of data, which can be limiting.

LexisNexis identity verification and authentication solutions give you the peace of mind you need to do business safely, securely and profitably.



LexisNexis® Accurint® for Health Care

According to the National Health Care Anti-Fraud Association, an astounding \$51 billion is lost each year to fraud and overcharging. LexisNexis® Accurint® for Health Care helps payers protect themselves from adding to that number, with a streamlined, point-of-need solution that helps organizations:

- Verify and validate patients, providers and suppliers.
- Conduct due diligence and comply with global mandates, such as the USA Patriot Act, OFAC, and FACTA.
- Investigate and prevent waste, abuse, medical identity theft and fraud.

Accurint® allows payers to verify the identities and validate the professional licenses of health care providers nationwide, with in-depth information on board certifications, DEA licensing, legal standing and criminal records. Information about licensing entities is also available.

In the fight against fraud, Accurint® is a strong preventive tool that reveals the connections between a business and its authorized representatives to help evaluate the potential for fraud. It also can help payers keep track of provider and member profiles and provide notifications whenever a new telephone, address or life event such as a bankruptcy occurs. Using advanced linking technology, Accurint® reveals undisclosed relationships and potentially illegitimate self-referrals.

Solutions are available in a variety of formats: online, real-time and high-volume processing via system-to-system with sub-second response times or batch transactions.



For more information:

Call 800.869.0751 or visit
www.lexisnexis.com/risk/healthcare

About LexisNexis® Risk Solutions

LexisNexis Risk Solutions (www.lexisnexis.com/risk) is a leader in providing essential information that helps customers across industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced analytics, Risk Solutions provides products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of Reed Elsevier, a leading global provider of professional information solutions across a number of sectors.

Our health care solutions assist payers, providers and integrators with ensuring appropriate access to health care data and programs, enhancing disease management contact ratios, improving operational processes, and proactively combating fraud, waste and abuse across the continuum.



LexisNexis® Risk Solutions is not provided by "consumer reporting agencies," as that term is defined in the federal Fair Credit Reporting Act (15 U.S.C. § 1681, et seq.) (FCRA) and do not constitute "consumer reports," as that term is defined in the FCRA. Accordingly, Risk Solutions may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another purpose in connection with which a consumer report may be used under the FCRA. Due to the nature of the origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified.

LexisNexis, and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. Other products and services may be trademarks or registered trademarks of their respective companies. Copyright © 2014 LexisNexis. All rights reserved NXR02061-0