



MARPAI
health

**YOUR SECRET ADVANTAGE AGAINST
BIGGER BROKERS ISN'T PRICE.**

**IT'S QUALITY
RATINGS DATA.**





When it comes to winning the business from self-insured corporate clients, everyone knows that price is an important factor. But the real advantage consultants can – and should – offer comes from less obvious, but no less substantive, levels of value such as data-driven quality ratings.

The Hidden Price of the Wrong Healthcare Plan

Think of it this way: The fees that a business pays for any given health plan – plus the charges their employees pay for healthcare – are the obvious expenses. But hidden costs hit when your clients' employees choose (or are assigned) physicians and facilities that may not be the best match for them or their conditions. Even worse, low-quality care leads to complications, readmissions, and delayed return to work. Every one of these elements costs both employers and employees substantial amounts of money.

Those additional expenses appear in both obvious and subtle ways. The cost of illness and complications appear in the form of employee absenteeism. Or, possibly worse, businesses must pay the price of “presenteeism,” in which employees return to work too soon, while in pain (unable to perform appropriately) or while still contagious (which puts other employees at risk).





Quality Ratings Data Changes the Equation

In short, consultants who offer plans that use quality ratings to control costs and improve outcomes deliver significant bottom-line benefits to their clients. These results make for happier customers who generate return and referral business for the consultant. It's a powerful competitive advantage for consultants who specialize in self-funded plans, in part because big brokerages rarely use data-based quality analytics as part of their offerings.

Even when larger brokerages talk about data, however, it may not be enough. That's because they usually rely on public resources such as CMS star ratings, which only update periodically. They don't focus on outcomes at a granular level, nor do they connect facilities with broader networks of care. Many employees already struggle to find "quality" providers willing to take new patients. The situation becomes even more urgent for emergency visits or highly emotional diagnoses such as cancer or cardiac care.

Marpai Health takes a different approach. We go beyond public quality resources with industry-leading private data that connects outcomes within geographic areas with the providers who deliver the best results on an ongoing basis. Our partners provide both the data and the advanced analytics that deliver true insights into quality, updated quarterly. We then present those findings for self-funded companies in a simple, intuitive manner that makes it easy to compare quality of results across facilities and providers.





Everyone Benefits - Including You

In this context, "quality" means a well-balanced combination of geographic suitability and openness to new patients as well as safety records, readmissions, complications, mortality prevalence, overall outcomes, and patient satisfaction. Since we know which providers represent the highest quality and greatest value within a given region, we can give businesses both quality referrals and negotiate care discounts for selecting high-quality providers. It's a highly advanced approach delivers significant results for businesses, including:

Better outcomes by matching members with the right physicians and facilities

•
Healthier employees who get back to work sooner with the right treatment the first time

•
Measurable dollar savings at every point on the healthcare continuum

These powerful analytics generate other unexpected insights. We've learned that surgeons rated highest along multiple quality measures are often more likely to recommend against aggressive surgical options, opting instead for highly effective yet less invasive alternatives. Likewise, musculoskeletal and gastrointestinal claims are the most common - and often, most expensive - expenses for self-insured businesses. And so we've built special programs to help businesses manage these conditions and expenses. *continued...*





Third-party administrators (TPAs) that invest in this deeper level of data-driven quality ratings represent a game-changing competitive advantage for consultants. Not only do you build book by driving higher client- and employee-satisfaction, you pave the path to repeat business by lowering ongoing costs and improving employee satisfaction and productivity for your customers.

When your sales prospects and current customers ask how to manage these deeper expenses, data-based quality ratings are the answer. Indeed, as the industry continues to embrace data-driven, outcome-oriented programs, businesses are increasingly demanding these types of solutions.

Fortunately, no one has more experience creating data-driven, quality-oriented value than Marpai Health. And we're here to support your sales efforts with education and resources that demonstrate why our quality-based approach generates the best possible win-win-win scenario for consultants, their clients and their clients' employees.

To learn more about quality ratings data - and how it can be a powerful differentiator for your business, email us at

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