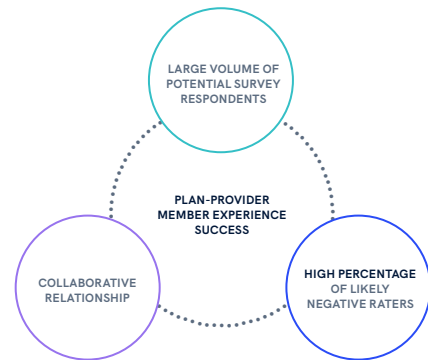


Identifying High Impact Providers

Providers in the plan network with the highest potential to impact the plan’s overall member experience performance are those with whom the plan has established a strong collaboration, with a large volume of potential survey respondents, and with a high percentage of members with satisfaction and health outcomes needs.



How do we identify the IPAs with whom to engage in member experience efforts?

Because effective provider engagement hinges on the unique relationship between the plan and the IPA, we recommend a combination of a data-driven and relationship-driven approach to identifying the right IPAs with whom to engage in member experience strategies. First, let the data guide an initial list of potentially high-impact IPAs. Second, refine the initial list based on the current relationship that the plan has with IPAs on the list.

Data-driven identification of high impact IPAs

- 1 Determine the volume of potential survey respondents affiliated with an IPA. We want to engage providers with a high volume of potential survey respondents.
- 2 Determine the proportion of likely negative respondents among the IPA’s potential survey respondents. We want to engage providers as a means to reach as many potential negative respondents as possible.

Don’t let concerns about provider attribution data be a showstopper. If there are concerns from the plan or provider side about the accuracy of member-PCP relationships available in the data, consider stratifying the member population by who the plan can verify has engaged with the PCP recently, and focusing on those members. This approach addresses any provider attribution concerns and helps to strengthen provider buy-in by enabling the plan to say: “These members have been into the clinic and likely need your support.”

