

Precision and Speed-to-Insight in Commercial Medical Underwriting

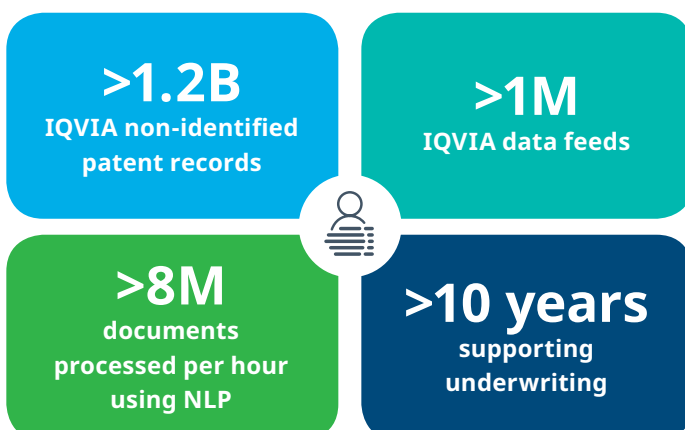
The right data to improve risk modeling and determine optimal pricing

Situation

Over the last five to ten years, there has been a proliferation of commercialized access to healthcare data and artificial intelligence (AI) and machine learning (ML) capabilities to improve precision in predictive analytics. Because of this market dynamic, traditional underwriting methodologies have evolved, especially within the small group commercial segment.

It's now possible for risk-bearing entities to build their medical underwriting models with more precision, ultimately pricing and managing their costs better. These insurers have realized that assessing the risk in populations has become highly nuanced driven by volatility from events such as COVID-19 and the impact of cell and gene therapy, therefore, more data is required to drive accuracy in risk scores. In lieu of waiting for the volatility to recede, companies are utilizing external data and advanced AI/ML technology to predict risk with increased precision at scale.

Throughout this evolution, IQVIA, a leader in data quality, privacy, and security, became a trusted partner for insurers and insurance technology vendors looking to enrich their models with expanded data to drive precision, manage costs, and grow their business.



Challenge

A national health plan approached IQVIA to support their in-house modeling. The customer's goal was to improve the speed and accuracy of their internal process to drive precision, efficiencies, and, ultimately, revenue growth.

IQVIA was the only partner with advanced capabilities in data, analytics, and technology at scale who could address the complexity and help the customer achieve the desired results. Predictive analytics work, specifically in support of underwriting, is not a one-size-fits-all engagement which meant the customer also needed to layer in their own predictive models.

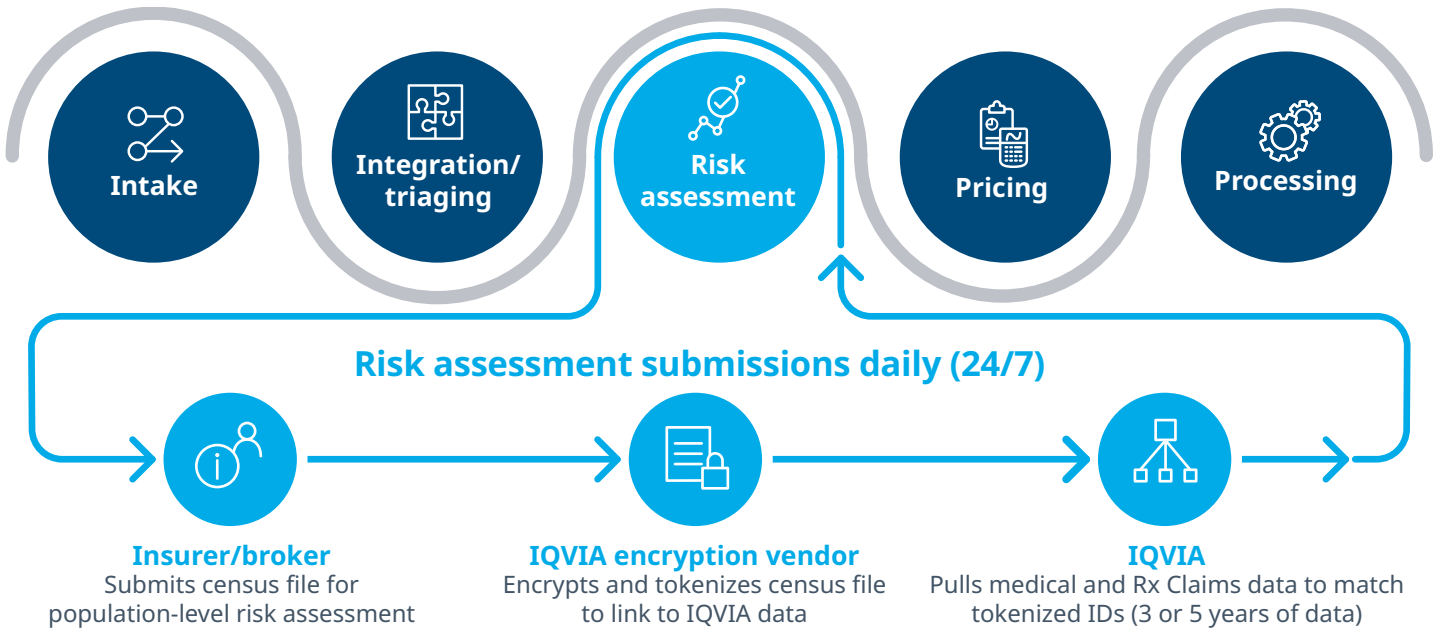
IQVIA became the clear partner of choice based on our collaborative approach. Furthermore, we helped the company identify which fields would drive the most precision for their specific model (for example, geography or provider specialty) and adjusted our data deliverables accordingly, while ensuring adherence to all privacy guidelines.

The project requirements included census file ingestion, secure patient de-identification, prescription and medical claims data matching for tokenized populations, and data delivery back to the customer for risk scoring within minutes.



Once the process is established, continuous monitoring and adjusting is necessary, led by IQVIA in collaboration with the customer. The customer submits thousands of files every day that get processed nonstop, and IQVIA ensures the process is seamless.

IQVIA's role in commercial underwriting process



We also understand that precision needs to be cultivated and maintained. Healthcare is volatile and new high-cost treatments are continuing to filter out of the pipeline. IQVIA provides continual support to recalibrate the models to make sure they're adjusting to market dynamics.

Solution

This national payer improved their underwriting precision and gained control over costs. IQVIA's 60 years of experience across the healthcare ecosystem with a foundation in data and advanced analytics helped the customer achieve both speed and reliability. If the customer is using external data to support their internal models for the first time, there is a soft launch period of three to six months. IQVIA uses this phase to vet the process, ensuring the files are properly ingested and turnaround times are as expected.

CUSTOMER BENEFITS

- Near census-level coverage with linked medical and prescription claims
- Ability to layer in additional data sources
- Proven production process to ensure speed and privacy compliance
- Customer-first collaboration approach

Results

The entire process of taking data and feeding it back into the customer's model takes under five minutes. The underwriting process and resulting risk score are significantly improved, helping customers win new commercial business with more accuracy and insights to drive optimal pricing to lower the risk of loss. The depth and breadth of IQVIA's domain expertise in healthcare helped the customer improve pricing precision and scale other parts of their business.

35K+ processed files per quarter across multiple customers

99.5%+ average uptime in production process

95% match rate to IQVIA ID

85% match rate of IDs to prescription and/or medical claims