Manifest MedEx and Anthem Blue Cross partner to improve care coordination, streamline in-patient utilization management review, and provide a seamless member experience

Background

Health plans increasingly rely on a broad scope of clinical data to help improve care transitions, identify and address gaps in preventive care to improve quality, and provide more seamless and personalized care for their members. Anthem Blue Cross (Anthem), California's second largest health plan serving more than 8 million members, and Manifest MedEx (MX), California's largest independent nonprofit health data network, joined forces in 2018 to better combine and deliver crucial health information.

Providing a platform for health plans to better enable care providers to access and exchange this clinical data in real time is at the core of the joint effort between MX and Anthem in California. The two major health care organizations are working to join and analyze patient data for insights that would allow providers, consumers, and health plans to share and integrate data across medical records and systems with the goal of streamlining transactions, improving care, and providing a seamless patient experience.

Solution

Anthem is a leader when it comes to scaling digital solutions that integrate tools and data between health plans and providers. Integrated solutions like MX—through which health plans and providers can exchange and analyze data in real time—can simplify clinical and administrative transactions, enhance privacy, and yield better data for consumer outcomes.

MX partners with Anthem, providing the plan real-time access to data, and enabling the plan and affiliated providers to manage key events or gaps in member care, provide members with safer, higher-quality care and improved relationships, and reduce excess costs associated with care. [1]

[2]

Here are just a few examples:

- At the height of the Covid pandemic, with MX Analyze, Anthem was able to identify members who were at-risk and tested positive for Covid-19. In addition, with MX Access, Anthem could view their member's longitudinal records so that any additional clinical data related to Covid-19 could be considered when allocating resources for targeted outreach and intervention. Lastly, the plan opted in to use MX Notify to generate Covid-19 lab notifications, providing timely information to manage care.

- With MX Notify, Anthem receives notifications on members who are admitted to the hospital, and with MX Access, clinical care teams can view their member's records for additional clinical data, lab data, and discharge summaries related to the hospital stay to better execute on care coordination and enhance the concurrent review process.

- More recently, Anthem launched a pilot focused on streamlining in-patient utilization management (UM) specifically around inpatient stays in two facilities in the southern California region. During the pilot, utilization review nurses compared medical record data collected from the traditional, time-consuming method of faxing against the information readily available in the MX web portal (MX Notify and MX Access). The plan confirmed that the MX web portal provided the necessary information for the UM team to make care decisions, thereby, streamlining the in-patient UM process. They also found that the portal is user friendly, and that they were able to use one login (to the MX portal) to review data from two hospitals, compared to accessing each hospital's EMR system directly. Anthem plans to move forward with using the MX web portal for additional facilities based on the results of the pilot.

In the month of April 2022, more than 650 member records were viewed by the Anthem Blue Cross care team. The use of all three MX solutions enables Anthem Blue Cross to continue making healthcare simpler and more seamless for their members and the communities they serve.

For more information on how health plans can utilize MX tools to improve in care coordination and simplify utilization management, visit us at www.manifestmedex.org or contact us at info@manifestmedex.org.

"By partnering with MX and utilizing our breadth of member data, we are able to identify members in real-time who are at risk of an inpatient stay or readmission which allows us to take proactive, actionable steps to maximize care coordination and delivery, while at the same time providing the member with a quality experience."

- Mark Reynolds, Chief Operating Officer, Anthem Blue Cross of California