



# Grow business and generate revenue through your provider network strategy

In today's rapidly changing health care market, many organizations are finding they need to look at new key indicators of growth to succeed, like value-based arrangements and physician productivity. Provider network strategy is one of the several growth strategies taking center stage – but it often isn't done with the frequency needed to reap benefits.

Developing a successful network strategy offers the opportunity for improved quality performance, better patient outcomes, and as a result, more patients and revenue. Leveraging analytics helps streamline data aggregation and interpretation so organizations can take timely action to efficiently build, manage and optimize their network strategy.



**33%**

Only 33% of organizations evaluate their network more than once a year\*

**Organizations find value in benchmarking physicians in their network ...**

**100%** find value in benchmarking on **cost\***

**98%** find value in benchmarking on **quality\***

**... but benchmark use is not as common as they would hope**

**63%** Only 63% use benchmarks or analytics to **evaluate physician performance\***

\*Optum. Provider Panel Report: September–October 2020.

## How analytics can help you maximize your network strategy



### Build the right network

- Create ambulatory growth strategies, taking into consideration physician panel, efficiency and outcomes.
- Craft provider affiliation strategies by identifying high-value providers in the region.



### Manage the network effectively

- Compare efficiency across specialties for specific disease conditions and treatment options.
- Benchmark performance of employed and affiliated physicians against market peers.
- View provider loss in relation to impact on cost and quality.



### Optimize the network

- Negotiate better contracts and rates based on provider performance and outcomes.
- Analyze provider efficiency and unpack underlying drivers of utilization.
- Connect patients to high-value providers within your network.



For more information about how Optum can support your network or growth strategy, visit [optum.com/network-analytics-services](https://optum.com/network-analytics-services)

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