

Making the Business Case for Provider Data Management



Capturing and maintaining accurate provider data is crucial for the success of health plans but remains challenging, with 81% of physician directory entries still showing inconsistencies despite regulatory efforts.¹ This infographic highlights the importance of robust provider data management, emphasizing its vital role in five key areas with direct impact on health plans' bottom line.

Driving Member Growth and Retention



Quality data in member interactions increases trust and engagement, which in turn leads to better member acquisition and retention.



of members demand more accurate health plan information²



of Millennials and 64% of Gen Z want more detailed provider profiles²



boost of member interactions with enhanced profiles³

Reducing Out-of-Network Claims



Reliable data reduces out-of-network claims and simplifies in-network scheduling.



of inpatient and 8% of outpatient services are out-of-network, costing health plans an extra \$350 per encounter^{4,5}



of members with unaffordable out-of-network medical bills discovered their provider was out of network post-care⁴

Reducing Risk of Penalties



Accurate and attested data mitigates risks from potential assessments and fines.



Amount of time to update inaccurate information under **No Surprises Act**



Amount of time to remove out-of-network providers under **REAL Health Providers Act**

Streamlining Provider Profile Enhancements



Strong payer-provider relationships and simplified information submissions improve data reliability.



of providers are confident in health plan directory accuracy⁵



Average cost per month for physician practices to maintain provider data⁵

Reducing Manual Data Updates



Streamlining provider data management cuts manual update costs and lowers administrative overhead.

Each year, health plans invest an estimated⁶



to manage data for every



To continue building your business case for provider data management, download [Kyruus Health's Comprehensive Guide](#).

Sources:

- 1 The Journal of American Medical Association (JAMA), "Consistency of Physician Data Across Health Insurer Directories"
- 2 Kyruus Health, "2024 Care Access Benchmark Report for Health Plans"
- 3 Kyruus Health, "Empowering Payers, Providers, and Patients With Better Data"
- 4 Health System Tracker, "An analysis of out-of-network claims in large employer health plans"
- 5 Kyruus Health, "The Critical Role of Payer-Provider Collaboration on the Consumer Experience"
- 6 Based on Kyruus Health Analysis and Calculations