

The logo features a light blue cloud-like shape with two white curved arrows forming a circular path. The text is centered within the cloud.

California Provider Directory Utility

Presented by
Shelley Rouillard, Director

Value-Based Payment and Pay for Performance Summit
March 1, 2018

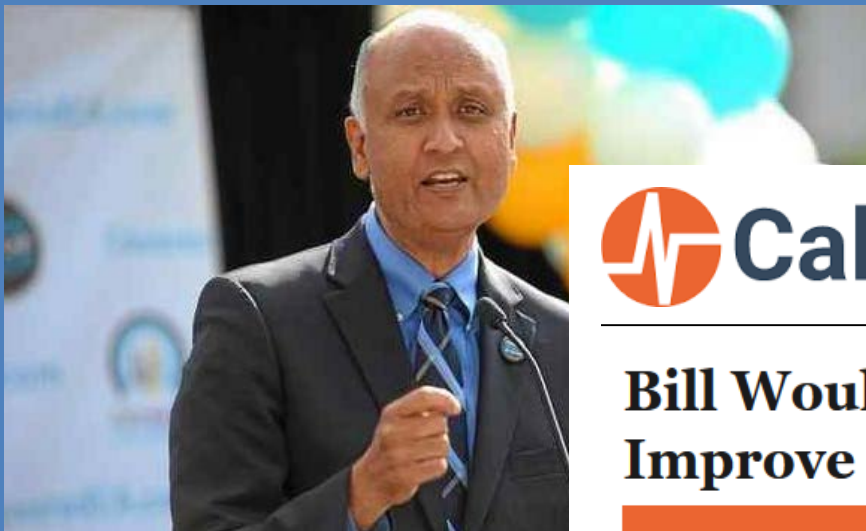


Los Angeles Times

Obamacare enrollees hit snags at doctor's offices

By CHAD TERHUNE February 4, 2014

Terhune, C. (2014, February 4). Obamacare enrollees hit snags at doctor's offices. *Los Angeles Times*. Retrieved from <http://www.latimes.com/business/la-fi-obamacare-patients-20140205-story.html#ixzz2sSl3cClS>



Bill Would Require Insurers To Improve Provider Network Lists

MONDAY, JAN 26 2015

(2015, January 26). Bill Would Require Insurers To Improve Provider Network Lists. *California Healthline*. Retrieved from <http://californiahealthline.org/morning-breakout/bill-would-require-insurers-to-improve-provider-network-lists/>

SACRAMENTO BUSINESS JOURNAL

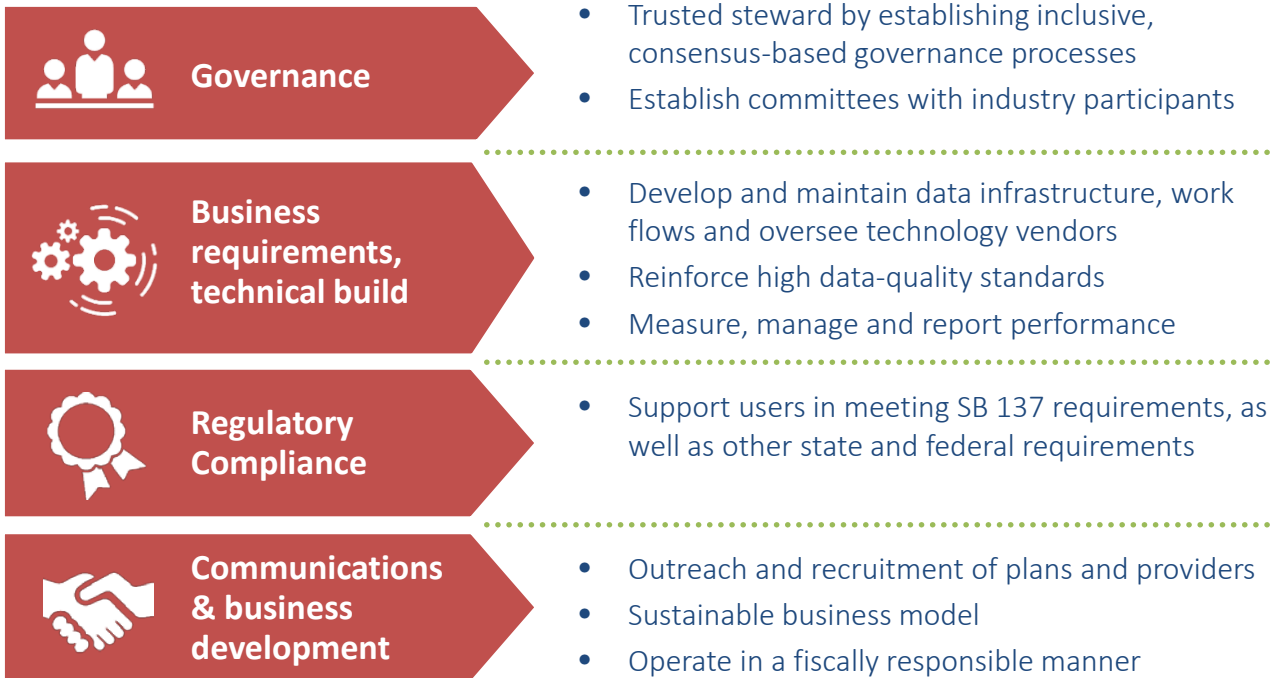
State regulators approve Blue Shield's bid to buy Care1st

By Kathy Robertson – October 8, 2015



(2015, October 8). State regulators approve Blue Shield's bid to buy Care1st . *Sacramento Business Journal*. Retrieved from <https://www.bizjournals.com/sacramento/news/2015/10/08/state-regulators-approve-blue-shields-bid-to-buy.html> /

Key Responsibilities for the Directory Host Organization



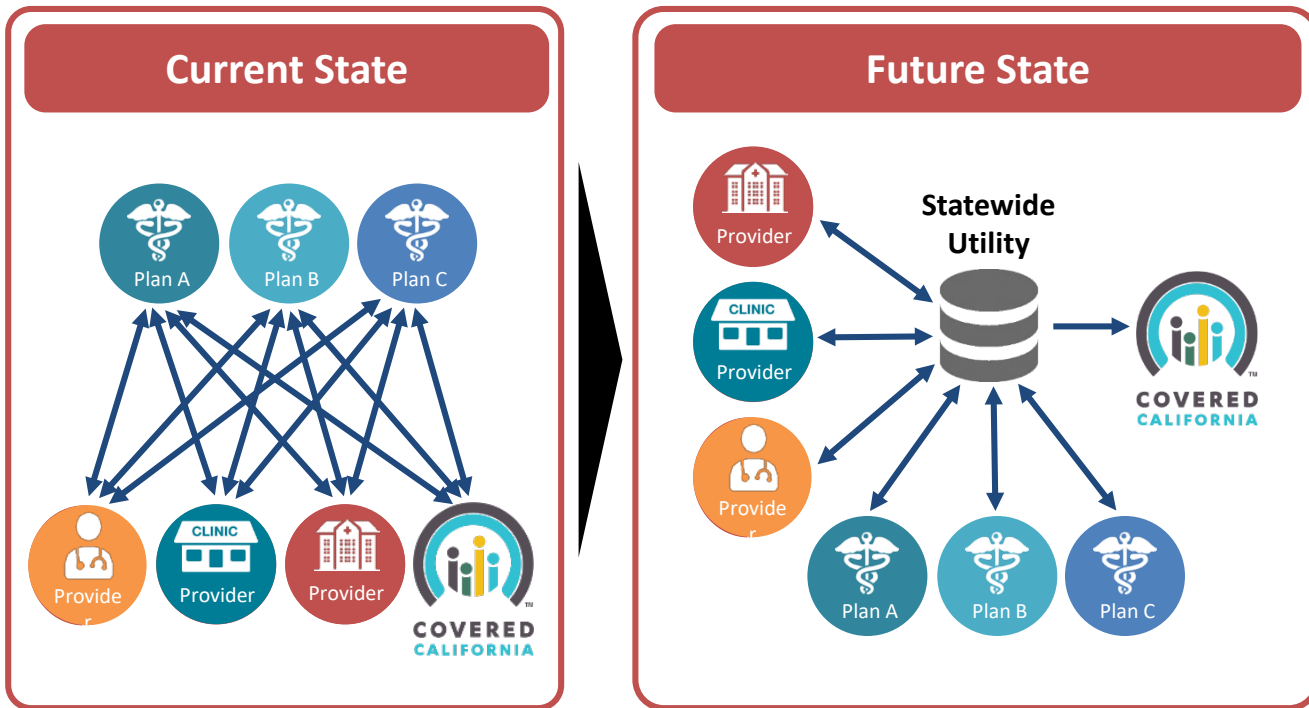
News Releases

Blue Shield of California and Integrated Healthcare Association announce development of statewide provider directory utility

SAN FRANCISCO (October 02, 2017) — Blue Shield of California and Integrated Healthcare Association (IHA) have announced the development of a new statewide provider directory utility to ensure consumers throughout California have the most up-to-date and accurate information about providers when choosing a health plan.

(2017, October 2). Blue Shield of California and Integrated Healthcare Association announce development of statewide provider directory utility. *Blue Shield Media Center*. Retrieved from <https://media.blueshieldca.com/2017/10/02/statewide-provider-directory-utility/>

The Vision - Current & Future State



Market Research: Current Challenges and Costs

Interviews with over 30 plans, providers and purchasers to assess current processes and desired features provide insights to pain points and Utility value proposition

Challenges

- Both health plans and providers reported manual, labor-intensive processes
- Every organization cited data quality; specifically accuracy, completeness and timeliness, as ongoing major challenges

Costs

- Providers varied in resources dedicated to directory management (0.5-7 FTEs). Most change 10-20% of providers data each month
- Cost to plans is high (\$millions). Up to 80,000 changes per month

“ Sometimes, we get files where practitioners are listed as practicing at every group practice address; some providers are listed as practicing at 40 locations when we know this is not the case.”

Market Research: Desired Directory Features



Both plans and providers want the Directory to have flexibility beyond SB 137 requirements



Support data exchange between providers and plans that minimizes manual data entry



Captures detailed Plan and Product information



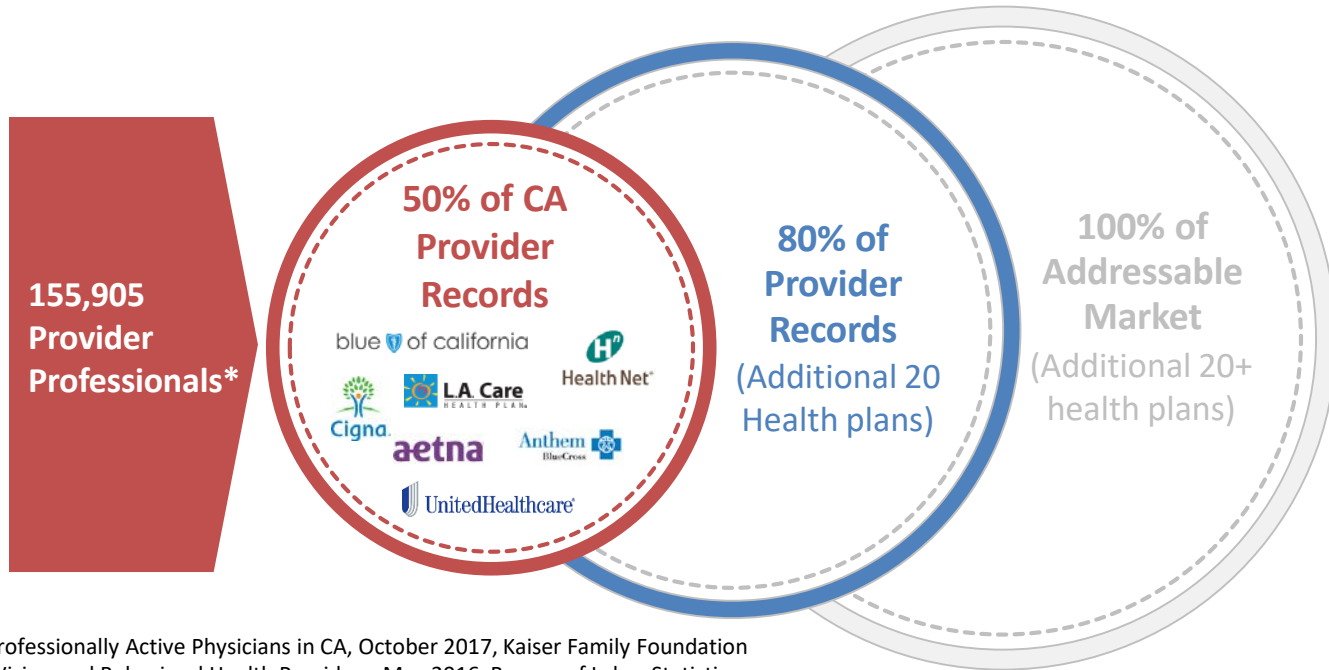
Captures provider information variation across plans, networks and products



Ensure that Directory is easy for providers to use

“ The Utility should automate data exchange as much as possible and minimize manual data collection processes.”

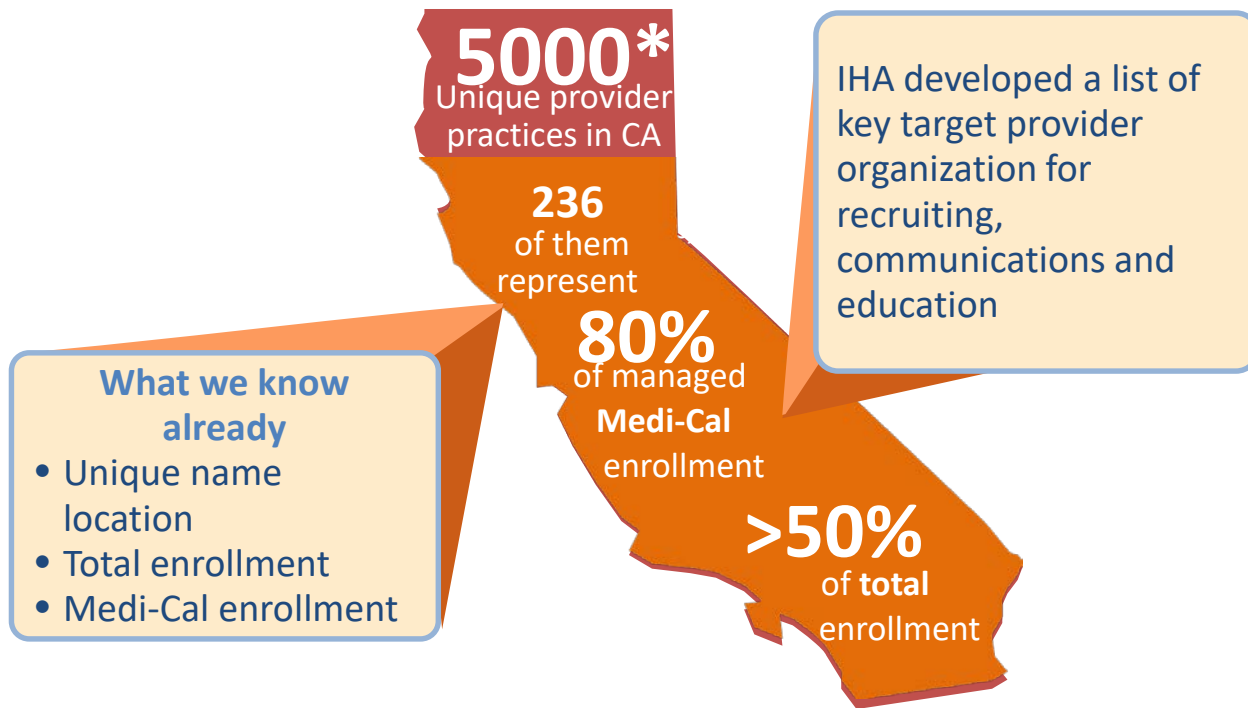
Market Research: Critical Mass



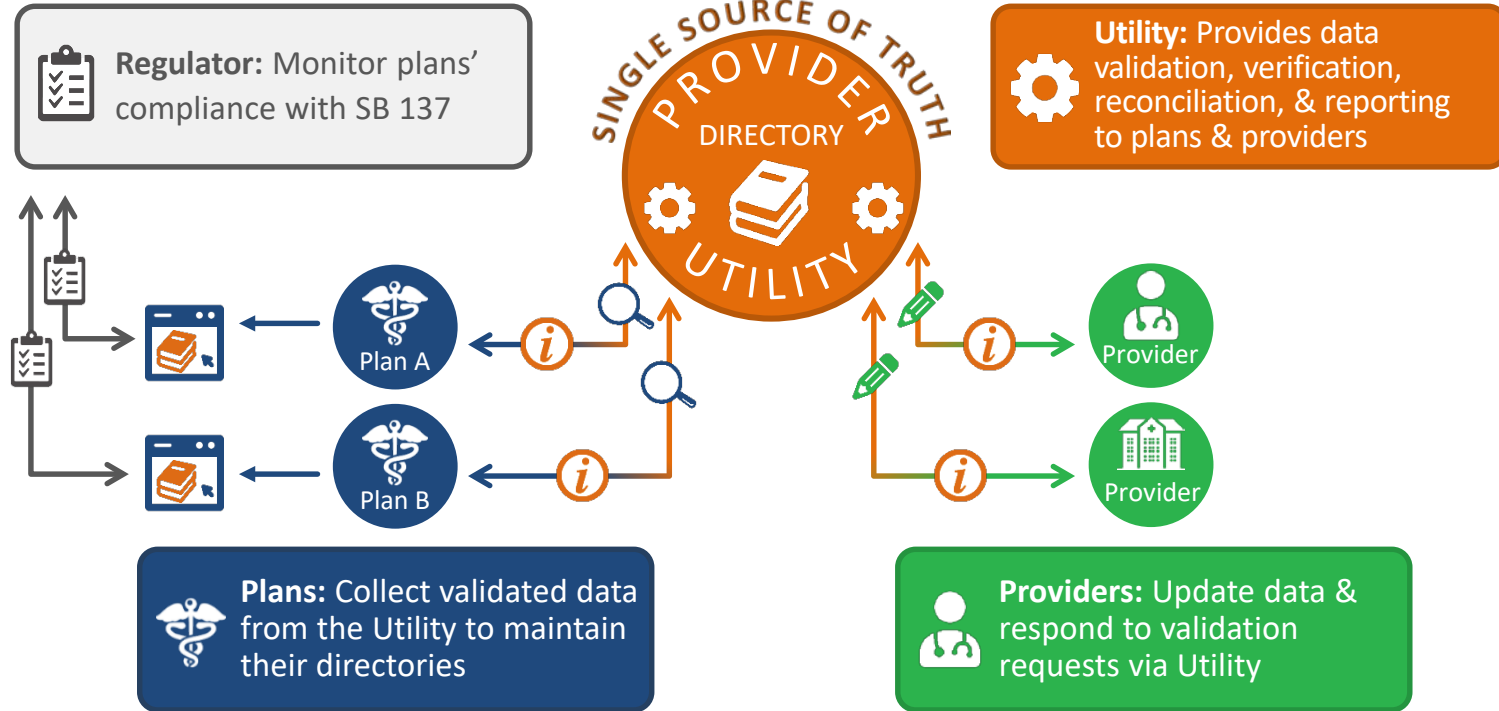
* 106,435 Total Professionally Active Physicians in CA, October 2017, Kaiser Family Foundation

* 49,470 Dental, Vision and Behavioral Health Providers, May 2016, Bureau of Labor Statistics

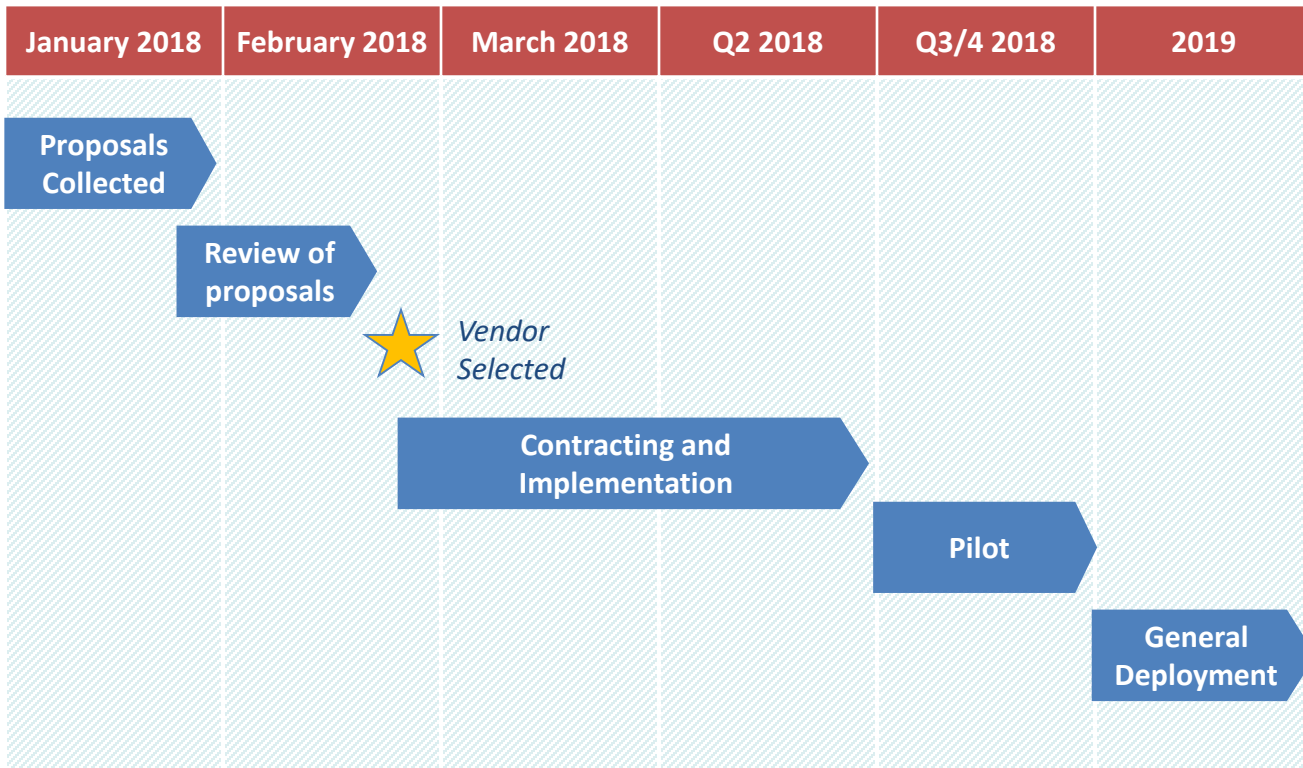
IHA will Expand Reach Across CA



Roles & Responsibilities



Provider Directory Utility Timeline



How to Get Involved

Go to providerdirectoryca.org and sign up. We'll keep you informed throughout the year!

Or, **contact us:**

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