



CUSTOMER STORY

Improving Provider Trust and Engagement to Drive Value-Based Care

Geisinger
HEALTH PLAN

Background

To achieve Star Ratings goals, health plans and providers must be aligned in their member care efforts which requires massive amounts of data collection and analysis. It's hard to stay on the same page and trust the data is timely and relevant.

This is why many plans create their own portal to share member data and track against quality performance. For Geisinger Health Plan, their home-grown portal was meant to help the plan and their providers better meet member needs. However, the tool was lacking in speed and effectiveness.

As Brenda Wolford, Business Analyst, explains, “The portal would time out just trying to pull up the provider’s office and care gaps. There was so much data to pull into that view and it just wasn’t able to do it, and our providers wouldn’t use it because it wasn’t very user-friendly.”



Three Years of Challenges, Solved in Six Months

After three years with this approach, Geisinger engaged Inovalon to try a new method – replacing their portal with Inovalon’s cloud-based provider engagement software, Inovalon’s [Converged Provider Enablement™](#).

This was a large undertaking, but Inovalon supported the health plan every step of the way. Wolford shares, “When we contracted with Inovalon, we gave them all of our requirements. We said, ‘Can you do this?, and when they said ‘yes,’ we were kind of like, ‘Yeah, okay.’ But when we got into the implementation, it was wonderful. It was so smooth. They understood our data and they explained everything.”

The software was up and running within six months, and it was “Just impressive day one,” says Wolford. “We were just blown away that it was moving as fast as it was and the response time was wonderful. So, problem solved.”

Faster data processing was just the start. The software empowered Geisinger to significantly improve their provider relationships.



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– Brenda Wolford, Business Analyst,
Geisinger

Greater Trust, Transparency, and Support

When asked what the greatest value of Inovalon's software is, Wolford says "trust" without hesitation. She adds, "We gained back our providers' trust that they will get the information they need from us. They can get their health alerts and we get more feedback from them because they're more engaged; they have the experience they were looking for."

From Account Manager Tony Graboski's perspective, Inovalon software boils down to better "trust, transparency, and support." He shares that Converged Provider Enablement eliminated the abrasion that typically comes with payer-provider data sharing and alignment.

Instead, their transparency has never been better. Geisinger's health plan and provider users can see the same data, in the same solution – and it's all delivered in easy-to-understand dashboards, with detail down to member-level insights on quality gaps and how the provider is tracking against desired measures.

This trust and transparency drive greater support. The health plan and the providers no longer feel like they are working toward their quality goals alone. They are in sync every step of the way, for every member's unique needs.



Our providers are now more engaged and more involved. Trust, transparency, and support are key – and Inovalon helps us have all three."

– Tony Graboski, Account Manager,
Geisinger Health Plan

Working Together To Improve Member Outcomes

Health plans and providers must work together to achieve value-based care and Star Ratings goals. For Geisinger, Inovalon software helps ensure their provider relationships are always positive, and our customer service gives them an avenue for continued improvement.

The Inovalon team listens to Geisinger's needs, offering new modules or solutions as appropriate for their business objectives. In Graboski's words, "Inovalon offers concierge type of care, even within technology that in this space can be considered as a canned approach."

Wolford adds, "Inovalon listened to us and knew what we needed. They made sure they met our requirements."





Engage Your Providers and Achieve Value-Based Care Goals With Inovalon

Realize the positive impact of greater payer-provider transparency in driving better quality care outcomes. Discover how with Converged Provider Enablement.

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