

# Payer + Provider

A Consulting Firm Led by Clinicians, Economists, & Health Services Researchers

## Our Services

We provide three types of services:

1. Consulting engagements that bring prior research findings to action
2. Consulting engagements in which payers and providers hire experts to devise new solutions
3. Expert interviews

## How We Work

Our Managing Partners are Ashwin R. Patel, Ph.D. and Adam C. Powell, Ph.D., two health care economists trained at The Wharton School's Leonard Davis Institute for Health Economics. They are accompanied by a carefully-selected set of experts in clinical care, economics, and health services research. Each expert has his or her own portfolio of research with commercial applications and is willing to perform new research to solve problems presented by clients. As many of our experts have distinguished outside careers, Dr. Patel and Dr. Powell manage the day-to-day operation of engagements.

## What We Do Payer Practice

In the years running up to 2014, there is a great deal of uncertainty in the health insurance marketplace. The Payer Practice aims to help health insurers understand the marketplace and where it is headed. Quantitative methods are employed to analyze consumer preferences and behaviors. Furthermore, economic methods are used to evaluate the impact of advertising.

## Focal Areas

Marketing impact assessment  
Consumerism initiative analysis  
Healthcare reform modeling  
Wellness initiative design

## Provider Practice

As hospitals and providers face reductions in payment, how can revenues be maintained without resorting to overwork or a reduction in quality? The Provider Practice uses proprietary claims analysis techniques to help hospitals improve the accuracy of their claims, so that omissions of billable work are less likely to occur. Furthermore, the Provider Practice has proprietary data on provider technology purchasing decisions which it can leverage in helping providers make more prudent technology acquisitions.

## Focal Areas

Claim quality improvement  
Technology purchasing decision making  
Labor policy impact assessment

## Health IT Practice

Health information technology products touch consumers, payers, and providers. From disease management to practice management, from EHRs to PHRs, technology plays a focal role in enabling proposed solutions for improving the quality of healthcare. The HIT Practice has a broad understanding of the technologies available in the marketplace, and can conduct research to guide investment decisions. The HIT Practice evaluates the needs of payers and providers, and then recommends appropriate vendors, if a health IT solution is warranted.

## Focal Areas

Consumer health IT system selection  
Health insurance exchange selection  
Personal health record design  
Wellness incentive system design