

## Credentialing Alliance



OptumInsight™ is the first to facilitate a national credentialing coalition that coordinates the credentialing cycles of providers who affiliate with competing health plans. Through this coalition, providers submit their data once, OptumInsight verifies the data once, and participating health plans share that verification cost, lowering their overall credentialing costs and providing value to providers and the industry as a whole.

**Point of Pain**

Every segment of the industry is working to drive costs out of health care. With the help of OptumInsight, health plans are aligning to extract unnecessary expenses by eliminating redundant processes.

Among them is credentials verification, which has evolved from a strategic advantage to an essential but non-differentiating business process. The task of verifying data, while still critically important, is not—and should not be—a core competency of any health plan.

Moreover, it is a redundant process for providers and health plans alike. Providers continually submit data—state licensure, DEA registration, education, and more—to each of their affiliated health plans, and they must submit it again every two to three years. Health plans, in turn, must independently

verify these data elements. Because accrediting bodies strictly define primary sources, all health plans essentially verify data the same way.

As a result, every health plan pays a price to independently verify the exact same data for every provider they share. What if health plans could split the cost of credentials verification?

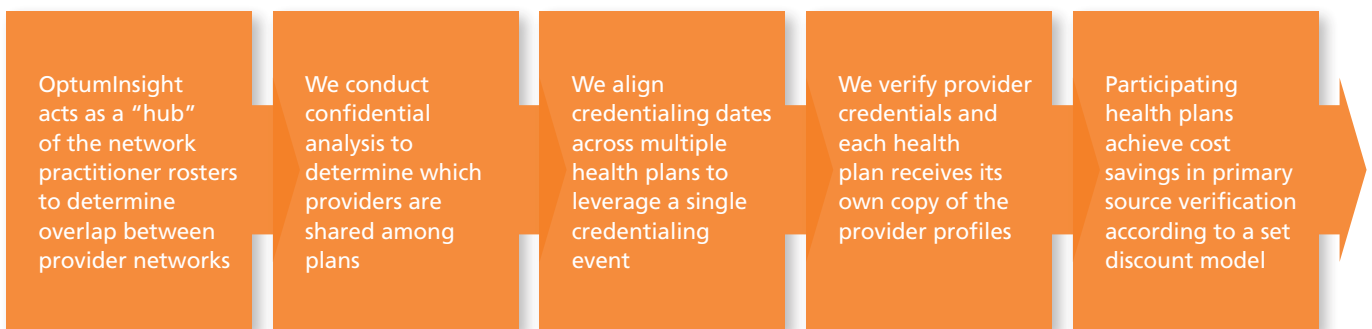
**Time for a Transformative Approach**

Provider data comes from the same sources, and the credentialing process is largely dictated by the same accrediting bodies. As a result, the product itself—verified data—has become standardized. Because there is no difference in quality, credentials verification is well suited to a business process outsourcing strategy aimed at reducing costs among important but non-differentiating processes.

Taken a step further, health plans can achieve even greater economies of scale by coordinating re-credentialing cycles so that data elements for each provider they share need to be verified once. This collective verification yields the same credentials verification as each plan would find on its own, but at a substantially lower cost per provider.

To realize the full value of a credentialing alliance, participating health plans must agree to align the credentialing dates of providers who are shared across the networks. After the common dates are established, health plans will realize even greater financial benefit as more plans participate in the alliance. No single health plan can achieve the same economies of scale on its own.

**The Credentialing Alliance simplifies and reduces the cost of high-quality credentials verification for participating health plans.**



## Critical Elements for Success

The Credentialing Alliance, facilitated by OptumInsight, was designed to help health plans and providers extract unnecessary expenses. We achieve this by establishing a common credentialing cycle for overlapping network providers. Primary source verification is then completed once, and the results are shared with all participating health plans. This eliminates redundancy, shares cost savings, and improves provider satisfaction.

### Get accurate, reliable provider data

Credentialing is a peripheral piece of health plans' operations, and yet it consumes significant resources to keep up with verifications, regulations, and customer expectations. As a credentials verification organization, OptumInsight has the expertise to execute credentialing work on jobs big and small, over the short term or long term, and on a temporary or ongoing basis. In addition, we have an integrated "bridge" with CAQH to gather provider data. We deliver accurate, reliable credentials verification, guaranteed.

### Benefit from economies of scale

OptumInsight is able to achieve economies of scale because large, nationwide health plans participate in the Credentialing Alliance. That means we have the critical mass of providers needed across multiple plans to create significant overlap—or shared providers. So instead of three plans each paying full price to independently verify the same provider, the plans enlist OptumInsight to verify the credentials once on their collective behalf for a discounted price.

### Improve provider relations

Providers benefit, too. With fewer data submissions, less disruptions in the work, and fewer requests for attestations, health plans' participation in the alliance will reduce providers' administrative overhead costs and allow them to spend more time with members and less time filling out forms.

### Maintain control over your network

Alliance activity focuses on credentials verification and associated costs. Each participating health plan retains its autonomy in deciding whether or not a provider is a good fit for its network.

### Proof of Concept

OptumInsight has successfully established multiple regional alliances, some with a 10-year history. This longevity demonstrates the credibility and value of processes that are a win-win for health plans and providers alike.

There is no "buy-in" or membership fees in the Alliance, and participation is strictly voluntary. Preferential price is realized when an overlap of providers and credentialing dates exist. This price decreases over time as new partners join and additional overlaps occur.

In addition, providers lower overhead and eliminate redundant paperwork. They simply submit their application once, OptumInsight verifies their credentials, and health plans in the alliance make their decision.

## About the company

Optum™ is an information and technology-enabled health services business platform serving the broad health marketplace, including care providers, plan sponsors, life sciences companies, and consumers. Its business units—OptumHealth™, OptumInsight™, and OptumRx™—employ more than 30,000 people worldwide who are committed to enabling sustainable health communities.

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Learn how OptumInsight can help you can save on credentialing costs through the Credentialing Alliance. Contact us at 866.306.1317 or [information@optum.com](mailto:information@optum.com).

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11-26187 06/11 © 2011 OptumInsight