



**See Beyond the Data.  
Make Informed Decisions.**

## OBJECTIVE

The Medical College of Wisconsin (MCW) engaged Revelar Analytics to perform an analysis and deliver a report that evaluated pricing for professional services (CPTs) across multiple health systems in their market. Revelar's team collaborated with MCW leadership to develop a comprehensive, and detailed, approach to support the development of strategies for their upcoming payer negotiation.



## CHALLENGE

Contract negotiations between hospitals and health plans are burdensome because physician groups often have limited data on how much their competitors are reimbursed for the same services, or how to calculate fair market value.

**"The data that we received from Revelar was instrumental in a major payer negotiation."**

- Matthew Lester, Executive Vice President for Finance and Administration and Chief Operating Officer

## SOLUTION

MCW is an academic medical center, and the largest clinical provider in Wisconsin with significant impact on the state's healthcare landscape. Revelar Analytics's Health Care Price Transparency Solution and consulting services are transforming the way that MCW prepares for their negotiations with health plans by providing insight into fair market value. Revelar identified physician reimbursement rates for services in MCW's surrounding market for their top 200 CPT codes. The solution collects, cleans and organizes health plan data that is typically scattered in thousands of machine-readable files across payor websites. The consulting team at Revelar subsequently interpreted this data and provided actionable insights that assisted MCW in developing their negotiation strategy in a matter of weeks!

The value Revelar provided were two things: rapid data turnaround and the high-level analysis. This enabled the MCW team to parse the data in multiple ways. MCW also appreciated and valued the ability to work directly with the team to adjust parameters and enable the MCW team to be experts with the data. This was critical to helping MCW optimally position their negotiation approach.

The solution had a significant impact on MCW's preparation for the payor negotiation of a multi-year agreement. Previously, MCW used general commercial market claims data and other pricing proxies in preparation for contract rate proposals yet lacked precise pricing comparisons to top competitors for the payer with which MCW was negotiating. Using Revelar's price transparency data, MCW was able to identify and drill down to see the payor-specific pricing at a level of detail and insight that the other data sources were not able to provide. This enabled more robust data insights and revealed an unexpectedly wider gap between MCW's rates and those of its competitors.

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### UNIQUE REVELAR CAPABILITIES

- Reducing preparation time from months to weeks
- Identifying precise payments for each CPT code with opportunities for additional reimbursement
- Providing data that allowed MCW to slice and dice the data
- Developing an actionable report to ensure fair market value compensation

REVELAR'S PRICE TRANSPARENCY SOLUTION IS ENABLING  
MCW WITH THE TIMELY DATA NECESSARY TO BRING  
PRECISION INTO PAYER NEGOTIATIONS.

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