

Learn How Cotiviti Analytics Can Help Your Practice Provide Value-Based Care

Moving to value-based care from a fee-for-service model may present challenges. This is where a tool like Cotiviti's Network Intelligence (formerly known as RowdMap) analytics software can help your practice.

We are offering Cotiviti Network Intelligence reports mainly to our contracted Medicare value-based primary care physicians (PCPs) as a means of support. Cotiviti provides analytics that can help your practice manage the care provided to Medicare patients. This information is not a substitute for the physician's medical judgment. In addition, it should not be interpreted as requiring or precluding the referral of members to any participating provider.

About Cotiviti

Cotiviti uses publicly available fee-for-service data from the Centers for Medicare & Medicaid Services. Using this data, Cotiviti analyzes PCP practice patterns compared to their peers in a defined geographic area to highlight efficient and inefficient behavior.

Below are sample screenshots from Cotiviti's Network Intelligence platform to give you an idea of the analytics that Cotiviti can provide your practice. They illustrate how a hypothetical PCP group's referral patterns to cardiologists may be analyzed.

The graphic below shows the cardiology related referrals from this hypothetical PCP group broken down by the cardiology subspecialty. In this example, it shows 63.95% of the referrals to cardiologists go to interventional cardiologists, 23.64% to general cardiology, 9.44% to cardiac electrophysiology and 2.97% vascular surgery.

| CLIENT GROUP (FROM) | PEER TYPE (TO) | VOLUME | SCORE (FROM) | SCORE (TO) |
|-----------------------------|---------------------------|--------|--------------|------------|
| ANONYMOUS MEDICAL GROUP INC | INTERVENTIONAL CARDIOLOGY | 63.95% | 32 | 33 |
| ANONYMOUS MEDICAL GROUP INC | GENERAL CARDIOLOGY | 23.64% | 33 | 32 |
| ANONYMOUS MEDICAL GROUP INC | CARDIAC ELECTROPHYSIOLOGY | 9.44% | 34 | 32 |
| ANONYMOUS MEDICAL GROUP INC | VASCULAR SURGERY | 2.97% | 34 | 33 |

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The graphic below takes a deeper dive into the specific interventional cardiology practices referred to by this hypothetical PCP group and shows the OVS for each interventional cardiology practice. If appropriate from a medical perspective, switching referrals from an interventional cardiology practice with a higher OVS to another with a lower OVS is one way your practice may be able to manage costs and improve the efficiency of the health care provided for your Medicare patients.

| CLIENT GROUP (FROM) | CMS PRACTICE (TO) | PEER TYPE (TO) | VOLUME | SCORE (FROM) | SCORE (TO) |
|-----------------------------|-------------------|---------------------------|--------|--------------|------------|
| ANONYMOUS MEDICAL GROUP INC | PRACTICE 1 | INTERVENTIONAL CARDIOLOGY | 15.4% | 32 | 29 |
| ANONYMOUS MEDICAL GROUP INC | PRACTICE 2 | INTERVENTIONAL CARDIOLOGY | 12.97% | 33 | 39 |
| ANONYMOUS MEDICAL GROUP INC | PRACTICE 3 | INTERVENTIONAL CARDIOLOGY | 10.13% | 33 | 33 |
| ANONYMOUS MEDICAL GROUP INC | PRACTICE 4 | INTERVENTIONAL CARDIOLOGY | 7.75% | 35 | 33 |
| ANONYMOUS MEDICAL GROUP INC | PRACTICE 5 | INTERVENTIONAL CARDIOLOGY | 7.64% | 34 | 33 |

Online Training Is Available in Availity

For your convenience, you can learn about the advantages of receiving Cotiviti Network Intelligence reports by viewing a training video available in the Availity®¹ Learning Center.

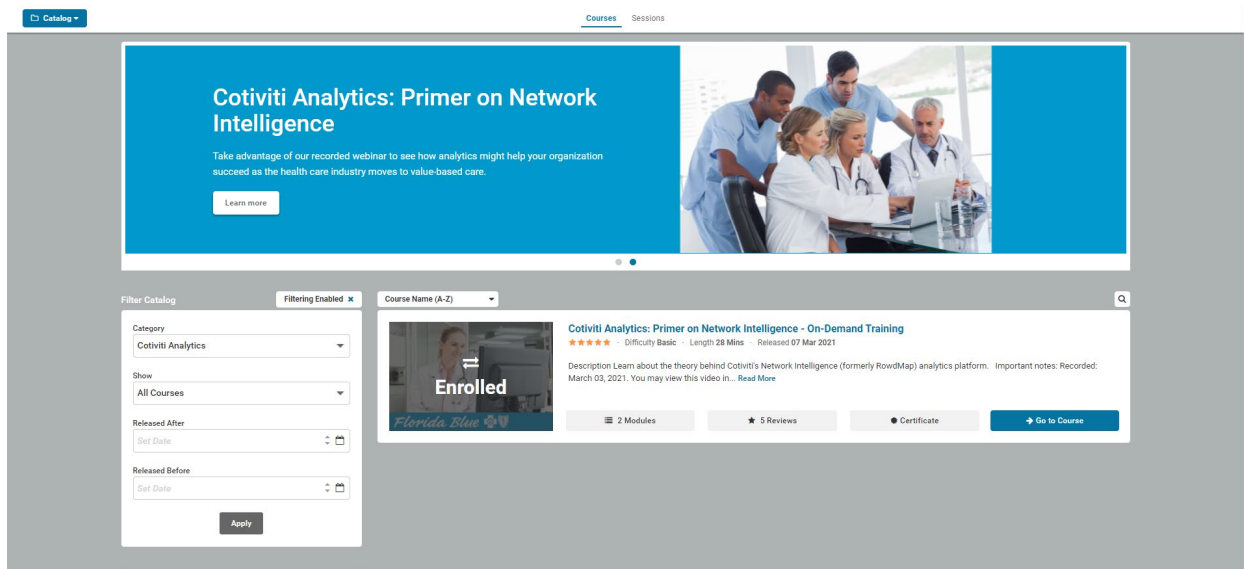
To view the video, log in to Availity at availity.com, and select **Payer Spaces**, then **Florida Blue**. Access **Florida Blue Learning & Development**, select **Cotiviti Analytics** from the Category drop-down menu and click the **Apply** button:

The screenshot displays the Availity Learning Center interface. At the top, there is a navigation bar with 'Catalog' and 'Courses' tabs. Below this, a large banner for 'Cotiviti Analytics: Primer on Network Intelligence' is visible, featuring a 'Learn more' button. The main content area shows a list of courses. The first course is '2020 Provider Group Attestation - D-SNP MOC - Online Course', which includes a 'Florida Blue' logo and an 'Enroll' button. The second course is 'Cotiviti Analytics: Primer on Network Intelligence - On-Demand Training', which includes a 'Go to Course' button. A filter sidebar on the left shows 'Cotiviti Analytics' selected under the 'Category' dropdown.

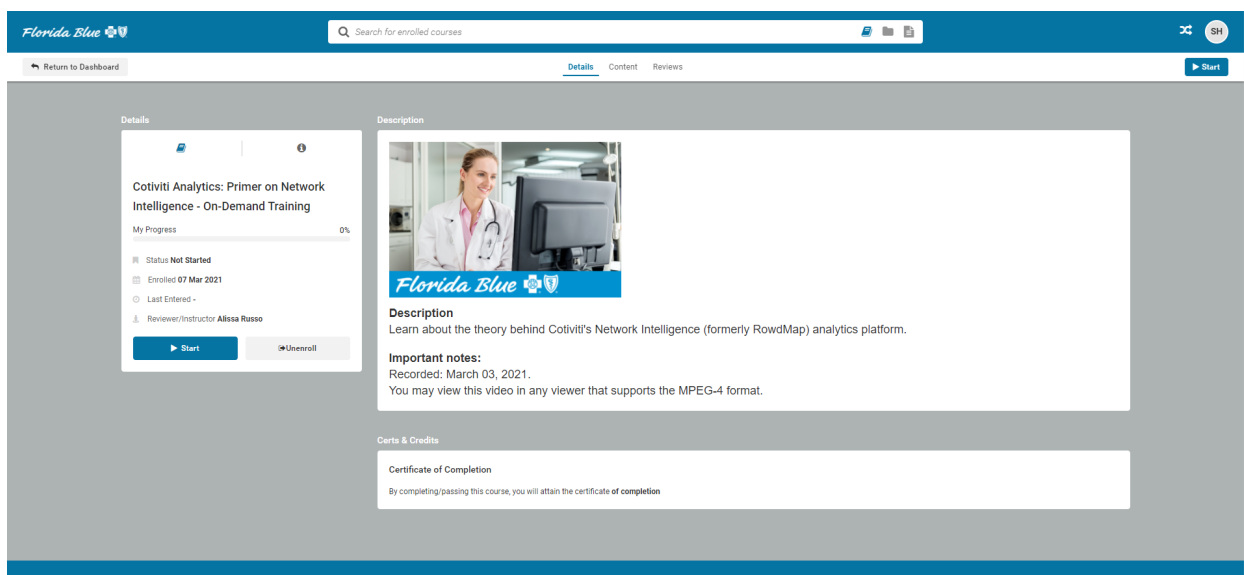
You will need to enroll in this course to view the video. Once enrolled, click on the **Go to Course** button:

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Then click on the **Start** button once you are ready to proceed:



If you cannot finish watching the video in one sitting, you can always return later to continue viewing it. Be sure to answer the survey questions at the end of the video to show you have completed the training. That's it!

How to Receive Your Analytics From Cotiviti

Contracted value-based payment providers: Please contact your assigned Population Health Manager. Otherwise, please call the Network Management Service Unit at 800-727-2227 and follow the prompts to reach your network manager. An in-person or web-enabled meeting will be arranged to go over your group's value-based practice and referral patterns. You will also be provided with a state-wide referral directory tool to help you decide how to improve your referral behavior. Beyond this, custom reports can be tailored to provide insight into a range of practice areas and patterns. We look forward to hearing from you!

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