



***HealthyStart***  
***Disruption Analysis Report***

**Fly By Night Industries**

---

**Analysis Date:** 10/25/2010

**Consultant:** Commission Plus Brokers

**Current Product:**  
Prime Health PPO

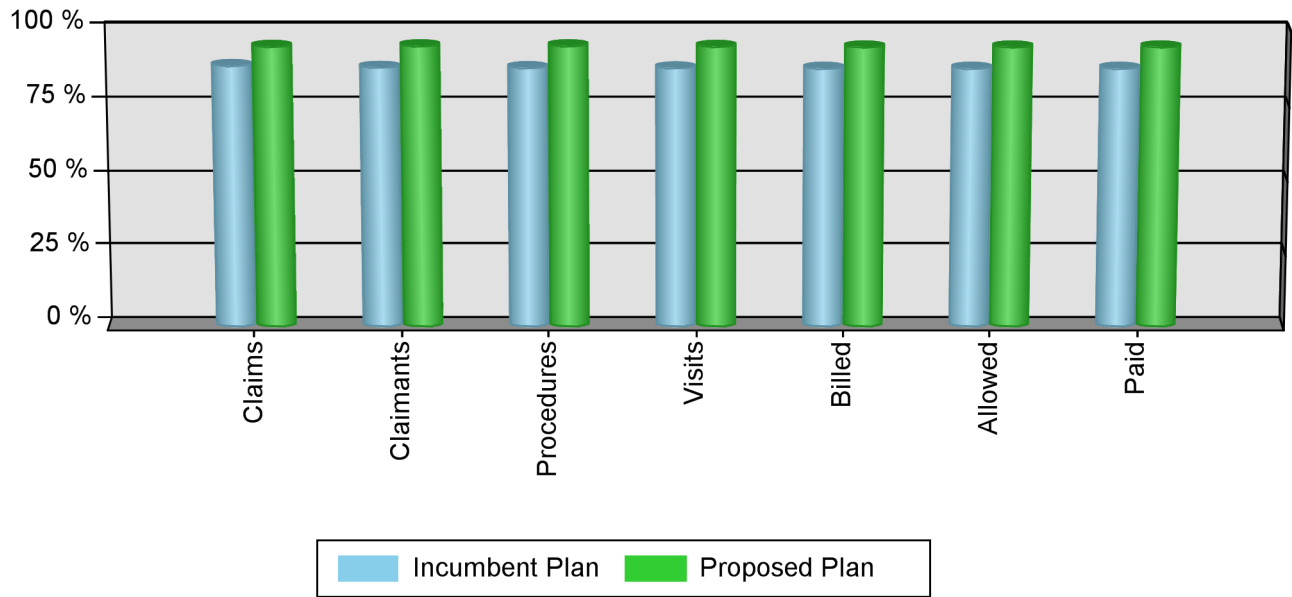
**Proposed Products:**  
HealthyStart PPO

# **Disruption360 Analysis Report**

CONDITIONS OF USE: This website and the data and/or information generated or copied from this website are considered confidential and proprietary. It is intended for HealthyStart ("HealthyStart") business use only. Such information is based upon certain publicly available information and may not accurately represent the current Provider Directory or currently available network for HealthyStart or other plans. It is offered for analytical and general discussion purposes only. HealthyStart makes no warranties or representations as to the accuracy or completeness of the information or its appropriateness for any particular purpose. HealthyStart is not responsible or liable for any claim, loss or damage resulting from its use or reliance upon such information.

HealthyStart and its subsidiary and affiliate companies are not responsible for errors or omissions in this report. The information contained in this document may be confidential and intended solely for the use of the individual or entity to whom it was provided. This document may contain material that is privileged or protected from disclosure under applicable law. If you are not the intended recipient or the individual responsible for delivering to the intended recipient, please (1) be advised that any use, dissemination, forwarding, or copying of this document is strictly prohibited and (2) notify sender immediately by telephone and destroy the document.

# Match Summary



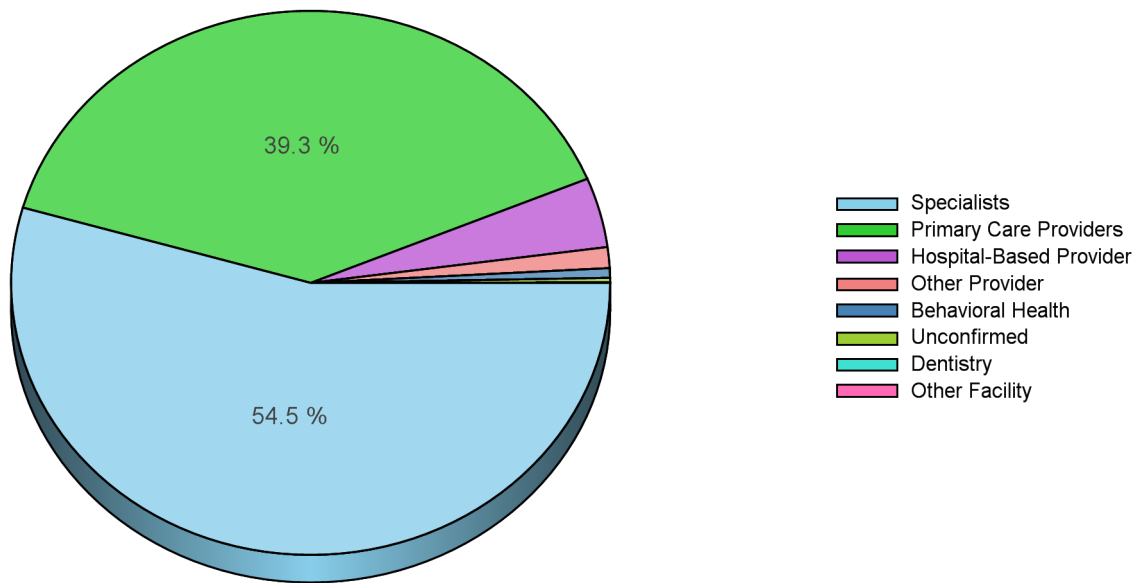
Source	Claims	Claimants	Procedures	Visits	Billed	Allowed	Paid
<b>Claims Data</b>	<b>7,170</b>	<b>27,160</b>	<b>61,320</b>	<b>44,765</b>	<b>\$11,865,199</b>	<b>\$11,369,813</b>	<b>\$11,247,295</b>
<b>Incumbent Plan</b>							
Matches	6,335	23,850	53,766	39,201	\$10,381,601	\$9,948,797	\$9,839,649
<i>High Confidence</i>	6,335	23,850	53,766	39,201	\$10,381,601	\$9,948,797	\$9,839,649
<i>Low Confidence</i>	0	0	0	0	\$0	\$0	\$0
Match Rate	88.4%	87.8%	87.7%	87.6%	87.5%	87.5%	87.5%
<i>High Confidence</i>	88.4%	87.8%	87.7%	87.6%	87.5%	87.5%	87.5%
<i>Low Confidence</i>	0%	0%	0%	0%	0%	0%	0%
<b>Proposed Plan</b>							
Matches	6,798	25,809	58,226	42,433	\$11,224,906	\$10,751,221	\$10,637,716
<i>High Confidence</i>	6,506	24,834	55,972	40,783	\$10,748,129	\$10,297,137	\$10,190,434
<i>Low Confidence</i>	292	975	2,254	1,650	\$476,777	\$454,084	\$447,283
Match Rate	94.8%	95.0%	95.0%	94.8%	94.6%	94.6%	94.6%
<i>High Confidence</i>	90.7%	91.4%	91.3%	91.1%	90.6%	90.6%	90.6%
<i>Low Confidence</i>	4.1%	3.6%	3.7%	3.7%	4.0%	4.0%	4.0%
<b>Net Change</b>							
Matches	463	1,959	4,460	3,232	\$843,305	\$802,423	\$798,067
<i>High Confidence</i>	171	984	2,206	1,582	\$366,528	\$348,339	\$350,785
<i>Low Confidence</i>	292	975	2,254	1,650	\$476,777	\$454,084	\$447,283
Match Rate	6.5%	7.2%	7.3%	7.2%	7.1%	7.1%	7.1%
<i>High Confidence</i>	2.4%	3.6%	3.6%	3.5%	3.1%	3.1%	3.1%
<i>Low Confidence</i>	4.1%	3.6%	3.7%	3.7%	4.0%	4.0%	4.0%

The information contained herein is confidential and proprietary. See the CONDITIONS OF USE for more details.

# Claims Data Composition

Proposed Plan: HealthyStart

Incumbent Plan: Prime Health



Category	Claims Data		Proposed Plan		Incumbent Plan	
	Count	Percent	Match	Match Rate	Match	Match Rate
Behavioral Health	41	0.6%	3	7.3%	32	78.0%
Dentistry	1	0.0%	0	0.0%	0	0.0%
Hospital-Based Provider	297	4.1%	288	97.0%	170	57.2%
Other Facility	1	0.0%	1	100.0%	0	0.0%
Other Provider	89	1.2%	79	88.8%	37	41.6%
Primary Care Providers	2,817	39.3%	2,718	96.5%	2,502	88.8%
Specialists	3,905	54.5%	3,708	95.0%	3,594	92.0%
Unconfirmed	19	0.3%	1	5.3%	0	0.0%
<b>Total</b>	<b>7,170</b>	<b>100.0%</b>	<b>6,798</b>	<b>94.8%</b>	<b>6,335</b>	<b>88.4%</b>

---

# Claim Data Fill Rate

---

## Sample Provider Claims Data.csv

Data Element	Quality Check	Records	Percent
<b>Address</b>			
	City & State Valid	5,781	80.6%
	Invalid State	1	0.0%
	Phone Populated	0	0.0%
	PO Box Only	8	0.1%
	Street Address Populated	7,169	100.0%
	Zip Code Populated	7,169	100.0%
<b>Identifiers</b>			
	Valid NPI Taxonomy	0	0.0%
	Valid TaxID Taxonomy	6,750	94.1%
<b>Name</b>			
	Not Provided	1	0.0%
	Separate Fields	7,169	100.0%
	Single Field	0	0.0%
<b>Specialty</b>			
	Specialty Populated	7,169	100.0%

---

# File Column Mapping

---

File	Input Field	Standard Field
<b>Sample Provider Claims Data.csv</b>		
	Address	Address
	Allowed	AllowedCharges
	Billed	BilledCharges
	City	City
	Claimants	Claimants
	County	County
	FirstName	FirstName
	LastName	LastName
	MiddleName	MiddleName
	Paid	PaidCharges
	Procedures	Procedures
	Specialty	Specialty
	State	State
	Suffix	Suffix
	Suite	Suite
	TaxID	TaxID
	Visits	Visits
	Zip	Zip