

INGENIX®

Best Match Search

Key Benefits

- **Deliver 21st Century provider search** – Lead the market by offering the richest, most empowering provider search and selection experience available.
- **Personalize the provider search experience** – Your members search using personalized criteria, letting them find doctors that best match their profile and preferences.
- **Empower members** – Your members learn detailed information about how providers approach treating people who are like them, giving members relevant knowledge for their first office visit.
- **Strengthen your position as a trusted advisor** – Branded as yours, Ingenix Best Match Search adds to your prominence as a trusted source for health-related tools and information.

Figure 1. Best Match Search draws on consumer profile and preference information to identify the most appropriate providers for the individual member. Thus, members are able to compare providers and make informed selections

A Quantum Leap in Provider Search

Ingenix Best Match Search is an online provider directory that brings a dramatically new level of sophistication to provider search and selection. It lets health plan members search using criteria of all kinds — proximity, specialty, volume of cases that match a member's profile — whatever is most important to them. Members can literally search for providers on their own terms and find those who best match their needs. What's more, Best Match Search can be privately branded and integrated into your member portal.

Empowering Members

No other provider lookup tool comes close in terms of the depth of information made available to members. That's because only Ingenix has a database comprising approximately 27 million health care episodes — the largest commercially available in the industry. Ingenix analytics identify patient profiles, provider treatment approach, and typical costs associated with treatment. This comprehensive data set powers Ingenix Best Match Search.

The full portfolio of Ingenix products and services features advanced analytics that convert data into actionable, fact-based intelligence for nearly every U.S. health care organization, including more than 1,500 insurance companies and health plans, 200,000 physicians and health care providers, and 3,500 hospitals. It's clear that Ingenix is best suited to provide consumers with the tools and information they need to make informed choices when selecting providers.

The screenshot displays the 'INGENIX. Best Match Search' interface with the following sections:

- Header:** 'INGENIX. Best Match Search' and 'Complete all three steps and we will find Your Best Match Doctor!'
- Step 1: Tell Us Why You Want to See a Doctor**
 - Office Visit or Preventive Care
 - Asthma
 - Back Surgery (Discectomy or Laminectomy)
 - Chest Pain
 - Chronic Obstructive Pulmonary Disorder
 - Coronary Artery Disease
 - Depression
 - Diabetes
 - Knee Replacement Surgery** (highlighted)
 - Migraine
 - Multiple Sclerosis (MS)
 - Pregnancy
 - Rheumatoid Arthritis
 - Sinus Infection (Sinusitis)
- Step 2: Tell Us About You**
 - Tell us what type of doctor you want to see: Orthopedic Surgeon
 - It is common for people who see the doctor for Knee Replacement Surgery to also have other related conditions. Please tell us if you have one of these conditions: Diabetes
 - Zip Code*: 55344
 - Age*: 44
 - Gender*: Male Female
 - Preferred Language: English
 - Insurance Plan*: Allied Premier PPO
- Step 3: Tell Us What's Important to You**
 - Doctor's Distance from Zip Code: 20 miles
 - Treats a lot of patients for Knee Replacement: Important Not Important
 - Treats a lot of patients 40-49 years old: Important Not Important
 - Treats a lot of male patients: Important Not Important
 - Doctor is male: Important Not Important
 - Accepts Allied Premier PPO: Important Not Important
 - Treats a lot of patients for Knee Replacement that also have Diabetes: Important Not Important
 - Has quality ratings that you can review: Important Not Important
- Results:** 'Doctors We Found For You' 8, with a 'Show Doctors' button.

Narrowing the Field

Let's say Joe, a health plan member, seriously hurt his knee during a basketball game. Joe's primary care provider x-rays the knee and sees that Joe has a knee fracture. He instructs Joe to visit an orthopedic surgeon for treatment. Joe visits his health plan's web site to find an orthopedic surgeon and discovers Best Match Search. By allowing him to choose which items are most important to him, Best Match Search dynamically identifies in-network orthopedists for Joe that have experience treating knee fractures specifically for people in his age range with his medical condition (diabetes) — people just like Joe. Search results are sorted by their best match score and presented along with key profile data and contact information, as well as quality and cost efficiency ratings.

As he reviews each orthopedist's information, Joe can select and compare them side-by-side, to further analyze their profiles and demographics. In addition, he can view the number of knee fracture cases treated versus national averages. He also has the ability to compare the services associated with how each doctor typically approaches treatment.

And Joe can easily drill down to see a doctor's detailed profile and a granular view of what he can expect if he's treated by that doctor, including a typical total cost for services without insurance, the most frequently filled medications, and a graphical breakdown by gender and age range of the patients treated.

When it comes to providing useful, personally relevant information about physicians that consumers can use, nothing comes close to Ingenix Best Match Search.

Finding Providers in Three Easy Steps

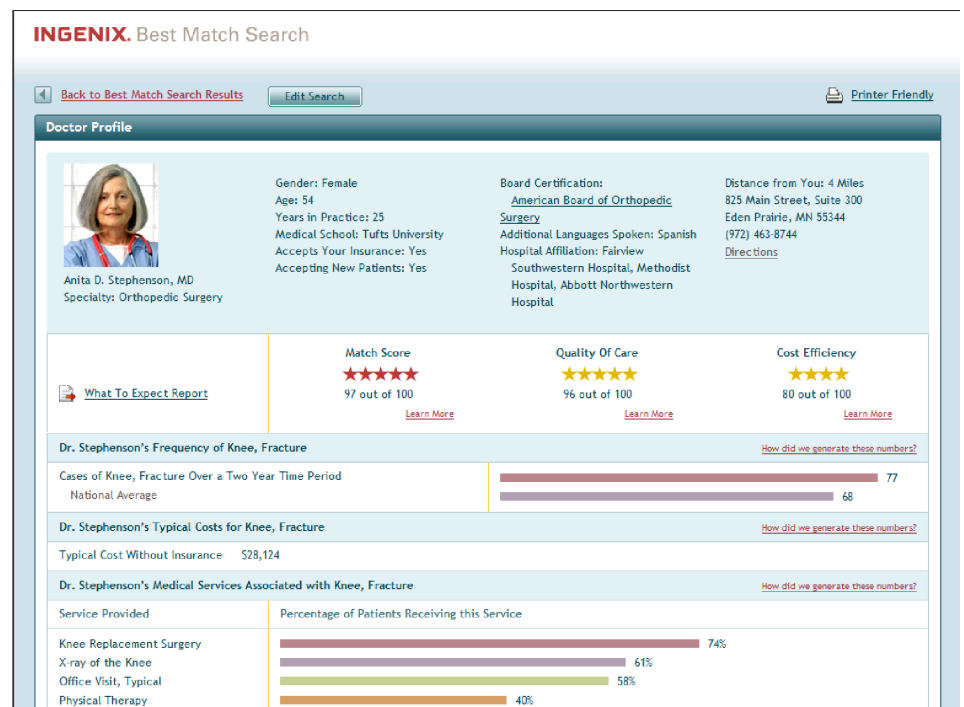
Selecting providers is simple:

Step 1. Why do you want/need to see a doctor? A member we'll call Joe starts the process by filling in the reason he wants to see a doctor: a knee fracture.

Step 2. What kind of doctor do you want to see? Best Match Search allows Joe to narrow his search to only orthopedic surgeons. He also enters any related health condition—diabetes in his case—along with his zip code, age, gender, and native language.

Step 3. What is most important to you? By allowing Joe to choose which items are most important to him, Best Match Search enables Joe to dynamically identify doctors that specialize in knee fractures for people in his age range with diabetes.

Figure 2. Best Match Search presents members with detailed information about a provider's approach to treating patients, including services, lab work, and medications.



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