VBAnalytics Provides More Timely, Accurate and Actionable Data
for a Third-Party Administrator

– About J.P. Farley –

J.P. Farley Corporation is a third-party administrator and benefits consulting company with 40 years of innovative leadership in the healthcare industry. Since 2020, J.P. Farley has been using VBAnalytics. Their previous reporting system was Deerwalk.

– The Challenge –

The team at J.P. Farley was frustrated with their existing healthcare analytics and reporting solution, tired of constantly questioning the accuracy of the data and spending hours researching discrepancies in their reports.

Some of their biggest pain points included:

- Monthly data refreshes, which meant the data could be anywhere from 10 to 40 days old

- Infrequent enhancements to the reporting tool

- Problems with mapping and interpreting their data, which led to inaccurate reporting and inflated member risk scores

- Lack of confidence in the accuracy of the data, which impacted their ability to make sound recommendations to their self-funded clients

– The Solution –

J.P. Farley was an early adopter of VBAnalytics, which enabled them to easily replicate all of their clients' customary reporting into a streamlined reporting package that could be converted to a PowerPoint presentation with just a few clicks.

Some of the immediate benefits of switching to VBAnalytics included:

- ✓ Daily data refreshes, providing access to the most current data available

- ✓ New insights and reports added constantly through VBA's 10+ releases per year

- ✓ One-to-one data mapping from their VBASoftware claims processing system to their VBAnalytics reporting tool for more accurate reporting

- ✓ Confidence in their data and the recommendations they provide to their self-funded clients

> "The integration between VBAnalytics and VBASoftware is key. VBA does not need to interpret our data files because they already understand our data. With VBAnalytics, we have trust in the data, and we can use it to create reports that are actionable."
>
> **Michelle Bounce**
> President
> J.P. Farley Corporation

Results and Use Cases

Implementing VBAnalytics transformed how J.P. Farley went about doing its work. Spending less time validating and researching discrepancies in their data freed up the team to focus on understanding the trends and drilling into reports to find actionable insights. Because VBAnalytics is an intuitive tool, the staff were able to log in and start using it immediately.

USE CASE #1
Proactive Outreach to Members

J.P. Farley's care advocates are using VBAnalytics to data mine and easily identify members they need to reach out to based on contacts with their call center. For example, if a person has called about coverage for a knee surgery, they are able to follow up and recommend which providers they should use to maximize their benefits and minimize costs.

USE CASE #2
Managing Emergency Room Visits

With VBAnalytics, the emergency room utilization reports are more accurate and actionable. One emergency room visit is treated as one instance based on the date of service, regardless of the number of claims submitted. This allows the team to identify high-risk members that may need additional assistance and make necessary changes related to emergency room coverage in their plan designs.

USE CASE #3
More Productive Client Meetings

In addition to sending a suite of reports to the client, J.P. Farley also brings up a live session of VBAnalytics during their client meetings. This allows the team to drill into the data and answer questions from clients in real time, resulting in more meaningful discussions.

Get started with VBAnalytics today.

Learn More

Contact us at
1.866.731.1571 or vbasales@vbasoftware.com.

"I highly recommend VBAnalytics because of the timeliness and accuracy of the data, as well as the frequent updates and new functionality. Having trust in the data is a huge thing. If you send incorrect reports or provide misinformation to your clients, they will lose faith in you. Using VBAnalytics has helped us maintain that trusted relationship with our clients."

Michelle Bounce
President
J.P. Farley Corporation