

Ambulatory Surgery Center Reporting Insights

Leveraging IQVIA commercially sourced all payer claims to track Ambulatory Surgery Center caseloads for faster and more accurate understanding of the shifts in demand today and tomorrow

Today's reality

The Ambulatory Surgery Center (ASCs) space has [grown exponentially](#) over the last six years. There has been a significant shift in the number of procedures historically performed in a traditional hospital setting to now being performed at ASCs. Payers are steering their covered lives to these smaller outpatient care facilities where they can expect lower costs, flexibility in scheduling, and the opportunity to build a relationship with their physician and staff. This channel is expected to see a [25% growth](#) in procedural volume through 2026 and is showing no signs of slowing down.

Both payers and physicians are driving the significant growth of ASCs. Payers are encouraging the shift of procedures to ASCs because it costs them, on [average, approximately half the amount](#) that it would in a hospital outpatient department. The Centers for Medicare and Medicaid Services are [migrating many procedures](#) from their inpatient-only or hospital-only lists to ASCs. Private payers are following suit, enacting policies to drive procedures to ASCs.

For MedTech companies, the effects of these behavioral and infrastructural changes are significant. Having the ability to completely assess, analyze, and define business strategies focusing on procedures and volumes performed in the ASC space has become an increasingly critical business priority. Gaining access and visibility into the ASC setting through understanding market size, share, high volume physicians, and centers are key to expanding your business in the ASC space.

The right solution — IQVIA's ASC Profile Insights

IQVIA's ASC Profile Insights, part of our HPD Performance Management Solutions, leverages the industry's broadest collection of professional and institutional claims to identify the facilities and physicians diagnosing and performing the procedures and treatments of interest across all settings of care.

IQVIA is able to extrapolate by the ASC setting to further conduct analysis and insights to drive key segmentation, market sizing, performance utilization trends, and shifts of physicians into ASCs and other non-hospital locations. Organizations can use this information to plan for numerous commercial operations including supply chain, manufacturing, sales, marketing, and corporate strategy.



IQVIA provides the most accurate and robust claims-driven intelligence. IQVIA's HPD Profile Insights provides an innovative lens that surpasses claims counts and aggregated outputs to encompass more complex methodology for customizing each deliverable to the needs of the client.


Deliverables

Reports are generated using patient-level claims data to inform on healthcare professionals (HCPs) diagnosing, performing procedures, and treating at facilities of interest.

Deliverables can span from claims-level visibility, aggregated outputs, and even complex projection methodology for a more complete capture for the cohort of interest. All of which are able to be organized by various levels of depth and detail ranging from totals via National Reports to Allocation Reports with HCP and healthcare organization details.

 <p>National</p>	<p>National-level volumes for all procedures and diagnosis providing visibility into size and opportunity in the ASC segment.</p>
 <p>Facility</p>	<p>ASCs performing the procedures and/or treating the patients of interest with volumes quantified at each location for target prioritization.</p>
 <p>Physician</p>	<p>Physicians performing the procedures and/or treating the patients of interest in the ASC setting.</p>
 <p>Allocation</p>	<p>Practitioners performing the procedures and the volumes they perform at each affiliated ASC to assist in accurate target prioritization and location.</p>

Key business uses and applications

BUSINESS USE	APPLICATIONS
 <p>National market assessment</p>	<ul style="list-style-type: none"> • Identify trends and adoption. • Determine physician-level market share. • Understanding shift of site-of-care procedures to ASCs.
 <p>Organizational targeting</p>	<ul style="list-style-type: none"> • Identify target facilities (like hospitals, dialysis centers, ASCs, skilled nursing facilities, and other settings of care), and quantify volumes. • Determine market share within facilities. • Track the adoption and shift of procedures. • Quantify trends by payer and IDN/GPO and use this data to inform contract negotiations.
 <p>Segmentation</p>	<ul style="list-style-type: none"> • Understand the needs of underserved markets. • Optimize sales territory planning and effectively deploy your sales force. • Develop appropriate messaging for unique customer groups. • Generate target lists based on volumes.
 <p>Business and corporate development</p>	<ul style="list-style-type: none"> • Identify procedures performed by your target customers and align development initiatives accordingly. • Explore new markets: Determine size and opportunity for white space markets. • Target fast-growing markets. • Utilize and leverage for performance management evaluations.

Data sources and timing

Data is available at the national, state, zip code, provider, and individual ASC levels and sourced from IQVIA's open claims dataset — the market's largest and broadest compendium of switches, updated weekly.

Delivery expertise

IQVIA MedTech customizes reports to ensure the highest relevancy to our customers. This ensures the outcomes are specific and address the use cases and needs of each customer efficiently.

Before presenting data, anomalies and factors that might make the data misleading are identified. For example, states that take longer to send data for compliance reasons should add a few weeks to get a true view of the market. Data is delivered in a simple, easy-to-view format so customers can use it in their own systems and support multiple business units. Weekly or monthly updates show how the market is evolving in real time and historic data through 2018 is available to track trends.

The IQVIA MedTech difference

IQVIA MedTech is a global strategic partner for accelerating MedTech innovation. By intelligently connecting the right insights, technology, and MedTech expertise, we help enhance healthcare outcomes for the medical device and diagnostic industries.

Our market-leading and specialized solutions and services help boost product strategy with advanced data-driven insights, optimize clinical success with accelerated trials and real-world evidence, streamline efficient pathways for regulatory approvals, ensure compliance with comprehensive cloud-based solutions and field recall, and maximize business performance with augmented team solutions along the complete product lifecycle.



About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies, and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence](#).