Payer Analytics Outlook

Payer analytics is critical in helping healthcare organizations make data-driven decisions to improve member outcomes and operational efficiency. In 2024, Milliman MedInsight conducted a survey of its payer customers to assess current and coming trends in payer analytics. Here is what we found.

BEST IN KLAS®
DATA ANALYTICS PLATFORMS (PAYER)
2025

Respondents included end users in a variety of areas:

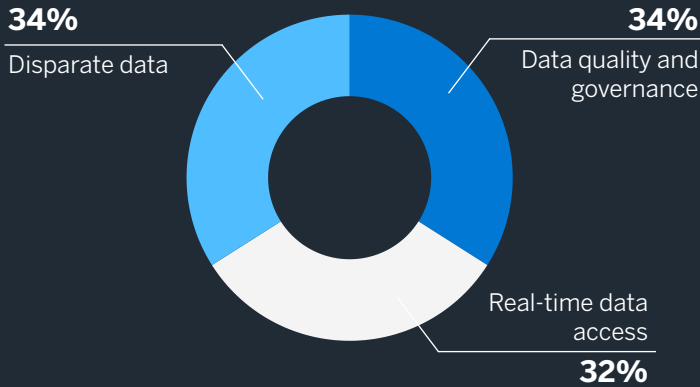**Risk management**   **Pharmacy**   **Analysis**   **Financial**   **Underwriting**

Pain points

Payers struggle with ensuring data quality and governance, managing disparate data sources, and juggling resource constraints. Poor data quality can lead to flawed decision-making and compliance issues, while effective data governance is crucial for maintaining data integrity and consistency.

Data analytics challenges

34%
Disparate data

34%
Data quality and governance

Real-time data access
32%
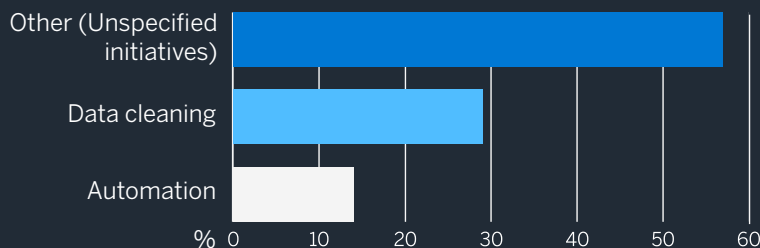
New dataset challenges

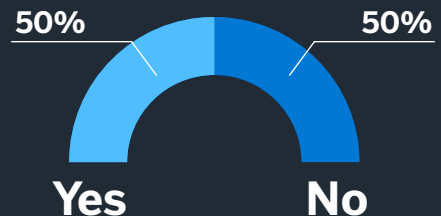7 out of 10 cited
resource constraints

Artificial intelligence (AI)

AI is a rapidly evolving field, and payers are increasingly adopting it for a variety of purposes, though the specific applications often remain unspecified. However, the success rates of these AI initiatives have been mixed. Despite these hurdles, the potential benefits of AI continue to drive interest and investment in the payer sector.
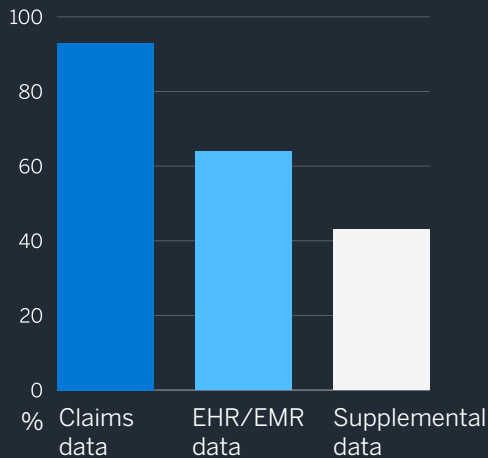
How are they using AI?

Other (Unspecified initiatives)
Data cleaning
Automation

% 0   10   20   30   40   50   60

Was it successful?

50%   **50%**

Yes   No

Future initiatives

Payers are focused on integrating data sources for a more comprehensive view of member health and improving data governance to ensure accuracy, completeness, and consistency. By streamlining data integration, payers can seek deeper insights into member care trends, identify risks more effectively, and optimize care delivery.

Data collected for VBC analytics & reporting

100

80

60

40

20

0
%

Claims data | EHR/EMR data | Supplemental data

Top VBC pressures

80% **Improve member health** by understanding resources needed

67% **Expand efficiencies** to minimize waste and cut costs

Top use cases for EHR data

1 **Care gap closure**

2 **Population health**

3 **Clinical documentation improvement**

Takeaways

To stay ahead of the competition, payers need insights that provide a consistent enterprise-wide view. Investing in a **trusted payer platform** empowers data-driven decision-making, optimizes resources, enhances member outcomes, and drives stakeholder collaboration.

Get started today

To learn more about how the Milliman MedInsight payer platform can help your organization navigate the challenges of data quality, governance and access, contact us at **info@medinsight.com**.

Milliman **MedInsight**