

## Customer Successes MBF – BUPA Australia Group



“ Futrix provides a very comprehensive set of tools for analysis and reporting. We also find it easy to customize the product to suit our exact requirements.”

Rob Ashmore | Senior Data Analyst | MBF – BUPA Australia Group



MBF, part of the Bupa Australia Group, is the largest non-government private health insurer in Australia, covering nearly two million people. Four years of using Futrix has enabled MBF to undertake powerful analysis to negotiate better contracts and retain customers.

Starting with a small base of 15 users, MBF was pleased that Futrix could empower comprehensive clinical and commercial analysis while being flexible and quick to set up. Now there are nearly 100 registered users. Users regard Futrix as an essential tool to conduct complex and fast analysis. They no longer need to consult with IT specialists to run queries. Users can analyze information from any perspective they need, as there are no pre-defined hierarchies in Futrix.

With 60 years in business, MBF has accumulated massive amounts of information from multiple sources. Information on hospital claims is particularly complex because of the inherent interrelated data on medical

treatments. As a result, MBF found it time consuming to obtain accurate analysis. This problem was quickly resolved by Futrix providing access to all multi-sourced information and presenting it from different angles, which gives users a clearer view of the information. Futrix provides confidence for MBF to negotiate better contracts with their providers. MBF uses Futrix to derive what-if analysis in relation to intelligent clinical service purchasing, movements in treatment complexity, utilization of clinical services as well as future spending. This knowledge gives MBF the power to design their optimum pricing strategies and create better contracts.

Futrix enables MBF to build a membership database that links related data and provides a more insightful view of its membership and its effect on the overall business. All member characteristics, from contribution and claims, to who are leaving, can be easily analyzed. This analysis acts as a good indicator of the health insurance business.

For more information visit [www.futrix.com](http://www.futrix.com) or email us at [info@futrix.com](mailto:info@futrix.com)