



Memorial Sloan Kettering  
Cancer Center

# How H1 partners with MSK to power high-quality, specialized referrals for millions across the country

Memorial Sloan Kettering Cancer Center partners with H1 to integrate key facility-level Insurances Accepted data, democratizing access to expert cancer care for millions across the country.

## Company

Memorial Sloan  
Kettering Cancer Center

## Business

Memorial Sloan Kettering is a premier cancer center, caring for patients across the U.S. with empathy and cutting-edge medicine.

## Location

New York and Denver

## A vision to build a national cancer benefits solution

A veteran in the practice of caring for cancer patients since 1884, Memorial Sloan Kettering Cancer Center (MSK) had a vision to build a national cancer benefits solution that would improve health outcomes and equity across the country. Many patients across the United States do not live near a MSK facility, but seek the level of expertise and knowledge that the center is known for.

Part of this new program would be the ability to refer patients to the best resources and hospitals near them for treatment. With their existing infrastructure, MSK had no way of knowing which hospitals were in-network for a patient, raising the risk of sending them to an out-of-network facility and potentially incurring unnecessary costs and delayed care.

202

Employers and unions

6.4M

Covered lives

10K+

MSK Direct patients

# Leveraging data to power an innovative service

MSK needed a partner that could provide detailed insurance data and plug in as the final puzzle piece needed to launch their program. Their criteria for a partner included values and mission alignment, with the ability to offer dynamic data via API to ensure they were always able to access the most comprehensive and up-to-date insurance information.

As a data platform, H1 fuels many types of healthcare enterprises with actionable provider information to solve the challenge of fragmented and inaccurate data. H1 provides a single source of truth for essential data like insurances accepted, cost, quality, and availability at both the provider and facility level. By integrating H1's data, MSK could see **insurances accepted for 6K+ hospitals** across a variety of plan types and down to the individual plan level details.

## Democratizing access to expert cancer care

With this data at their fingertips, MSK was able to quickly launch "MSK Direct", a national cancer benefits solution that provides millions of employees, union members, and their families with equitable, personalized access to MSK's lifesaving discoveries and subspecialized expertise. For those not in the NY metropolitan area, MSK's nurses and care navigators can confidently refer patients to the best possible in-network treatment center or hospital nearby, saving them the hours of work that would be needed to manually verify every in-network facility under a patient's insurance plan.

The program was originally intended for employers that have employees all over the country and cannot all be seen at MSK. Because of the program's success, MSK decided to roll this capability out to care navigators across the entire hospital system, not just MSK Direct.

The MSK Direct program is now leveraged by **202 employers and unions, spanning 6.4M covered lives, with more than 10K patients** directly using the tool. As a world-leading authority in cancer, MSK Direct provides an opportunity to bridge the gap in cancer health inequities by providing individuals with access to expert resources, treatment, and support, regardless of their location.

See the H1 platform action. Request a demo today. [h1.co/request-demo](https://h1.co/request-demo)