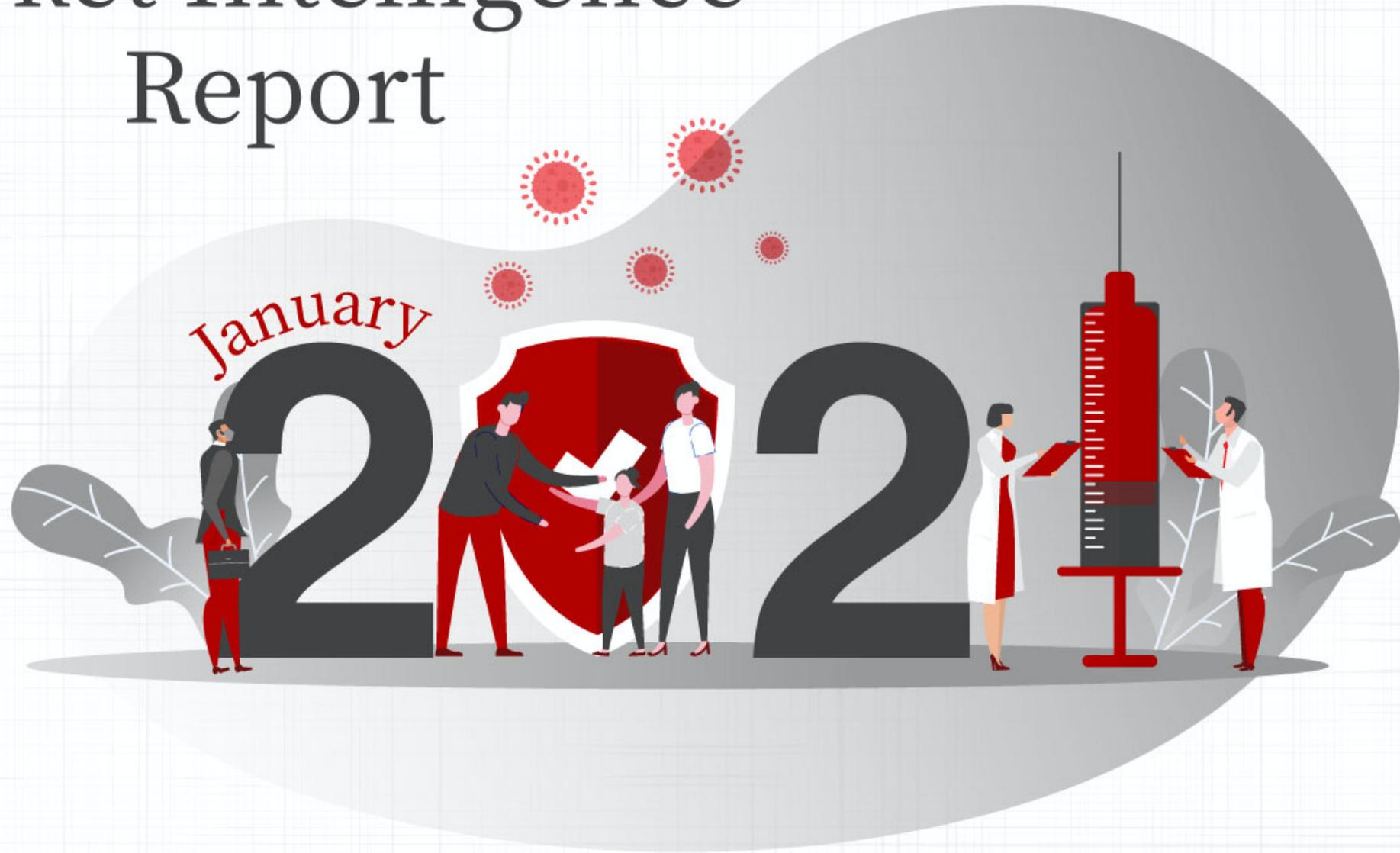


Market Intelligence Report

DistilINFO **HEALTHPLAN**
Right Info | Right Audience | Right Time





What Topics did
100,000+ Subscribers
 of our Publications Read?

2021 Trends

Value Based
 Care

Vaccine
 Access

Rare Diseases

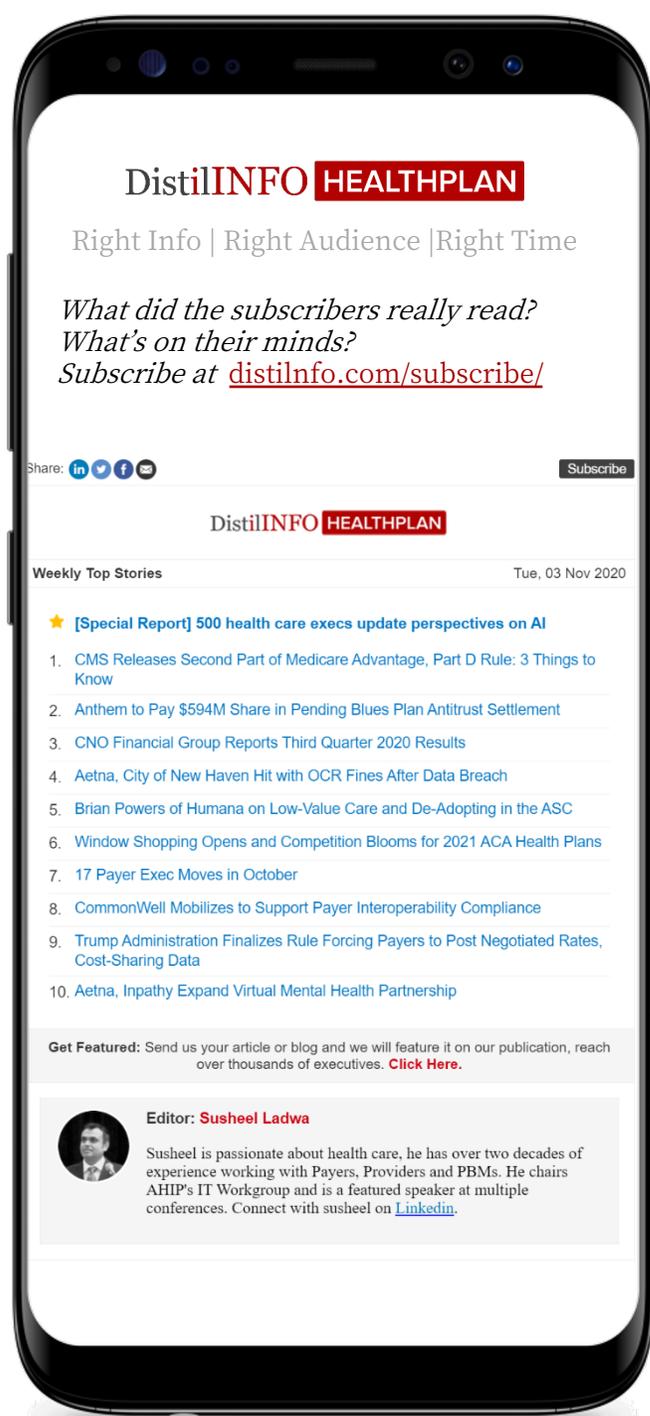
Distil**INFO** **HEALTHPLAN**



We studied and analyzed **reader interest** across Health Plan Industry for this report..

DistilINFO **HEALTHPLAN**

Top 10 Most Read articles in **December 2020** in Health Plan Newsletter



9,000+
CxO Level
Readers



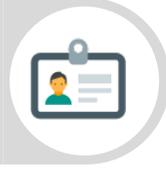
13,000+
VP Level
Readers



1,800+
Health Plan Affiliated
Organizations



31,000+
Director Level
Readers



1. [Blue Cross \\$2.7 Billion Antitrust Settlement Gets Early OK](#)
2. [Experts Share 5 Pivotal Payer Industry Trends To Watch in 2021](#)
3. [Zenefits Introduces Online Health Insurance Shopping for Small Businesses](#)
4. [Centene Makes Deal to Acquire Rare Disease Specialty Pharmacy Pantherx](#)
5. [Centene Acquires Data Analytics Company](#)
6. [BCBS Payers Support Preventative Care, Access to Vaccinations](#)
7. [How Payers Can Drive A Quicker Transition to Value-Based Care](#)
8. [Humana Announces Value-Based Primary Care Services MA Model](#)
9. [AHIP, BCBSA Call For Federal COVID-19 Relief Funding](#)
10. [6 Payer Executives to Watch in 2021](#)



Here is what
CxO, VP, Director Level health plan
audience is interested in.

DistilINFO HEALTHPLAN



Weekly readership profile

Manager

34,536

Director

23,849

VP

14,022

C-Level

9,231

President

3,950

CxO, VP Level Audience

- **2021 Trends:** 2020 was tough. How do I make up for the lost opportunities in 2021?
- **Vaccine Access:** COVID vaccine would not work wonders by itself. How to payers pitch in for a better access?

Overall Business Audience

- **Value Based Care:** What does VBC mean to the business of the payers?
- **Rare Diseases:** Rare diseases are an underserved opportunity. How can payers serve their clients better?

2021 Trends



Lower health spending on elective procedures in 2020 would result in up to **10% higher spending in 2021**



01.

As data interoperability enables seamless and coordinated care delivery, customer-centric **BigTechs enter health insurance**



02.

Seamless member navigation will become even more critical as the shift to telehealth gains ground, and insurers and **telehealth service** providers will have to make the process more robust.



03.

There's going to be a lot more **transparency** and simplicity in terms of what things cost and why, that the payers are providing their own members.



04.

in 2021, as the **cell gene therapies** evolve, Payers will have to hone their strategies for making gene therapies accessible and affordable.

2021 Trends: 2020 was tough. How do I make up for the lost opportunities in 2021?

[Experts Share 5 Pivotal Payer Industry Trends To Watch in 2021](#)



[Medical cost trend in the midst of the COVID-19 pandemic](#)



[Health Insurance top trends in 2021](#)



Vaccine Access

Vaccine Access: COVID vaccine would not work wonders by itself. How to payers pitch in for a better access?



WHO: Equitable access to COVID-19 vaccines estimated to generate economic benefits of at least **US\$ 153 billion in 2020–21**, and US\$ 466 billion by 2025, in 10 major economies



01.

BCBS is issuing grants to community vaccination programs, ranging from \$20,000 and \$50,000, as part of the **BCBSIL Care Van® Immunization Initiative**.



02.

At least 1.3 billion donor-funded doses will be made available to 92 economies eligible for the Gavi COVAX AMC, targeting up to **20% population coverage by the end of the year 2021**.



03.

States can require insurers to cover COVID-19 vaccines upon FDA approval without waiting for ACIP to act, as **Maine and Nevada** have done.



04.

Federal regulations require insurers to **cover the vaccine and its administration**, even when delivered by an out-of-network provider and reimburse these providers at a “reasonable” rate.

[BCBS Payers Support Preventative Care, Access to Vaccinations](#)



[The COVID-19 Vaccine Is Coming, but Will It Be Paid For? Federal and State Policies to Fill Gaps in Insurance Coverage](#)



[COVAX Announces additional deals to access promising COVID-19 vaccine candidates; plans global rollout starting Q1 2021](#)



Value Based Care

Value Based Care: What does VBC mean to the business of the payers?



- Humana saved **\$4 billion** in 2019 from VBC models
- VBC payment market growing at **25% CAGR globally**

Health systems that own a health insurer were able to provide a financial cushion to support clinical operations and are better positioned to deliver value-based care.

Blue Cross NC used its Blue Premier program, which it launched in early 2019, to achieve **52 percent membership in VBC** arrangements by mid-December 2020.

Multi-year financial agreements and data exchange are bolstering the trust between providers and payers.

Humana has announced a new **value-based primary care services model** for Medicare Advantage members using the CMS Primary Care First model.



01.



02.



03.



04.

[How Payers Can Drive A Quicker Transition to Value-Based Care](#)



[Humana Announces Value-Based Primary Care Services MA Model](#)



[PwC: Providers with health plans and value-based care deals in good position heading into 2021](#)



Rare Diseases



- More than **6,800 rare diseases** in the world
- About **30 million** Americans suffer from a rare condition.



01.

Rare, undiagnosed, and complex diseases, often **do not fit easily into the coding system** used by providers and payers.



02.

Almost **six in ten (60%) caregivers** for patients with a rare or complex disease have exhausted their personal savings.



03.

FDA is fast-tracking the rare disease treatments' approval to help the families in needs.



04.

Health plan payers are stepping to better serve patients through **family engagement teams** and more focused pharmacy benefits managers (PBM).

Rare Diseases: Rare diseases are an underserved opportunity. How can payers serve their clients better?

[Centene Makes Deal to Acquire Rare Disease Specialty Pharmacy Pantherx](#)



[How to Rethink Population Health Management for Rare Disease Care](#)



[Top 5 Most-Read Rare Disease Stories of 2020](#)



Key Takeaways



Prepare for a blockbuster 2021

- 2021 will be a blockbuster year for the providers with a bounce in surgeries, hospitalizations, and organic revenue growth.
- Warning: Payers may surpass the Medical Loss Ratio of 80% by Q3 2021.
- Appropriate accounting and long-term contracts with providers would cushion the impact of rebound in 2021.

Spread the 2021 costs over multiple years



Do more than just paying for the vaccine

- Even without a regulatory compulsion, payers are better off by paying for the COVID vaccination, and saving costs through the disease prevention.
- To harness the benefits of vaccination, payers must go a step ahead and engage with the end beneficiaries.
- Support the providers in better managing the COVID vaccination program.

Big Picture: Improve the vaccination adoption at population level



Help the Providers in 2021

- Price out a VBC strategy and compare it with the fee for service model.
- Engage with providers through a multiyear program, where payers can support the providers in keeping the insured population healthier.
- VBC would mean a significant payout in the initial years, with considerable savings in the future.

Provide them a financial cushion to recover from 2020



Develop an aggressive “Rare Disease Strategy”

- 30 million families need a health plan tailored for the rare disease conditions. This is a significant market.
- Form the patient navigation teams to avoid people slipping out from the cracks in health system.
- Work with providers and pharma companies to soften the financial burden on the families.

Identify rare disease candidates early on, and help them navigate

2020 Throwback: Beyond COVID

COVID crisis did try to get the best of the year-2020. However, the major trends of 2020 list below are worth noting and would send ripples into the 2021.

Single Payer System

- A pandemic and an election year drove forces to establish a case for single payer system.
- Single payer might not mean an end to private insurance (like Canada), but would mean commoditization of insurance products with little room for creativity and differentiation.
- Payers must learn from markets like Australia and UK where single payer systems co-exists with private payer channels.

Mounting Regulatory Challenges

- CMS and government regulatory agencies are increasing their scrutiny of the health plan payer operations and financial transactions.
- State governments are moving in a direction to decentralize the management and of the health plans.
- Healthcare providers are also impacted by the spillover effect of newer regulations. Provider associations are presenting their case for higher relaxation.

Money Matters

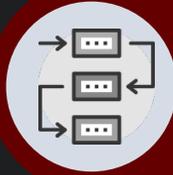
- Venture Capital firms are willing to invest in start-ups that can challenge the status quo in health insurance industry.
- Costs in healthcare sector are artificially inflated. Investors are betting the money on the firms that can “break” (not just bend) the cost curve.
- Insurance companies are investing in start-ups that provide vertically integrated services (e.g., homecare) to better engage with customers.

Most popular articles in
2020 in Health Plan
Newsletter

2020 Top Articles

- [Single Payer Needed Now More Than Ever](#)
- [Fraudulent Coding Led CMS to Overpay Cigna \\$1.4B, Justice Department says](#)
- [Nearly 8 Million People May get a Piece of \\$2.7 Billion in Health Insurance Rebates This Year](#)
- [Global Insurance M&A up in First Half](#)
- [Private Payers Pay Hospitals 247% of Medicare Reimbursement Rate](#)

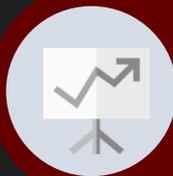
Executives' Insights



Mental health is the unmet need where payers can contribute through systemic re-org.



Make primary care an integral part of value-based care



Physicians are open to partner with the payers to serve the patients better



“Data potential” has just begun to unlock itself

Dr. Hyong Un

Chief Psychiatric and Innovation Officer, Aetna

“Accessing fragmented services can often hinder individuals with a mental health condition from receiving the support they need,”

Oraida Roman

VP of value-based strategies at Humana

“Primary care is always important, but especially so as the nation continues to navigate the disruptive effects of the coronavirus pandemic,”

Shawn Martin

CEO, American Academy of Family Physicians

“We welcome payer participation in the effort to support primary care physicians in their journey to a more patient-centered, advanced approach to care,”

Cris Ross

Mayo Clinic CIO

“The investments we’ve made to digitize healthcare have paid off. We’ve learned that the downstream value of data that’s contained in medical records is incredibly powerful.”

Our Publications Your Lead Gen Platform

DistilINFO HEALTHPLAN

Publication	Reach	eNewsletter Frequency	Ad Options	Impact
DistilINFO HEALTHPLAN	100,000+	Every Tuesday & Thursday	Banner Ad	Visibility
DistilINFO HOSPITAL IT	60,000+	Every Monday	eBlast	MQL
DistilINFO POPHEALTH	11,000+	Alternative Fridays	Static Banner	Visibility
DistilINFO GOVHEALTH	35,000+	Alternative Wednesdays	Interview Ad	MQL
DistilINFO LIFE SCIENCES	42,000+	Every Monday & Tuesday	Content Ad	Visibility
DistilINFO AGING	24,000+	Alternative Fridays	Google Ads	MQL
			Linkedin Ads	Visibility

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Run Campaigns | Generate Leads | Increase Visibility | [Request Media Kit](#)

Promote your brand to
100,000+ Health Plan
focused decision makers..

Typical Results

Visibility	In a Week..	In a Month..
CxO Level	~75+	~150+
VP Level	~200+	~300+
Director Level	~400+	~600+
Others	~500+	~800+

Marketing Qualified Leads

MQL's	~20 to ~50	~50+
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