

DistilINFO **HEALTHPLAN**

Right Info | Right Audience | Right Time



April 2021: Health Plan Industry

Market Intelligence Report



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

Telehealth on Steroids

Senior Care

Leadership Big Moves

Affordable Care

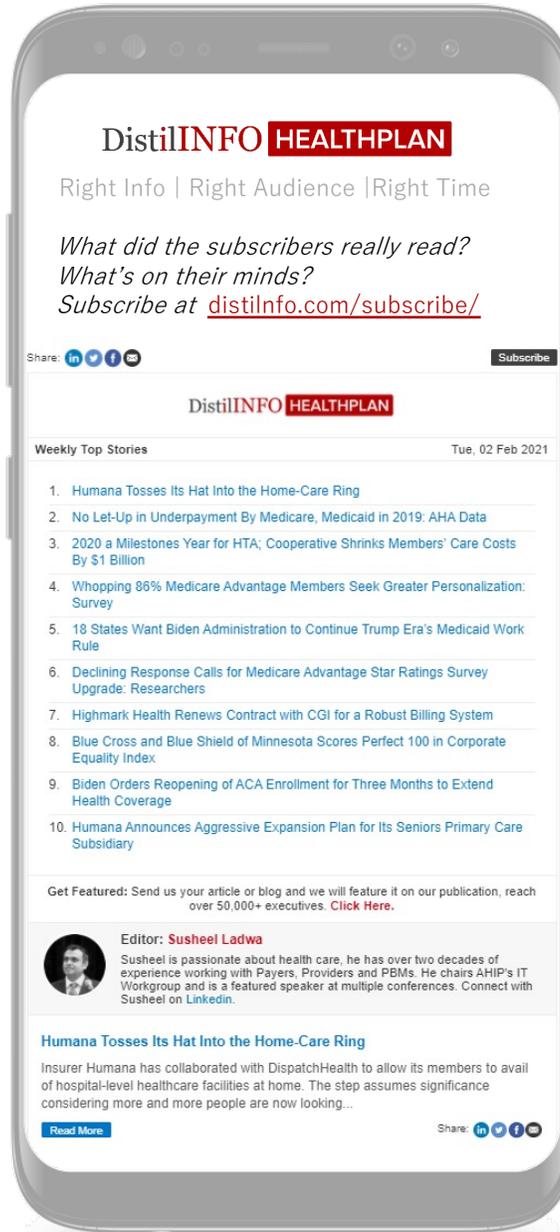
DistilINFO HEALTHPLAN



Top 10 Most Read articles in
February 2021 in Health Plan Newsletter

1. [Centene Ropes in 4 New Executive Leaders to Boost Growth, Innovation](#)
2. [AHIP Drive Shows Payers' Commitment to Deliver Affordable, Accessible Care](#)
3. [Amazon to Provide Telehealth in all 50 States](#)
4. [Some of this year's striking lawsuits and agreements of the healthcare industry](#)
5. [Microsoft Widens Healthcare Window](#)
6. [Anthem's Collaboration with Andhealth Opens Door to US Market for Australian Companies](#)
7. [Cigna Leadership Reflects on What's Ahead of Pandemic](#)
8. [It is New Era for the Care of Older Americans: Aetna CEO Ciano](#)
9. [Providers, Communities Join Hands to Perk up Telehealth: OptumLabs Chief Physician](#)
10. [Payer Industry Abuzz with Leadership Changes in March](#)

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



9,000+
CxO Level
Readers



13,000+
VP Level
Readers



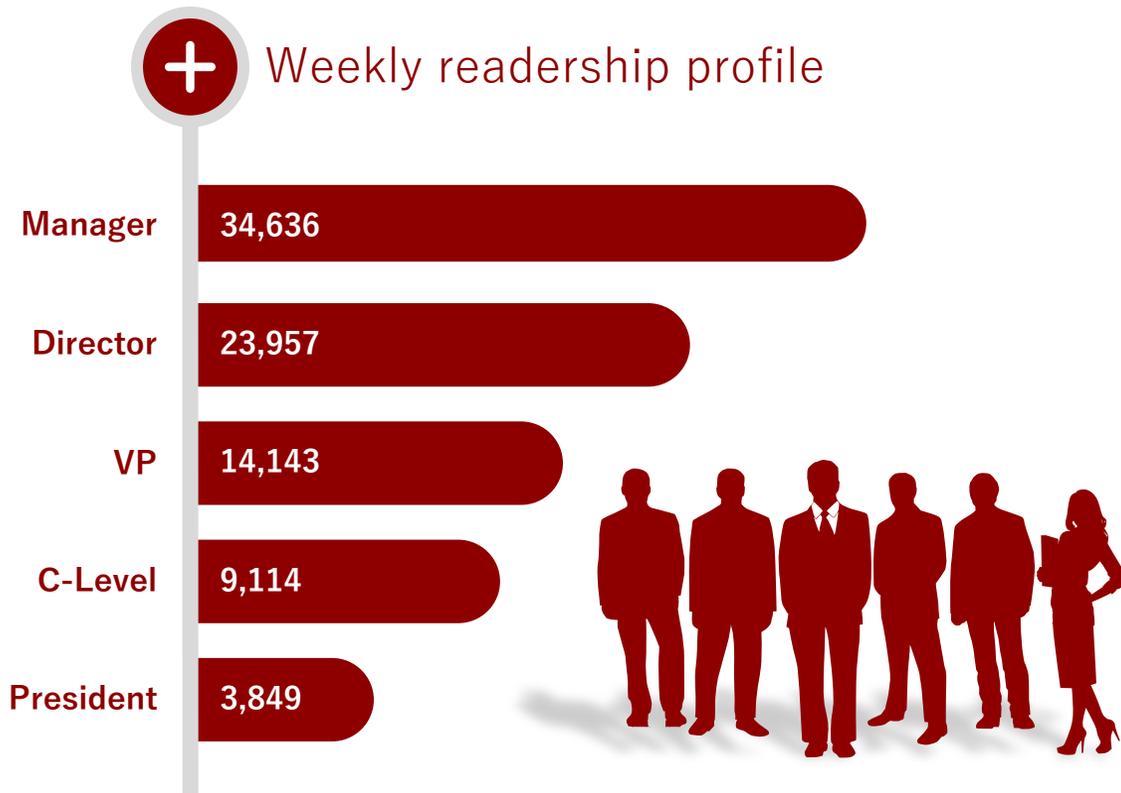
1,800+
Health Plan Affiliated
Organizations



31,000+
Director Level
Readers



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



CxO, VP Level Audience

Telehealth on Steroids: Telehealth is getting exponential traction. What's the payer strategy to capture this opportunity?

Leadership Big Moves: What's about the timing of the big leadership moves across the health plan industry?

Overall Business Audience

Senior Care: Seniors will soon represent largest demographic segment. How to better serve them?

Affordable Care: What can payers do to deflate healthcare pricing and make healthcare more affordable?

Telehealth on Steroids

Telehealth on Steroids: Telehealth is getting exponential traction. What's the payer strategy to capture this opportunity?



“COVID-19 has changed the way we view medicine and **we're not going to go back**” ¹

- 60% of patients with a chronic condition had a telehealth visit
- 53% patients state that telemedicine provides the same or better quality of care as an in-person visit

Amazon Care has filed to do business in several more cities, providing access to a lot more people of other companies in all over 50 states. Although it's under a shady wrap of how Amazon Care will work in combination with health care insurance if it is provided by enterprises. At present, the services are not billed to health insurance or counted towards a user's deductible. ²

“Amazon Care gives instant access to a range of urgent and primary care services, including COVID-19 and flu testing, immunizations, treatment of illness and injuries, preventive care, sexual health, prescription request, refills and delivery and much more”. ²

“What has been highlighted during the pandemic is the disparity in care. Going forward, we will see a relentless focus on improving in this area. UnitedHealth Group has invested in a clinical scholar program to help fund a diverse workforce in the direct delivery of care”. ³

1

[COVID-19 incites 'explosive growth' in telehealth, but questions remain](#)



2

[Amazon to Provide Telehealth in all 50 States](#)



3

[Providers, Communities Join Hands to Perk up Telehealth: OptumLabs Chief Physician](#)



Leadership Big Moves



March has turned out to be a quite hectic month for the payer industry in terms of new appointments. This assumes importance considering the **Biden administration's special focus on the healthcare sector**, which is expected to witness some reforms in the months to come. ¹

Centene ²

- Brent Layton has been named as the president of US health Plans, Products, and International by Centene Corp. Layton also retains the title of Executive Vice President of Markets.
 - Sarah London has been named as the president of Healthcare Enterprises and Executive Vice President of Advance Technology.
 - Shannon Bagley has been appointed by Centene as the executive Vice President and Chief Administrative Officer.
 - H.Robert Sanders has been appointed as the Executive Vice president of Global Human Resources.
-
- HealthNow president and CEO Dave Anderson will retire from his post by the end of this year.
 - Fallon Health has roped in Randi Berkowitz, MD, as associate medical director of Summit ElderCare.
 - Humana Military has hired Alefiyah Mesiwala, MD, its chief administrative officer.
 - Richard Trembowicz has been hired as the vice president of provider network management by Health Alliance. ¹

Leadership Big Moves: What's about the timing of the big leadership moves across the health plan industry?

1

[Payer Industry Abuzz with Leadership Changes in March](#)



2

[Centene Ropes in 4 New Executive Leaders to Boost Growth, Innovation](#)



3

[Michelle Harding is The New Senior VP and HROD of US Able Life](#)



Senior Care

Senior Care: Seniors will soon represent largest demographic segment. How to better serve them?



The home environment is not set up to manage mental and physical decline nor social isolation for the one-third of people over 60 who live alone, according to Miller Levy. She estimates that the average American spends \$50,000 a year on home health care, but that could go up to **more than \$300,000 to care for someone with dementia.**¹

One of the more promising efforts from CVS Health is the Age-Friendly Health Systems approach, an initiative led by the Institute for Healthcare Improvement. Practitioners are encouraged to adopt a range of best practices that align with a framework known as the “4Ms”: reviewing their patients’ Medications, Mentation, Mobility and what Matters most to them in terms of health goals.²

Sensi.AI, an AI-powered remote care quality management platform, announces the completion of a \$3.5 million Seed funding round, led by Flint Capital. The investment will support Sensi's continued market expansion across US in-home care agencies and senior care facilities.³

Baby boomers—generally defined as those people born between 1946 and 1964—tend to be more technologically savvy than their parents and most likely have smartphones and use apps. They don’t have the same concerns over making mistakes with technology that the previous generation really had, so the more confident people are with the use of smartphones and smart televisions, the more they see this technology as accessible for them.

1

[Living Their Best Life At Home: Senior-Focused Startups And VCs Reevaluate Elder Care](#)



2

[It is New Era for the Care of Older Americans: Aetna CEO Ciano](#)



3

[Sensi.ai raises \\$3.5M Seed Round for its AI Quality of Care Management Platform in Senior Care Environments](#)



Affordable Care

Affordable Care: What can payers do to deflate healthcare pricing and make healthcare more affordable?



11 years and several near-death experiences, the affordable care act is again expanding. A provision in the **Biden's \$1.9 trillion "American Rescue Plan"** stimulus law to make Medicaid expansion more fiscally appealing.



Hawaii ranks first in the nation for health care access. Massachusetts places second in this subcategory, followed by Connecticut, Rhode Island and Vermont. ²



Nationally, more than 1 in 9 Americans could not see a doctor because it was too expensive in the past year. ²



AHIP said that throughout the COVID-19 crisis, health insurance companies have been supporting and caring for the American people: proactively covering COVID-19 tests at no cost; working with doctors and hospitals to speed their access to care and ensure that care is delivered in a safe, effective setting; expanding access to telehealth services and mental health care; and supporting families and small businesses in our communities, especially in communities of color. ³

1

[11 Years On, the Affordable Care Act Defies Opponents and Keeps Expanding](#)



2

[Health Care Access Rankings - Measuring affordability and access of health care in the states](#)



3

[AHIP Drive Shows Payers' Commitment to Deliver Affordable, Accessible Care](#)





Invest in Virtual Care

- Virtual care is becoming the mainstream mode of care delivery and patient engagement
- While in-person care is here to stay for some cases, investing in tele-tech is becoming inescapable for providers and payers
- Virtual care would not limit to tele-medicine. It will combine remote diagnostics, monitoring, investigations, and care.

Staying relevant is the key metrics while evaluating virtual care strategy



Watch-out for the Policy

- With new government in charge, the healthcare guard is under a dynamism. The policy changes would derive the payer strategy for the 2021 and early 2022
- The payers are responding by forming the effective leadership teams to respond to regulatory ambiguity with agility.
- Having the dextrous hand on the steering wheel is needed now, more than ever

“Watch, understand, respond” | Repeat



Demographic pyramid is inverted

- There will more seniors than any other age group in the next few decades
- Healthcare needs of seniors have a potential to bankrupt the payers. However, this also poses an unprecedented opportunity
- Baby boomers becoming tech savvy is the blessing for the health plans
- Connected devices and algorithms would serve the purposes of senior care a fractional cost, and better outcomes

“Teach the Tech” to grandparents



Make is affordable and accessible

- A non-affordable and non-accessible healthcare is an opportunity lost for the health plans
- Payers and government have the ability to reduce the cost of care and make the industry perpetually sustainable
- Low cost insurance solutions for the bottom of the pyramid is the current need with significant unmet market demand

New products for the underserved market

Executives' Insights



 Patient is the centre of everything

 Quality of care must never be compromised

 Evidence based care is the elixir of health system

 Opportunity hiding beneath "complexity"



Bruce D. Broussard
Humana President, and CEO

“ This new brand reflects the fact that our care-services business is growing and maturing –such as our payer agnostic senior-focused primary care center- and we need a brand that speaks to how we put our members and patients at the center of everything we do”.



Renee Buckingham
Segment President of Humana's Care Delivery Organization

“Our patients have grown accustomed to the highest level of care and nothing will change that.”



Christopher Ciano
President of Medicare for Aetna, a CVS Health company

“We're heading into a new era for the care of older Americans, and this means engaging with a broader range of issues that affect them.” If health care systems can get on board with evidence-based ways to help this population, the entire ecosystem of health care stands to benefit.



Michael Clark
DeliverHealth CEO

“Over the last year, in particular, medical practices and hospitals have been scrambling to recover, adapt and grow. That means increased complexity in their responsibilities,”

Our Publications Your Lead Gen Platform

Distil**INFO** **HEALTHPLAN**

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

Disclaimer

The report contains information based on DistilINFO publication analytics and publicly available information. All product names, logos, and brands are property of their respective owners in the United States and/or other countries. All company, product and service names used on this website are for identification purposes only. Use of these names, logos, and brands does not imply endorsement. You may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit any part of this report without written permission from DistilINFO LLC. Please contact us at contact@distilinfo.com if you have questions.

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+

Contact Us



Susheel Ladwa

Editor
susheel@distilinfo.com
+1.952.484.6873
www.distilinfo.com



Dr. Rahul Garg MD MBA

Associate Editor
Rahul@distilinfo.com
+1.905.484.4040
[LinkedIn](#)