

February 2021: Health Plan Industry

Marketing Intelligence Report



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2021 is all about
Interoperability

Digital Care
=
Value-Based Care

Health Heaven Halt

Healthcare Payments
Become Simple

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100,000+ Subscribers
of our Publications Read?

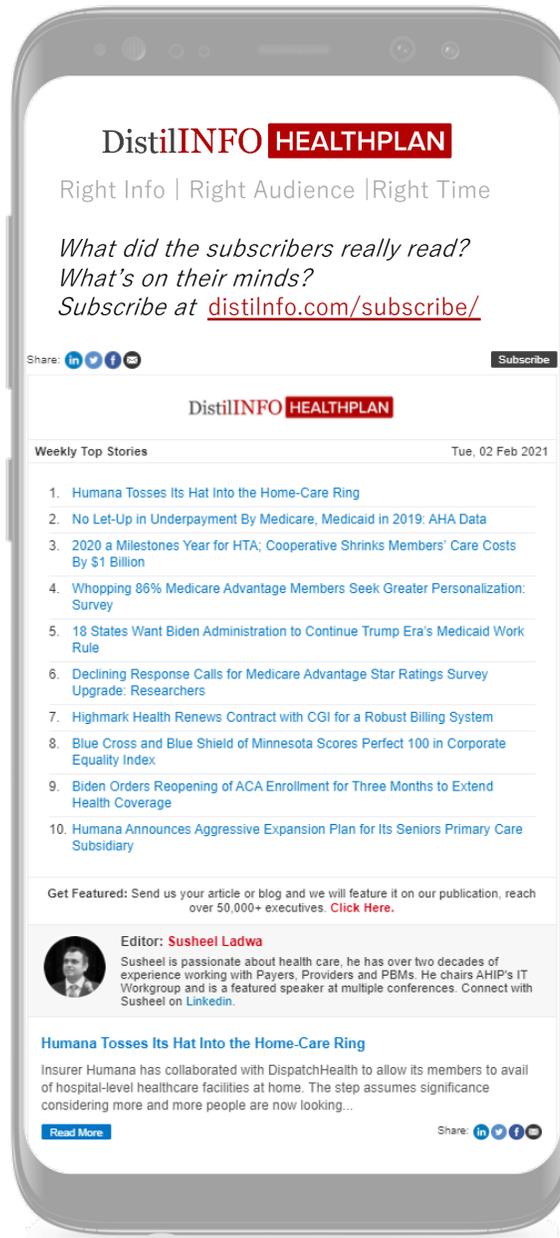
Distil**INFO** **HEALTHPLAN**



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

1. [Cigna CEO – David Cordani Said the Executive Moves Have Had Positive 'Cascading Effects' on Other Leaders](#)
2. [3 Steps to Address Interoperability and Make IoT Work for Healthcare](#)
3. [Anthem Blue Cross Profits Hit By Rising COVID-19 Medical Costs](#)
4. [Best Strategies to Evolve the Affordable Care Act Marketplaces](#)
5. [\\$6.5B Wholesale Pharmacy Sale Agreed by AmerisourceBergen and Walgreens](#)
6. [A New Chapter has Begun Where Digital Health Meets Value-Based Care](#)
7. [Medicaid Social Determinants of Health and Value-Based Care Strategies Outlined By CMS](#)
8. [The Partnership of Athenahealth and Humana to Integrate Payer Data Into EHRs](#)
9. [Haven Healthcare joint Venture of JPMorgan, Amazon, and Berkshire Hathaway is closed](#)
10. [2020 Transformed Healthcare Payments Space Overnight: Rectangle Health CEO](#)

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



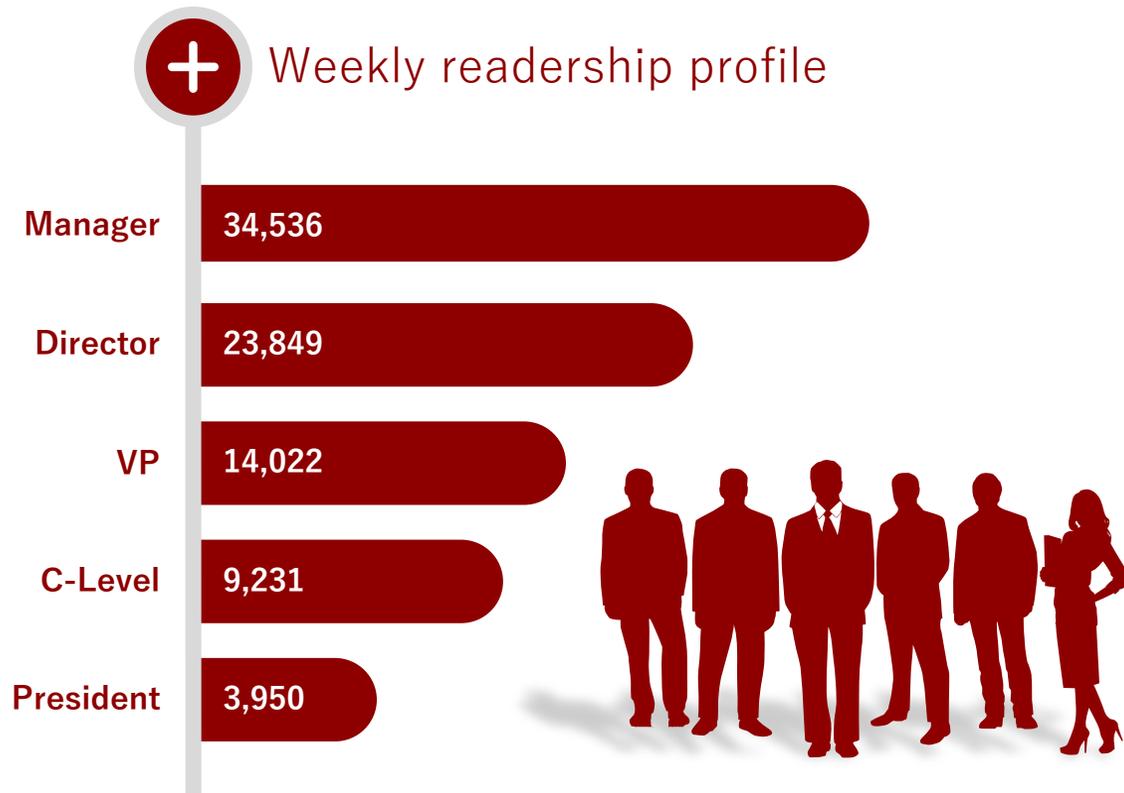
9,000+
CxO Level
Readers

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

- **2021 is all about Interoperability:** Sourcing health data is becoming a new competitive advantage. How will interoperability derive this core competency?
- **Health Heaven Halt:** Why do Buffets and Bezos fail to solve the healthcare puzzle?

Overall Business Audience

- **Healthcare Payments become simple:** Consumers value the simplicity in the processes. What are the drivers of payment simplification?
- **Digital = Value:** Where does digital health intersects with value-based care?

2021 is all about Interoperability



Report: The buoyant market for global healthcare interoperability is expected to grow at a compound annual **growth rate (CAGR) of 13.8%, reaching \$7.96 billion by 2024** from \$4.17 billion in 2019.



3 Steps to Address Interoperability: Seek interoperability; Make network collaboration your goal; Keep operational workflows on priority. ¹



Per the collaboration b/w Athena and Humana, health plan data will be integrated into patients' medical records, providing clinicians with a view of both the patient's clinical and supplemental data. ²



Policies for the cross-border access to personal health data are of paramount importance for policymakers to consider data protection requirements when defining new rules for the implementation of EHR system interoperability. ³



The heterogeneity of EHR systems and the lack of technical interoperability are mentioned frequently as the main problem for the use of these digital solutions and for the cross-border access to healthcare. ³

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2021 is all about Interoperability: Sourcing health data is becoming a new competitive advantage. How will interoperability derive this core competency?

1

[3 Steps to Address Interoperability and Make IoT Work for Healthcare](#)



2

[The Partnership of Athenahealth and Humana to Integrate Payer Data Into EHRs](#)



3

[Data protection issues in cross-border interoperability of EHR systems within the European Union](#)



Digital Care = Value-Based Care

Digital = Value: Where does digital health intersect with value-based care?



Deloitte Study: Top skills needed to realize Value-Based Care (VBC):

- Business, Technology, and economics of medicine **(65%)**
- Wellness and Nutrition **(59%)**
- Development of teamwork skills **(45%)**

As the industry scratched the digital surface through EMRs, telemedicine, and integrated care, the value of care delivered is improving. Digital health has been the “missing-link” needed to deliver VBC driven day-to-day support on health.¹

Consumer engagement should take center stage in VBC arrangements. The full scope of human and digital activity together, both synchronous and asynchronous should be included to unleash the power and convenience of digital tools to move the needle on VBC.¹

CMS Roadmap: Options to advance VBC Medicaid include implementing integrated care models, CHIP Health Services Initiatives, obtaining federal funding for administrative procedures, Medicare Savings Programs, and the Money Follows the Person demonstration.²

As the move to VBC accelerates, we’ll see the breakdown of silos in the organization and the technology infrastructure. Partnerships will be the foundation to enable VBC.³

1

[A New Chapter has Begun Where Digital Health Meets Value-Based Care](#)



2

[Medicaid Social Determinants of Health and Value-Based Care Strategies Outlined By CMS](#)



3

[2021: Healthcare Redoubles Its Focus on Data](#)



Health Heaven Halt

Health Heaven Halt: Why do Buffets and Bezos fail to solve the healthcare puzzle?



The **managed-care index rose 2.2%** the afternoon the news broke. Haven's demise might speak to the challenge of corporate collaborations. Haven's struggle also underlines a truth: Cutting health-care costs is tough. ¹

Perverse incentives remain in the healthcare industry. Despite efforts to move to a more value-based, lower-cost system, the healthcare industry still largely has fee-for-service reimbursement agreements. Since insurers and providers make big profits using the fee-for-service system and heaven could not achieve the objective of lowering the healthcare costs. ²

3 Chefs Spoiled the Dish: Haven, which had about 75 employees, took on more projects than staffers said they felt it was equipped to handle. Much of its work had to be approved by the three founding companies, slowing the progress. ³

Insufficient market power to shift costs. Although the company has 1.2 million employees, the companies didn't have enough market power to make providers lower their costs. Unless an employer group has about 50 percent of a local market, providers won't change their prices. ²

Stanchied Data Access: Haven struggled to access information that insurers typically keep secret, such as granular details behind the pricing and cost structures of certain types of medical procedures. Such details are required to be kept confidential under contracts between insurers and hospitals. ³

1

[Haven Healthcare joint Venture of JPMorgan, Amazon, and Berkshire Hathaway is closed](#)



2

[3 reasons Haven failed: A former healthcare CEO's take](#)



3

[Why the Amazon, JPMorgan, Berkshire Venture Collapsed: 'Health Care Was Too Big a Problem'](#)



Healthcare Payments Become Simple



According to Credit Karma, in October 2020, **20 million** of their U.S. members **held \$45 billion of medical debt** in collections, averaging \$2,200 in debt per member. ¹



Healthcare practices that offer flexible and convenient types of payment — including contactless and recurring methods — as early in the patient journey as possible can achieve increases in administrative efficiency, bottom-line numbers and patient satisfaction. ²



Studies show 1 in 4 patients say they'd switch to another provider or doctor that offered more payment options and a better patient experience. ³



Survey: To manage overwhelming medical bills, 65% of consumers surveyed said they want to discuss payment plan options with their doctors, though only 45% had ever done so. Nearly half (49%) said they want to understand their payment options before they get care. ¹



The patient-centric healthcare shift is well underway, and by providing patients with flexible options to pay, whether at the point of care or after business hours have ended, providers meet their preferences while increasing the rate at which they get paid for treatment. ²

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Healthcare Payments become simple: Consumers value the simplicity in the processes. What are the drivers of payment simplification?

1

[As Medical Bills Continue To Be A Source Of Stress In 2021, Americans Look To Their Doctors For A Cure](#)



2

[2020 Transformed Healthcare Payments Space Overnight: Rectangle Health CEO](#)



3

[Healthcare Rx: Flexible Payment Systems Drive Positive Patient Experience](#)





Data = Oil Interoperability = Roads

- Imagine a world where data is free (not a slave, you do not own it). Then develop your tech infra to fit into this world.
- The current IT systems should be technology agnostic to better communicate with 3rd party channels.
- Investing in APIs would enable entrenched legacy systems to hop on to interoperable wagon.

Give wings to your data through investment in interoperable systems



Digital is the new Value

- VBC hinges on the ability of providers, payors, and patients to work together. Technology is lubricating and holding together this relationship.
- Health plans that do not invest in tech, would eventually miss the definitive trend wave of VBC.
- Digital Health is saving lives, money, and generating value for all stakeholders.

Technology is the missing link to realize the value of VBC



Fail Fast. Learn from the Rich!

- The monopolistic power of health plans forced Heaven out of business.
- With the erosion of the anti-trust immunity, insurers might not have the same outcome for the successor of Heaven.
- A systemic change is about to break the dam. Prepare for a healthcare market without supranormal profits.

Heaven's failure calls for a system level action to cut costs in healthcare



Heal Now. Pay Later.

- Affordability is a major decision driver when patients choose treatments.
- In a VBC environment, payors will lose if patients choose sub-standard care to save money.
- Insurers have the opportunity to provide financing options for the treatment of choice and modulate the patient behavior for favorable outcomes.

Unfortunately, \$\$\$ is an integral component of patient centric care.

Executives' Insights



Can't emphasise enough of interoperability. It's impossible to ignore it.



Primary Care is the closest thing to PANACEA in Healthcare.



Equality and Equity are the key drivers workforce engagement.



Digital-first mindset is the wave of change in healthcare provision.



Dan Soule
VP, Product Management, Health Catalyst

"Improving healthcare interoperability is a top priority for health systems, clinicians, patients, and even legislators,"



Renee Buckingham
President, Humana's Care Delivery Organization

"Partners in Primary Care is expanding rapidly because of the demand from seniors for the type of senior-focused care we provide,"



Dr. Craig Samitt
President and CEO at BCBS of Minnesota

"Our commitment to our LGBTQ+ associates and members is paramount as we continue to strive for true racial and health equity across all communities."



Anne Docimo, MD
Chief Medical Officer of UnitedHealthcare

"As more people and care providers move to a digital-first mindset, UnitedHealthcare will continue to modernize our approach to health benefits and invest in new ways to use technology to help make it more convenient for our members to access primary care and other types of medical services,"

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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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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