

March 2021: Health Plan Industry

# Marketing Intelligence Report





**Post COVID**

**Amazon Health Planning**

**Health Data Pools**

**Health Data Security**

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

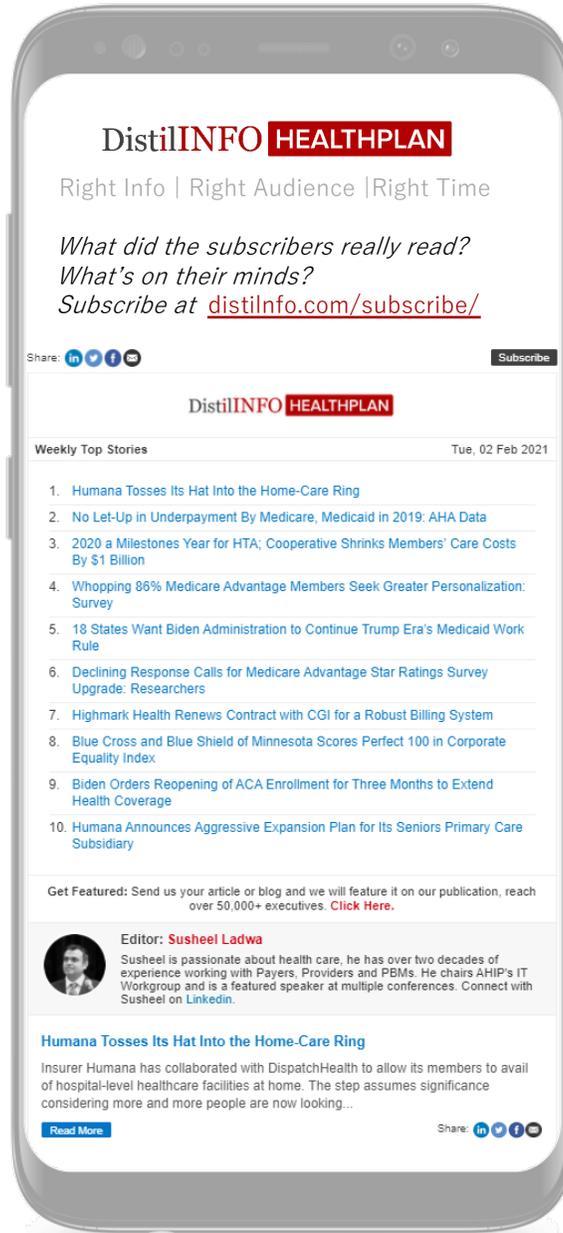
**DistilINFO HEALTHPLAN**



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

1. [How Health Plans Can Sustain Growth: Planning for the future during the Covid-19 pandemic](#)
2. [Amazon Health Poised to get Shot in the Arm Under New CEO](#)
3. [Humana Tosses Its Hat Into the Home-Care Ring](#)
4. [Unitedhealth's Sudden Leadership Change Leaves Investors Puzzled](#)
5. [Payers Raise Pitch for Making Universal Health Coverage a Reality](#)
6. [Q4 Profits of Top Payers Fall as COVID-19 Expenses Rise](#)
7. [Digital Insurer Oscar Health to Raise \\$1.05 Billion Through IPO](#)
8. [Healthcare Bluebook Joins Largest Healthcare Database Owner Club with Purchase of Quantros, Inc. Quality Division](#)
9. [Whopping 55% Jump in Healthcare Data Breaches in 2020 Hit 26 Million People: Bitglass Report](#)
10. [Food Insecurity Most Common HRSN, Reveals AHC Model Evaluation](#)

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



**9,000+**  
CxO Level  
Readers



**13,000+**  
VP Level  
Readers



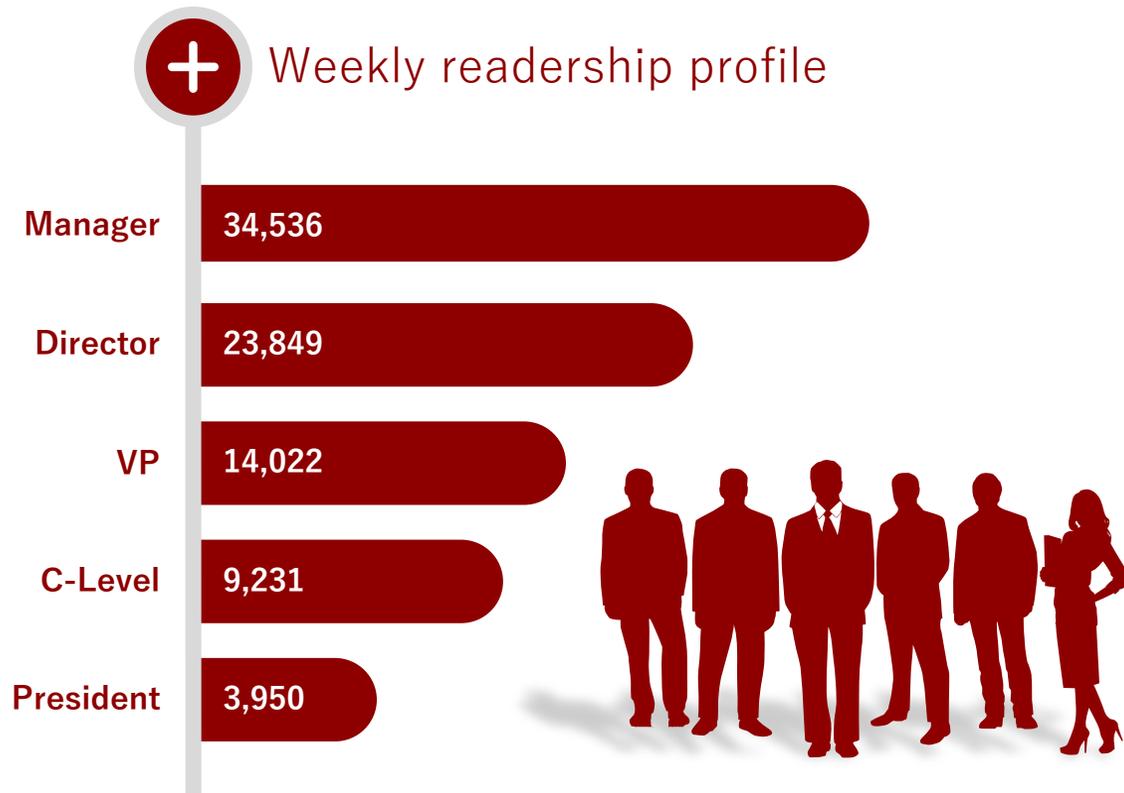
**1,800+**  
Health Plan Affiliated  
Organizations



**31,000+**  
Director Level  
Readers



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



## CxO, VP Level Audience

- **Post COVID:** COVID is not yet over, but we are close. What would the health plan industry evolve into in post COVID world?
- **Amazon Health Planning:** Jeff Bezos was bullish on healthcare. After Bezos, what is the future strategy for Amazon in healthcare industry?

## Overall Business Audience

- **Health Data Pools:** Health providers are clubbing their data together for analytical purposes. How can health plans leverage these data pools?
- **Health Data Security:** Cyber attacks on health data are on a rise. What are the implications on the health plans?

# Post COVID

**21% (10.1 million Americans)** lost access to employer-sponsored coverage. Of those 10.1 million:

- 34% became uninsured
- 32% received ESI3 from a family member
- 28% enrolled in Medicaid
- 6% moved to the individual market <sup>1</sup>

Health plans are doing a great job at providing diagnosis and treatment coverage to the members. People who have tested positive for COVID, now value their health plan provider/payer more than the others. <sup>1</sup>

Q4 2020 profits compared to Q4 2019 profits: <sup>2</sup>

- CVS: \$973 million profit, down 44.2%
- Anthem: \$551 million profit, down 41%
- Cigna: \$4.1 billion profit, up from \$977 million
- Humana: \$274 million net loss, compared to a \$512 million profit in 2019

Regulatory Updates: <sup>3</sup>

- Suspension of preauthorization reviews for COVID-19-related treatments and relaxation of out-of-network requirements for COVID-19 related treatments
- Allowing employees to remain on group health plans regardless of eligibility thresholds and establishment or extension of special enrollment periods
- Relaxation of restrictions on telemedicine reimbursement and easing of restrictions from purchasing of prescription drugs

## DistilINFO HEALTHPLAN

**Post COVID:** COVID is not yet over, but we are close. What would the health plan industry evolve into in post COVID world?

[How Health Plans Can Sustain Growth:](#)

1 [Planning for the future during the Covid-19 pandemic](#)



2 [Q4 Profits of Top Payers Fall as COVID-19 Expenses Rise](#)



3 [COVID-19 US Insurance Regulatory Department Updates](#)



# Amazon Health Planning



Without much to show for the effort, **Haven** announced last month that it would be disbanding. For its part, Amazon continues rolling out services aimed at consumers.

If looked closely, there have been enough indications to validate that Amazon's foray into healthcare — a brainchild of Bezos — is no makeshift arrangement, but it's here to stay and thrive. <sup>1</sup>

Five recent AWS job openings are senior positions related to growing investment in the healthcare industry, indicating that the company is actively looking to dive even deeper into that space. <sup>2</sup>

Jassy (New CEO of Amazon) is expected to use his rich AWS experience to make the healthcare division taste much success, especially when virtual care is gaining ground in the wake of the global Covid-19 pandemic. AWS division is likely to fill a few senior positions to boost investment in the healthcare industry.

Throughout its history, Amazon has found ways to use technology to eliminate waste. From the standpoint of gaining market share through improved customer experience, the healthcare industry's waste is Amazon's opportunity.

## DistilINFO HEALTHPLAN

**Amazon Health Planning:** Jeff Bezos was bullish on healthcare. After Bezos, what is the future strategy for Amazon in healthcare industry?

1

[Amazon Health Poised to get Shot in the Arm Under New CEO](#)



2

[Jeff Bezos Was Never The Future Of Amazon Health](#)



3

[Is Amazon's Healthcare Strategy Clear?](#)



# Health Data Pools

**Health Data Pools:** Health providers are clubbing their data together for analytical purposes. How can health plans leverage these data pools?



**14 healthcare** organizations with tens of millions of patients and facilities **across 40 states**, have formed a new partnership, Truveta, focused on leverage big data analytics.<sup>1</sup>

“With value-based care arrangements increasing payors need accurate, illuminating analytics. The combination of Quantros and Bluebook will provide unmatched insights to allow stakeholders on the giving and receiving end of care the ability to make data-driven decisions,” said Lindsey Klein, General Manager, Provider Solutions at Quantros..<sup>2</sup>

Another good example of health data pools is Surescripts. Surescript was founded over two decades ago by Walgreens, CVS, Medco (now part of Cigna) and others. In 2020 alone, the company processed 18B of clinical transactions, and continues to operate as a highly profitable business.<sup>3</sup>

With the Quantros acquisition, Healthcare Bluebook now owns one of the largest databases of healthcare quality and cost information in the U.S. — covering more than 10 million lives and billions of claims that are refreshed monthly.<sup>2</sup>

Purposes of data consortiums are:

- Developing solutions that providers, health plans, Medicaid programs, and public health departments can;
- Delivering insights for federal agencies to inform critical decisions, relieve administrative burden, and accelerate innovation.

1

[AI Powered Healthcare](#)



2

[Healthcare Bluebook Joins Largest Healthcare Database Owner Club with Purchase of Quantros, Inc, Quality Division](#)



3

[Power in numbers- strong consortium models are emerging in healthcare](#)



# Health Data Security



Data breaches in healthcare saw a staggering jump of **55.1%** in 2020. The cost per breached record also increased 16.3% from \$429 in 2019 to **\$499 per health record** this year. <sup>1</sup>

- A CrowdStrike report found that 104 healthcare organizations were targeted by 18 ransomware organizations.
- Ransomware is the top cyberattack threat to hospitals, with ransomware group Sodinokibi profiting conservatively \$123 million in 2020, an IBM report found.
- A Frost Radar report found more than 90 percent of healthcare organizations reported at least one breach in the last three years. <sup>2</sup>

Many healthcare organizations are struggling to implement digital health initiatives in a secure manner. Telehealth became vulnerable to attack almost as soon as providers began relying on it to treat patients. <sup>3</sup>

75% of the breaches were tied to business associates of providers or third parties, suggesting that non-providers need to ramp up their security as much if not more than the rest of the healthcare community. <sup>3</sup>

27% of consumers said if their data was exposed from a cyberattack on their healthcare provider, they would consider switching to a new provider, according to Morphisec. <sup>2</sup>

**Health Data Security:** Cyber attacks on health data are on a rise. What are the implications on the health plans?

1

[Whopping 55% Jump in Healthcare Data Breaches in 2020 Hit 26 Million People: Bitglass Report](#)



2

[9 must-read takeaways from recent cybersecurity reports](#)



3

[COVID-19 leads to explosion in cyberattacks, data breaches](#)





## COVID hangover is real

- Health plans will experience a drop in profitability in early 2021 as the elective procedure rush returns
- Regulators are pressing payers to continue COVID benefits
- Individuals now relate to a deeper need for a wider insurance coverage
- Marketing is the key to send across the right message and gain market share in post COVID era

**Explicitly cover and communicate the COVID benefits in health plan**



## Watch out for Amazon surprises

- Amazon is developing “around the corner” healthcare solutions. E.g., health clinics closer to warehouses, online pharmacy with discounted prices.
- AWS is championing the artificial intelligence in healthcare
- Amazon is going to be a market leader in claims processing
- An “Amazon Health Plan” is not a surprising future reality

**While you can beat Amazon, you surely can ADAPT**



## Be part of a data consortium

- Health plan and payors have a lot to gain from the data lakes of millions of individuals
- Health plans can contribute to data consortiums in the form of underwriting or claims data
- Data consortiums are the catalyst for the development of futuristic health data models

**Data unity is the strength = Big data leverage**



## Data breaches very expensive

- A data breach would hurt health plans in the following ways:
  - Lose credibility, customers switch, and market share dented
  - Spend \$\$\$ on marketing to damage control
  - Federal fines for the lost data
- As strong cybersecurity framework is the bedrock for implementing digital health

**Spend more on prevention, than cure**

# Executives' Insights



 Natural Language Processing is filling the gap of human capital shortage

 Private payers are trailing Medicare in payment reforms

 Data liquidity and interoperability is the key

 Senior Care is the cornerstone of a successful healthcare system



**Diane Holder**  
President and CEO of UPMC Health Plan

“Over the last two years, UPMC Health Plan abstractors found they can work up to 38 times faster with the implementation of Astrata’s NLP-assisted tools.”



**Christopher Whaley, PhD**  
Policy researcher at RAND

"Bundled payments are gaining popularity in the Medicare system, but have not been adopted as widely by private insurance plans,"



**Andrew Toy**  
Clover president

“Clover is a huge believer in information liquidity for Medicare-eligibles, as well as the concept of truly neutral guidance and informed decision-making. That’s why we seeded SeekMedicare.”



**Mark Prather**  
DispatchHealth CEO

“The pandemic has magnified the importance of caring for vulnerable patients in the safe environment of their homes in place of traveling to access care in a facility”

## Our Publications Your Lead Gen Platform

Distil**INFO** **HEALTHPLAN**

| Publication                             | Reach    | eNewsletter Frequency    | Ad Options    | Impact     |
|-----------------------------------------|----------|--------------------------|---------------|------------|
| Distil <b>INFO</b> <b>HEALTHPLAN</b>    | 100,000+ | Every Tuesday & Thursday | Banner Ad     | Visibility |
| Distil <b>INFO</b> <b>HOSPITAL IT</b>   | 60,000+  | Every Monday             | eBlast        | MQL        |
| Distil <b>INFO</b> <b>POPHEALTH</b>     | 11,000+  | Alternative Fridays      | Static Banner | Visibility |
| Distil <b>INFO</b> <b>GOVHEALTH</b>     | 35,000+  | Alternative Wednesdays   | Interview Ad  | MQL        |
| Distil <b>INFO</b> <b>LIFE SCIENCES</b> | 42,000+  | Every Monday & Tuesday   | Content Ad    | Visibility |
| Distil <b>INFO</b> <b>AGING</b>         | 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+        |
| <b>Marketing Qualified Leads</b> |             |              |
| MQL's                            | ~20 to ~50  | ~50+         |

### Contact Us



**Susheel Ladwa**

Editor  
[susheel@distilinfo.com](mailto:susheel@distilinfo.com)  
+1.952.484.6873  
[www.distilinfo.com](http://www.distilinfo.com)



**Dr. Rahul Garg MD MBA**

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