

6

BUILD VS PARTNER:
**REASONS WHY
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IS YOUR BEST
MOVE**



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The consumer revolution in healthcare is here to stay and it's fundamentally changing the game. Consumers are expecting more from the healthcare industry. And in return, population health managers, including payers and at-risk providers, are focusing on consumer engagement to stand out in an increasingly competitive market and improve the health of their populations.

As a result, a top priority for today's population health managers is to implement a consumer-facing healthcare platform that supports member health beyond clinical settings. Done right, an enterprise-level

consumer platform has the potential to drive engagement, increase brand loyalty, improve operational efficiencies, and even improve outcomes by guiding members and their families to better health.

The big question, however, is whether to take on the risk of building it in-house or outsourcing through a partnership with an enterprise consumer healthcare platform. Before you make your next move, check out these six reasons why partnering is the best way to get to your endgame.



#1 SPEED TO MARKET

Like a game of chess, you want first mover advantage when it comes to launching a consumer enterprise platform. But the road to market can be a long one when the decision is made to build in-house or piecemeal together through acquisition. When contracting with a true enterprise SaaS vendor, it should only be a matter of segment identification, configuration and essentially “turning it on.” Platform partners are in a position to be more nimble, operating at a much more aggressive pace and do not face the same internal and external constraints as most population health managers. As a result, a market-ready platform can typically be available at least 10 times faster than an internally built solution, making it a win for both the consumer and their sponsor.

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#2 FOCUS



A strategic benefit of working with a partner is that building the best possible enterprise-level consumer platform is a matter of survival for them. They provide a degree of focus that couldn't otherwise be achieved inside a large organization where competition among other priorities is fierce and everything becomes a “really important project.” For large established organizations, it can often be too difficult to create the “market force” that drives them - and the people working for them - to do extraordinary things.

Additionally, companies can benefit from the breadth and diversity of a partner's buyers and users, which helps define and drive functionality of the product. They can essentially “crowd source” components of the platform - factoring in requirements from clients and feedback from millions of consumers.

#3 CONSUMER EXPERTISE

Delighting and engaging consumers is an important component of any innovative consumer platform. The ability to understand individuals' motivations, when to trigger behaviors, what activities to recommend, how many activities to recommend, and how to best incentivize and reward behaviors are just a few of the capabilities that differentiate the more innovative consumer platform partners.

As with many other aspects of their lives, consumers also want their health information, tools and resources to be easily accessible in one place - emphasizing the need for a centralized platform that provides a holistic, seamless experience. A critical capability underlying this experience is the ability to aggregate and normalize consumer

interactions with many different players in the health industry and be a truly neutral third party integration platform.

Population health managers have expertise in many areas, such as claims processing, risk management and patient care. However, when it comes to delighting consumers, most would readily admit they fall short. Yet they continue to design new consumer engagement strategies around their goals and processes, rather than focusing on what the consumer wants and needs to accomplish. Understanding these nuances and having the expertise to create an optimal consumer experience cannot be undervalued. Consumer engagement has quickly moved from a buzzword to a key success factor as the industry moves from a volume- to value-driven world.

- UNDERSTANDING THE CONSUMER -



#4 PERSONALIZATION

On the surface it may seem that population health managers, including health plans or at-risk providers, would be in the best position to create such an experience given the vast amount of data they have on individuals. Yet, most health data is clinical, retrospective and inadequate to understand the needs of consumers. Many population health managers still segment their members into cohorts based on claims – defining members by their condition (the payer’s recognized risk) versus who they are as individuals. To truly understand an individual as a consumer and not just a patient, you need to factor in all the variables that impact their motivations, intentions and behaviors.

Today’s consumers leave a trail of digital data on the Internet, which combined with other variables such as zip code, salary and family status, can provide valuable insights on individuals’ intents and preferences. By leveraging machine learning and applying predictive analytics, companies can answer key questions, such as who needs your help, who wants your help and how you can help them, and provide a truly personalized consumer experience.

For example, Joe may have diabetes, but knowing that Joe is a single dad who enjoys sports, spare ribs and has diabetes can make a tremendous difference to that organization’s ability to connect with and engage Joe. A sophisticated consumer-facing platform can factor in this type of information and more to make highly relevant, actionable recommendations. The platform might recommend Joe join a sports-related challenge, offer up healthy BBQ recipes or suggest a mobile application that people like him utilize to monitor blood glucose levels.

Looking ahead, partnering can also provide an easier path to utilizing cutting-edge intelligent and adaptive technologies like cognitive computing, which can adapt to daily, weekly or monthly changes in each individual’s health status, needs or motivations. Having the ability to gather information from consumers in real-time and adjust based on changing needs is a capability that will create true market differentiation.

FOCUS ON CONSUMERS AS
INDIVIDUALS
—VS—
SEGMENTING BASED ON
CLAIMS DATA



#5 INTEGRATION

A key component of a consumer platform is the ability to connect users with the right condition management programs, resources, applications or communities to help them optimize their health. In some cases these may be existing programs developed by the population health manager, platform partner or one of the many innovative digital health solutions in the market.

Regardless of the source, it's critical for a platform to be able to support internally or externally developed programs and create a seamless experience for the consumer. In addition to programs and content, the integration of sophisticated incentive design

and rewards management capabilities – the ability to reward any action with any reward type and any value – is critical to an effective consumer engagement strategy.

Integration can have huge internal costs across numerous departments within an organization. From identifying best of breed third party solutions and contracting with multiple companies, to architecting the integration of numerous digital health innovations, choosing to partner with the right consumer platform can offer significant cost reductions and time savings.



COMMUNITY



CONTENT & EDU



APPLICATIONS



DEVICES



CONDITION MGMT



WELLNESS

#6 COST

Building a consumer platform from scratch is a significant expenditure for a population health manager. It can be tough to make the economics work with respect to how value is measured today – primarily based on premium and medical cost control. An organization building their own platform carries all the risk and cost from staffing and procurement to cloud storage and implementation. For a fraction of the price, organizations can partner with an enterprise platform vendor who is able to spread costs across many clients, achieving significant economies of scale. They can also benefit from having more cost predictability since maintenance and feature enhancements are typically included in monthly and annual contracts.



Conclusion

Whether the decision is made to build or partner, all population health managers looking to compete in today's changing healthcare environment need a consumer platform to not only stay in the game, but win. When you are ready to make the strategic move to partner with an enterprise consumer health platform, here is a quick guide to help you identify the best players:

Your Partner Checklist

- ✓ Can their platform scale quickly and support a large enterprise with millions of consumers?
- ✓ How quickly can you be in market once the platform is configured and member data is ingested?
- ✓ Does the platform have the ability to reward any action with any reward type and any value?
- ✓ Do they incorporate consumer behavior methodologies into their platform design and experience?
- ✓ Can they leverage both internal (claims, biometric, HRA) and external (consumer databases) data to predict which consumers are most likely to engage?
- ✓ What degree of personalization does their platform offer, while maintaining users' privacy and data security?
- ✓ Are they able to integrate any programs, applications, or communities from multiple sources into a seamless, coherent experience?