

Case Study

Breaking Down Granular Enrollment Data

A look into how a healthcare IT organization was able to gain a deeper understanding of their market potential and obtain competitive intelligence with Payer Landscape.



THE CHALLENGE

Client Spotlight: A business development leader within a healthcare IT organization was tasked with developing new outreach strategies for the health plan market. The organization only operates in two states, but it lacks a granular view of the pharmacy and medical lives relationship in specific counties. Their top competitor is beginning to encroach on their market, so time was of the essence to obtain the competitive intelligence they needed to maintain market share.



THE SOLUTION

Client Spotlight: The business development leader realized that a validated third-party source of pharmacy and medical lives was an immediate need to understand her competitors. The organization was already subscribed to various MMIT publications. She inquired with an MMIT expert to see if the granular data was available. Based on their hyper-targeted market, the best solution would be Payer Landscape. After understanding the specific capabilities that would answer her business questions, she obtained budget clearance to access the solution.



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Territory Research:

The account manager is looking to understand pharmacy benefit enrollment in New Jersey. Leveraging the geography view in Payer Landscape, they filter to determine the top controllers for commercial plans.

Geography	CONTROLLER	COMMERCIAL	HEALTH EXCHANGE	MANAGED MEDICARE	MEDICARE	STATE MEDICAD	GRAND TOTAL
Pharmacy Lives Breakdown	Citi Health Alliance	8378	0	0	5816	2128	16322
	Empire Blue Cross	7966	0	0	1222	0	9188
	UnitedHealth Group, Inc.	1904	0	2072	1006	0	4982
	Optum	1900	0	0	5678	0	7578
	Empire Blue Cross Blue Shield of New Jersey	4898	8624	0	3362	0	16884
	Department of Defense - TRICARE	2088	0	0	0	0	2088
	CDNJ Health Plans, Inc.	2000	0	0	1418	0	3418
	Indemnity Blue Cross	1484	886	0	154	0	2524
	Department of Veterans Affairs (DMV)	1358	0	0	0	0	1358
	Group Health Plan Services	7238	0	0	2178	0	9416
	Blue Cross Blue Shield Association Corporation	8184	0	0	78	0	8262
	AACNJ	3748	0	0	0	0	3748
	United Health Care of NJ	2538	0	0	0	0	2538
	UnitedHealthcare Health Systems, Inc.	2528	0	0	0	0	2528
	Magellan Health Management	2528	0	0	0	0	2528
	National Health Solutions PBM	2528	0	0	0	0	2528
	Health Telecom PBM	1712	0	0	0	0	1712
	Enterprise Health, Inc.	1538	0	0	6718	0	8256
	United	858	0	0	0	0	858
	Medical Lives Breakdown						
New Jersey	Empire Blue Cross Blue Shield of New Jersey	2224	8624	1906	868	0	4092
	UnitedHealth Group, Inc.	1204	0	2078	1006	0	3288
	Optum	0	0	0	5678	0	5678
	Citi Health Alliance	4382	0	0	5638	2200	12220
	CDNJ Health Plans, Inc.	2000	0	0	1418	0	3418
	Indemnity Blue Cross	2062	886	0	154	0	3102
Department of Defense - TRICARE	2042	0	0	0	0	2042	



Deep-Dive Into Your Target Market

After diving deeper into this data, Payer Landscape allowed the business development leader to understand pharmacy and medical lives by payer in their current market, down to the CBSA level. It provided her with a clear understanding of the enrollment breakdown and payer relationships. This helped her identify new opportunities in their smaller territory, where her competitor hasn't penetrated quite yet. Not only did she gain this knowledge, she was also able to:

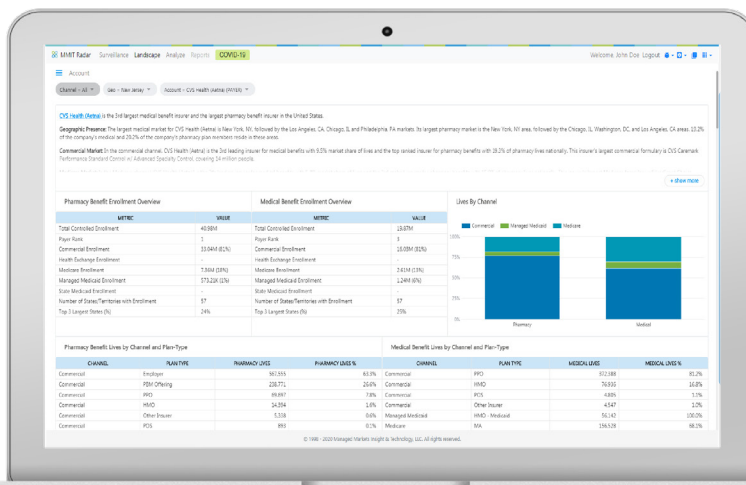
- Segment payers by market share or geography
- Understand influence by organization with parent/child and affiliate data
- Build competitive intelligence strategies around payers

Payer Landscape also provided visibility into PBMs and how to contact key stakeholders, which was a major gap in their business strategy. The addition of a new Payer Landscape capability, "Payer Profiles", allowed them to understand key methodologies and in-depth dynamics around their top priority health plans. All of these resources in one portal allowed the organization to get a well-rounded perspective of their target market.

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Account Deep-Dive:

After further filters, they determine CVS/Aetna, Express Scripts PBM and UnitedHealth Group are the top 3 in that space. The combination of the detailed account view and the new Payer Profiles provide a deep understanding of each account.



Key Contact Identification:

Once they developed their account plan, Payer Landscape's Reach plugin allows them to uncover direct contact information for key decision-makers.

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CBSA Pharmacy Lives Distribution					CBSA Medical Lives Distribution				
CBSA	COMMERCIAL	MANAGED MEDICARE	MEDICARE	CBSA TOTAL	CBSA	COMMERCIAL	MANAGED MEDICARE	MEDICARE	CBSA TOTAL
New York-Newark Jersey City, NY-NJ-PA	8891	4231	2495	8891	New York-Newark Jersey City, NY-NJ-PA	3391	4231	2574	8196
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	2391	8451	498	3740	Philadelphia-Camden-Wilmington PA-NJ-DE-MD	3876	8451	498	12825
Tampa, FL	3741	2391	7328	4460	Tampa, FL	1916	2391	8396	12603
Atlanta City, GA	281	1751	7716	3748	Atlanta City, GA	1426	1751	7426	10603
Wash DC	281	31	4231	2143	Wash DC	1536	31	4274	6341
Albany-Schenectady-Saratoga Springs NY	1114	694	3448	3256	Albany-Schenectady-Saratoga Springs NY	5176	694	3176	9046
Ocean City, NJ	5521	621	4376	1450	Ocean City, NJ	536	621	3176	3373
	2281	9116	2228	11725		6491	9116	2228	17835

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CBSA Breakdown:

The lives distribution view allows for an even deeper dive into specific NJ regions. This enables an even more personalized approach.

THE OUTCOME

Client Spotlight: The business development leader developed a market share report to share internally for her team. This allowed the team to launch new outreach campaigns to key clients and prospects that would move the needle against their competitor and retain and grow their business in this massively important market.

By expanding their partnership with MMIT, they were able to achieve their 2020 business goals of increasing prospects by that will propel them into 2021, with a way to monitor key shifts and trends in their market for the future.



LEARN MORE ABOUT HOW MMIT CAN HELP:

<https://www.mmitnetwork.com/payer-landscape/>