

Case Study

# Systematizing Health Plan Targeting

A look into how a healthcare IT organization automated payer account identification and outreach.



## THE CHALLENGE

**Client Spotlight:** A marketing leader within a healthcare IT organization is tasked with deploying a go-to-market strategy to sell new population health offerings to payers. While the organization has some pilot clients based on pre-existing relationships, they lack a current view of geographic health plan market share and direct contact information for key decision-makers. They want to focus on national payers with over 200,000 covered lives with northeast HQ locations but don't have the infrastructure to pull in key buyer personas for their solutions at scale.



## THE SOLUTION

**Client Spotlight:** After receiving lofty revenue targets for this new payer market, the marketing leader identified that a validated third-party source of account and contact intelligence was an immediate priority. At his previous company, he purchased AIS Health's Directory of Health Plans which led him to MMIT after some initial research. Within a few weeks, he had budget clearance and purchased a subscription to the Directory of Health Plans and MMIT Reach. These tools provided him with access to the payer account and contact intelligence he needed to launch this go-to-market effort.



# A

## Health Plan Enrollment and Segmentation

Without a great foothold on the market quite yet, AIS Health’s Directory of Health Plans was instrumental in establishing a market potential for this new offering in addition to deep segmentation of key payer prospects. The marketing leader used this information to understand total opportunity and segments within the market, which lead to strategy development. This also supported future business challenges such as:

- Segmenting payers by market share or geography
- Understanding influence by organization with parent/child and affiliate data
- Building competitive intelligence strategies around payers

Directory of Health Plans includes quarterly updates that provide insights into key market trends, discontinued/added insurer records, membership gains/losses and much more. All this information, available in an easy to access tool, helps stakeholders maintain a real-time understanding of changes and trends in the market.

# B

## Decision-Maker Intelligence & Trigger Reports

Access to key decision-maker contacts to map into account segmentation was the next hurdle for “going to market”. MMIT Reach provided a much-needed path to their future buyers, with the ability to model a repeatable buyer journey. Having visibility into key decision-makers at target accounts helped prioritize outreach and identify “people shifts” to trigger new opportunities. With their subscription, the organization was able to:

- Deliver targeted messaging based on granular contact segmentation
- Reduce manual sales and marketing contact research online
- Understand payer/PBM decision-making by persona

MMIT Reach is updated monthly with new contacts and profiles. It currently contains 70,000+ key payer and PBM decision-makers. The product also delivers monthly trigger reports, which shows 20,000+ job changes each year and overall contact shifts in the industry. The marketing leader leveraged these reports to adapt his team’s strategies to accommodate major market changes.

Directory of Health Plans:

470+

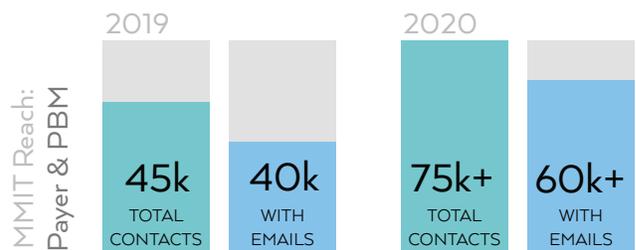
MCOs Tracked Every Month

800+

Mergers/Consolidations Tracked in Last Decade

State Level

Granularity Across all U.S. Health Plans



## Client Experience

- With these solutions, our clients can re-evaluate and enhance their targeting strategy. MMIT Reach and Directory of Health Plans together create a well-rounded view of the market that map directly to key challenges for our clients. Our team works directly with our prospective clients to find a solution that meets their needs. Whether it's a one-time need or an ongoing component of a multi-year strategy, MMIT payer intelligence solutions help build a source of truth to dive deeper into the geographies and segments that matter to each business and solve common targeting hurdles.

## Technology

- MMIT Reach is delivered each month as CSV and Excel file. This file includes a job change report and enriched data to understand shifts in decision-makers. The monthly trigger report highlights new contacts, role and segment changes, account changes and more. Directory of Health Plans is available in an online portal where our clients can analyze and export enrollment data to develop intuitive reports. The interface allows you to filter by state, insurer and other key data points. Together, clients can utilize the information to gather the accounts and contacts that matter.

## THE OUTCOME

**Client Spotlight:** The marketing leader built a data-driven infrastructure that allowed the organization to launch their new product with a clear understanding of their total available market and the buyer/influencer personas that they needed to get in front of. The combined usage of MMIT Reach and Directory of Health Plans provides actionable insights into their target markets for a successful launch. The ability to segment the market beyond the surface level and develop strategic messaging to various targets enabled his team in ways they could not before.

Six months in, he delivered the revenue target for the year with clear visibility to areas of growth in the industry based on very specific account and contact opportunities & triggers.



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