

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 solution 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. In a previous life, he had 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 access to the payer account and contact intelligence needed to launch this GTM effort.

A Health Plan Enrollment and Segmentation

Without a great foothold in 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 the key prospects. 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 to "going to market". [MMIT Reach](#) provided a much-needed path to their future buyers, with the ability to model a repeatable buyer journey:

- Deliver targeted messaging based on granular contact segmentation
- Reduce manual sales and marketing contact research online
- Understand health system and IDN decision-making by contacts

In the past year, we have doubled the size of MMIT Reach. It now contains validated email addresses for 50,000+ key payer and PBM decision-makers. The product delivers monthly trigger reports, which shows 20,000+ job changes each year and overall contact shifts in the industry.



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Directory of Health Plans:

470+

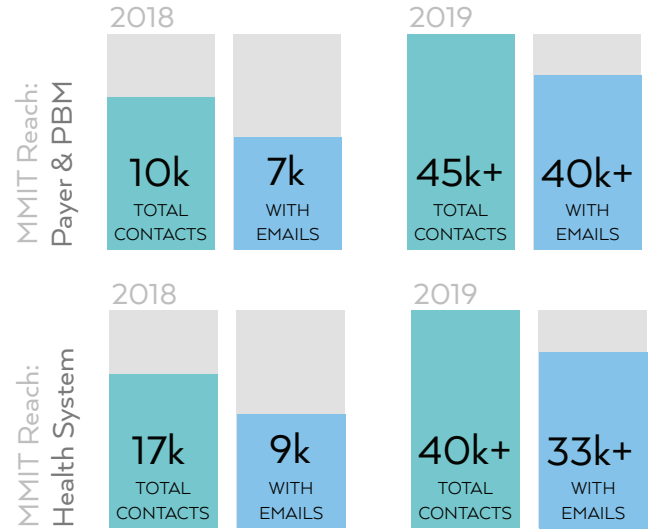
MCOs Tracked Every Month

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.

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.

LEARN MORE ABOUT HOW MMIT CAN HELP:
<https://www.mmitnetwork.com/products/>

