

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 zip codes. 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 Landscape, they filter to determine the top controllers for commercial plans.

Geography	CONTROLLER	COMMERCIAL	HEALTH EXCHANGE	MANAGED MEDICAD	MEDICARE	STATE MEDICAD	GRAND TOTAL
Citi Health Alliance	8378	0	0	5816	2126	0	16320
Commonwealth	7966	0	0	0	1222	0	5988
UnitedHealth Group, Inc.	1904	0	0	2072	1006	0	11784
Optum	1008	0	0	0	3678	0	7176
Honore Blue Cross Blue Shield of New Jersey	6986	8624	0	3962	8834	0	15206
Department of Defense - TRICARE	2888	0	0	0	0	0	2888
CDNJ Health Plans, Inc.	2006	0	0	0	1416	0	2844
Indemnity Plan Corp.	1484	886	0	0	154	0	2484
Department of Veterans Affairs (DMV)	158	0	0	0	0	0	158
Group Pharmacallerg Services	728	0	0	0	2176	0	7424
Blue Cross Blue Shield Association Corporation	8184	0	0	0	36	0	8184
AACNJ	3748	0	0	0	0	0	3748
United Health Care of NJ	2538	0	0	0	0	0	2538
Medicaid HealthCare Systems, Inc.	2538	0	0	0	0	0	2538
Magellan Health Management	2538	0	0	0	0	0	2538
National Health Solutions PBM	2678	0	0	0	0	0	2678
Health Telecom PBM	1718	0	0	0	0	0	1718
Enterprise Health, Inc.	1138	0	0	0	6718	0	1878
United	884	0	0	0	0	0	884
Medical Lives Breakdown							
Geography	CONTROLLER	COMMERCIAL	HEALTH EXCHANGE	MANAGED MEDICAD	MEDICARE	STATE MEDICAD	GRAND TOTAL
Honore Blue Cross Blue Shield of New Jersey	2224	8624	0	1906	884	0	2488
UnitedHealth Group, Inc.	1104	0	0	2076	1006	0	1538
Honore Blue Cross Blue Shield of New Jersey	0	0	0	0	1006	0	1006
Citi Health Alliance	438	0	0	5816	2006	0	7424
CDNJ Health Plans, Inc.	378	0	0	0	1416	0	1806
Indemnity Plan Corp.	284	886	0	0	154	0	1454
Department of Defense - TRICARE	204	0	0	0	0	0	204



## 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 who was controlling them. 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:

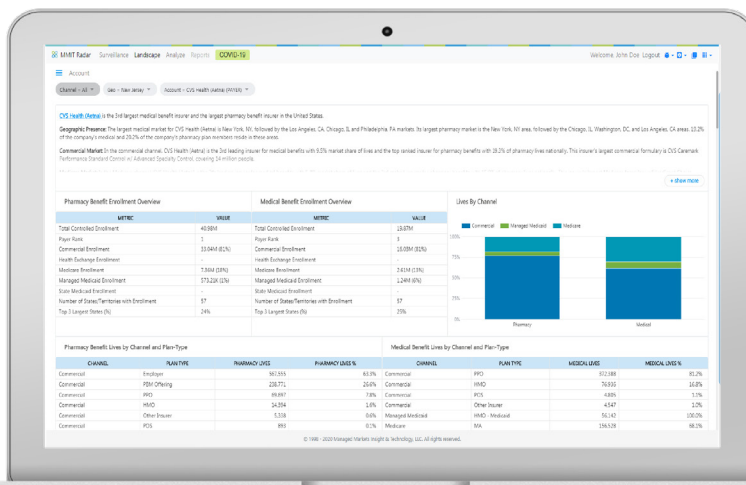
- Segmenting payers by market share or geography
- Understanding influence by organization with parent/child and affiliate data
- Building competitive intelligence strategies around payers

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 Portraits", 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 account detail view and the new Payer Portrait enhancement enable a deep understanding of each account.



## Key Contact Identification:

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

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The screenshot shows the MMIT Landscape software interface. At the top, there are navigation tabs for 'Surveillance', 'Landscape', 'Analysis', and 'Reports'. The main content area is titled 'CBSA Medical Lives Distribution' and contains two tables. The first table, 'CBSA Pharmacy Lives Distribution', has columns for 'CBSA', 'COMMERCIAL', 'MANAGED MEDICARE', 'MEDICARE', 'TOTAL', and 'CBSA'. The second table, 'CBSA Medical Lives Distribution', has columns for 'CBSA', 'COMMERCIAL', 'MANAGED MEDICARE', 'MEDICARE', and 'TOTAL'. Below these tables is a 'Reach' section with a table listing contact information for various individuals.

CBSA	COMMERCIAL	MANAGED MEDICARE	MEDICARE	TOTAL	CBSA	COMMERCIAL	MANAGED MEDICARE	MEDICARE	TOTAL
New York-Newark Jersey City, NY-NJ-PA	8891	4231	2495	8467	New York-Newark Jersey City, NY-NJ-PA	3391	4231	2571	8193
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	2281	8451	498	1073	Philadelphia-Camden-Wilmington PA-NJ-DE-MD	3876	8451	498	12825
Tampa, FL	3741	2391	733	467	Tampa, FL	1911	2391	836	3048
Atlanta City, GA	281	1751	774	375	Atlanta City, GA	1421	1751	742	3134
Wash DC	281	51	423	221	Wash DC	1536	51	423	221
Albany-Schenectady-Saratoga Springs, NY	111	59	344	152	Albany-Schenectady-Saratoga Springs, NY	517	59	127	179
Ocean City, NJ	521	61	437	143	Ocean City, NJ	536	61	127	107
	1281	9111	2221	1171		6411	9111	2221	1271

FIRST NAME	LAST NAME	JOB FUNCTION	TITLE	EMAIL
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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/>