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.

Scenario

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.

Solution

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.

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:

- 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 gain a well-rounded perspective of their target market.
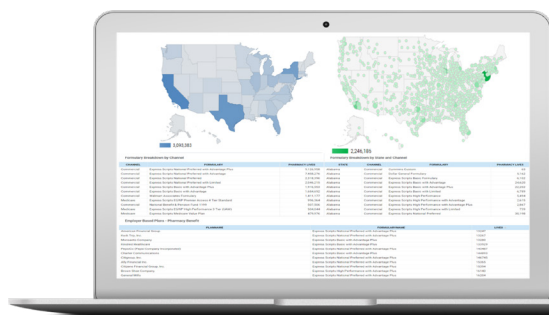

1. Territory Research

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.

2. 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 Profiles enhancement enable a deep understanding of each account.
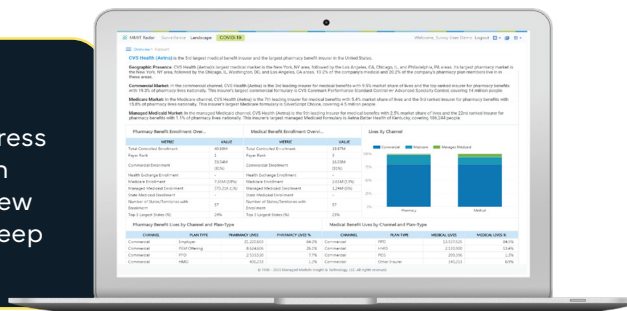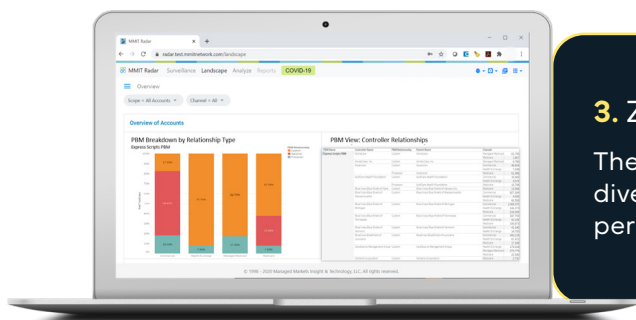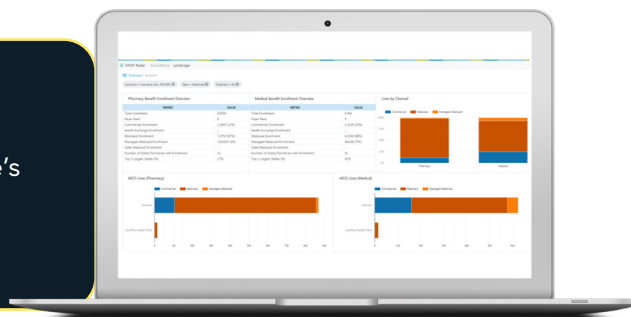
3. Zip Code Breakdown

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

4. Key Contact Identification

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

Success

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 2022 business goals of increasing prospects by that will propel them into 2023, with a way to monitor key shifts and trends in their market for the future.

One Tool for Payer Intelligence

MMIT helps organizations understand health plan market nuances and translate those insights into actions. Learn more about MMIT's _Payer Landscape_ today.

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