

Market Landscape™

A dynamic lens into the health care landscape enabling exploration and understanding of market-level positioning and growth levers

External forces are disrupting the traditional position and value proposition of traditional healthcare players, ushering in new opportunities and drivers for change. Individual and national markets are being shaped by:

- The rising demands of individual consumers
- Providers increasingly shaping the market
- Shifting distribution channels
- Increased pressure of regulations and focus on cost
- The focus on quality over volume

Competitors are transforming to seize the opportunity, rethinking operating models and defining new “win” strategies to engage the individual consumer, support new payer and provider models, and obtain lower cost structures.

New “win” strategies are fundamentally different than previous strategies – requiring plans, health systems, and practices to rethink market analysis approaches at the enterprise and local market levels. Further consideration beyond traditional market segmentation and network unit cost competitiveness is essential for health plan, health system, and physician leadership.

Key question being asked by leading organizations

As health systems, physician practices, and health plans shift to value-based care delivery models, the ability to determine how to adequately find and serve specific populations has become increasingly important.

The following questions are at the forefront:

- What is our current competitive position in our current markets?
- What are the needs of the current population given its demographic characteristics?
- How can we best position our organization in the future against competitors?
- Which geographic markets are most attractive for my organization to enter?
- Which lines of business, specialties, or facility types are needed in a market and therefore, attractive options for growth?
- What options are available to achieve scale?
- Are our current growth targets reasonable and sustainable given market forces?
- What type of inorganic options can we explore to pursue growth?

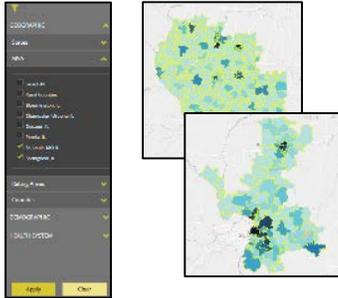
ConvergeHEALTH's Market Landscape™ solution has helped clients answer these questions and develop innovative growth approaches.



A snapshot of ConvergeHEALTH's Market Landscape™

ConvergeHEALTH's Market Landscape uses a combination of proprietary software, integrated third party data, and client provided data to enable our clients to understand the different dynamics of the health care landscape. By layering demographic, hospital, physician, health plan, and client data, clients have an instant multidimensional view of the market. With the insights gathered, clients are then empowered to make strategic decisions for their organization.

Target Specific Geography



Explore areas of interest by filtering zip codes and counties based on desired demographic categories and bands.

Visualize the Landscape



Understand the provider competitors by plotting hospitals, physician practices, and client facility locations and overlay with the population density of demographic characteristics for that area. Users are able to view health system dominance by number of affiliated physicians by zip code and model top health plan prevalence or M&A combinations by filling the map by health plan enrollment or market share.

Analyze the details



Health Plan	Enrollment	Market Share
Aetna	100,000	10.00%
Cigna	200,000	20.00%
UnitedHealth Group	300,000	30.00%
Humana	400,000	40.00%
Blue Cross of Michigan	500,000	50.00%
Blue Cross of California	600,000	60.00%
Blue Cross of New York	700,000	70.00%
Blue Cross of Illinois	800,000	80.00%
Blue Cross of Indiana	900,000	90.00%
Blue Cross of Kentucky	1,000,000	100.00%

Dig deeper into data tables for each health care stakeholder with integrated data from third party sources.

Bottom-line Benefits

Market Landscape can provide the insight necessary to leverage the opportunities relative to an organization's market landscape by:

- Enhancing your perspective of the underlying drivers of growth by using customizable views of market and competitor factors.
- Discovering market relationships and opportunities with visualizations of an integrated data set or seek specific answers by going deep into a selected market landscape.
- Understanding supply and demand in order to set a strategy for results in the evolving health care ecosystem.
- Leveraging the power of data visualizations to communicate insights at the intersection of plan, provider and population data sets.
- Understanding trade-offs in strategic decisions by testing and refining underlying assumptions for organic and inorganic growth.
- Comparing your position relative to your competitors in the market
- Defining and redefining your market—from national, to regional, to county—and use data points to inform local strategies.

Contacts

Help your leaders and administrators make smarter decisions and reap the rewards of using ConvergeHEALTH's Market Landscape™ by contacting any one of us to start the conversation:

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