A New Year for the Health Plan Advisory Council

Overview of services
Research priorities for health plan executives

**RESEARCH PRIORITIES ▼**

**Identity profitable growth**
- Prioritize new initiatives based on market need and feasibility
- Establish shared goals across the organization
- Invest in new business lines and markets

**Forge key market partnerships**
- Understand physician, hospital, med tech, and pharma market developments and their implications for payers
- Design benefits to support provider partnerships

**Engage purchasers and members**
- Track consumer preferences and demographics
- Develop differentiated services for multiple stakeholders
- Build a seamless member experience

**REPRESENTATIVE RESOURCES ▼**

- Expert insight: Evaluating the ACO Strategy: Can We Wait?
- Expert insight: New Benefit Design for Medicare Advantage
- Implementation resource: Medicaid RFP Crosswalk
- Research report: Differentiators Health Plans Need in the Retail Market
- Research report: The Five Mistakes Slowing Down Your Stars Strategy

- Implementation resource: Encouraging Appropriate PCP-Specialist Referrals
- Research report: What Providers Need to Virtually Manage Chronic Care
- Executive brief: Targeted Alliances to Address Medicaid Cost Drivers
- Research report: How Providers View Their Looming Margin Crisis

- Implementation resource: Consumer Services Preference Portal
- Implementation resource: The 10-Minute HRA Makeover
- On-demand presentation: Shattering the Member Engagement Myth
- Research report: Deliver the Member Experience That Matters
- Webconference: When to Guarantee Seamless Navigation to Care
Seismic shifts necessitate accelerated peer learning

Expanding operational scope and new strategic requirements

- Health care reform
  - Managing actuarial risk
  - Focus on consumer as a buyer and driver of care utilization
  - Shift to providers as accountable for care cost and quality
  - Appeal to the individual purchaser
  - Engage members in smart care choices
  - Consider “whole person” health beyond medical care
  - Design benefits around risk-bearing providers
  - Provide members a differentiated experience

- Business model shift
The Health Plan Advisory Council provides strategic guidance for health plan leaders who are trying to navigate changing market dynamics, identify new avenues for profitability, improve relationships with partners, and implement organizational change. Through best practice research, actionable guidance, and data-driven insights, we provide unique support to help member organizations accelerate their strategic objectives.

**Who we serve**

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**Executive team**
- Where does our plan need to invest for profitable growth?
- How do we implement change across the organization?

**Product strategy**
- How should benefits change to meet new consumer needs?
- What do new regulations signal for product design strategy?

**Innovation and strategy**
- How does our plan compare to others in the market?
- What new partnerships do we need to achieve our goals?
EVERGREEN RESEARCH

**Health care policy outlook**: Resources to help your teams get up to speed quickly on new policies and players in the delivery system.

**Access to provider insight**: Enterprise-wide access to research from the provider perspective on cost pressure, revenue opportunities, and payer relations.

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**Market insight and education**

- Where will future disruption come from?
- How quickly will our market transition to risk?

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**Member experience**

- How can plans redesign their operations to best support member needs?
- How should plans partner with providers to integrate the member experience?

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**Network management**

- How should we design our network to meet purchaser needs?
- What type and pace of value-based contracting will meet affordability goals?
Our membership model offers enterprise-wide, unlimited access to our services and resources. Every stakeholder can tap into the resources they need to do their jobs faster and smarter.

1
Distill market trends into actionable insight

- Educational webconferences
  Virtual presentations hosted by Advisory Board experts that cover a range of strategic and operational topics; archived with audio online for on-demand viewing

- Hot-topic research briefs
  Briefings on timely topics that offer strategic guidance on best practice solutions; unlimited downloads and publication orders

- Expert blogs and commentary
  Real-time analysis on consumer insights, market developments, and provider relations

2
Deliver on-demand custom guidance

- Online best practice collection
  In-depth advice and case studies on topics ranging from provider contracting to member engagement to high-risk care management

- Consultative advice
  Insight from Advisory Board experts—with no limits on the number of questions that can be asked or who can ask them

- Strategic plan review
  Customized sets of resources based on plan organizational priorities

3
Accelerate plan performance improvement

- Implementation toolkits
  Key resources and pressure-tested artifacts from other organizations to augment execution of new initiatives

- Consumer surveys
  Understand how consumers access care and what new services they want from plans

- Dedicated advisor
  Your organization’s Advisory Board contact who helps you navigate our resources and serves as a thought partner for your entire team

4
Facilitate executive discussion

- In-person education sessions
  Interactive sessions facilitated by Advisory Board expert on site at member institution to educate team on content topic of choice

- National member meetings
  Comprehensive meetings that provide health plan executives the opportunity to learn and discuss best practice research findings with peers from other organizations

- Facilitated networking
  Introductions to industry leaders, arranged by your dedicated advisor and Advisory Board experts, to enable collaborative learning