

# Current research agenda for health plan leaders

Topic	What we're researching	Why it matters
<b>Clinical cost management</b>	<ul style="list-style-type: none"> <li>• What should plans prioritize to achieve the highest ROI in clinical cost management?</li> <li>• How can plans integrate key functions under the purview of the chief medical officer?</li> <li>• What clinical interventions have proven effective in managing member health and medical spend?</li> </ul>	<ul style="list-style-type: none"> <li>• Healthcare costs continue to increase – plans need to understand what levers they have at their disposal and what they could do to further their efforts.</li> </ul>
<b>Aligning drug spend to value</b>	<ul style="list-style-type: none"> <li>• Are health plans evolving their approaches to managing and paying for drugs given their rapidly rising costs?</li> <li>• Where and when do these strategies focus on price inflection vs. utilization management?</li> <li>• What data and resources are health plans using to make decisions about drugs?</li> </ul>	<ul style="list-style-type: none"> <li>• Pharmaceuticals are becoming both more expensive and more central to care delivery, however it is unclear whether or how health plans are evolving their approaches to managing and paying for drugs (otherwise stated, ensuring that they are receiving value from the drugs they pay for).</li> </ul>
<b>AI for clinical and coverage decision-making</b>	<ul style="list-style-type: none"> <li>• How are stakeholders approaching their investments in this space? What are their future plans, partnership strategies, and the barriers they face?</li> <li>• What are the potential futures here, the implications of those futures, and the key inflection points along the way?</li> </ul>	<ul style="list-style-type: none"> <li>• AI is poised to alter how clinical decisions are made and how coverage of clinical care is determined, but it is not yet clear what those changes will be or how they will impact the industry more broadly.</li> </ul>
<b>Value-based care</b>	<ul style="list-style-type: none"> <li>• What specific strategies can health plans and providers implement to realize value from value-based care arrangements?</li> <li>• How are providers and plans effectively engaging specialists in VBC?</li> </ul>	<ul style="list-style-type: none"> <li>• Contracting has proven to be make-or-break in VBC. Plans need to understand what levers they can pull to best position themselves.</li> <li>• Specialty and procedural care have gone from being the next generation of VBC to some of the most widespread examples through procedural and episode-based VBC arrangements.</li> </ul>

*\* If you are interested in participating in any of these active research studies, contact your account manager.*

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Health plan strategy and growth (Government)	<ul style="list-style-type: none"><li>• How can health plans realize potential benefit in the SNP market?</li><li>• How can Medicare Advantage plans differentiate their products to acquire more lives?</li></ul>	<ul style="list-style-type: none"><li>• Differentiation in MA has become increasingly difficult with new Star ratings calculations and reimbursement methodologies.</li></ul>
Health plan strategy and growth (Commercial)	<ul style="list-style-type: none"><li>• What innovations are driving the rise of alternative health plans in employer benefit design?</li><li>• How can plans incorporate transparency and steerage in commercial benefit design?</li><li>• How can health plans enhance the profitability of Administrative Services Only (ASO) plans?</li></ul>	<ul style="list-style-type: none"><li>• Employers are demanding more cost control on top of increased access and quality. As healthcare costs increase year-over-year, plans must be innovative with their product design.</li></ul>

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