



A **New Year** for the Health Plan Advisory Council

Overview of services



The best practices are
the ones that work for **you.**SM

Health Plan Advisory Council

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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

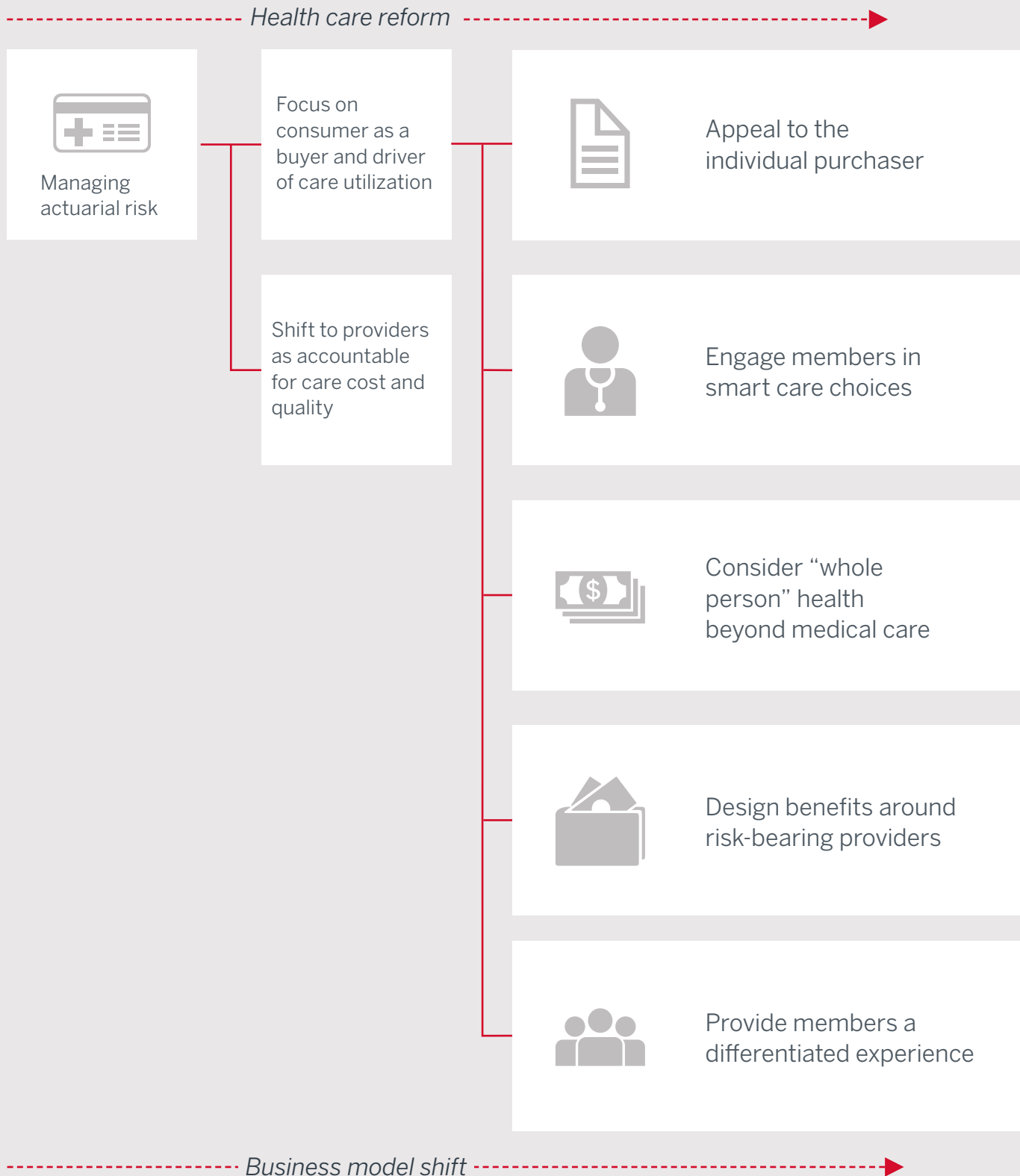
REPRESENTATIVE RESOURCES ▼

- 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**
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- 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**
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- 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

New requirements





Who we serve

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.

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

Market insight and education

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

Member experience

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

Network management

- How should we design our network to meet purchaser needs?
- What type and pace of value-based contracting will meet affordability goals?

Translating ideas into impact

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.

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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

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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

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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

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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

