

# Health plan risk analytics assessment

*Enable health plan organizations to apply advanced analytics to manage risk*



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## Highlights:

- Assesses marketplace dynamics along with expected costs for different products under varying competitive and regulatory settings
  - Creates a roadmap to incorporate new findings and insights into plan design, market segment/product selection, and clinical intervention decisions
  - Leverages IBM's analytical capabilities and market-leading insight, exploring analytics use cases, and collaborating with IBM subject matter experts
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The healthcare industry is undergoing a paradigm shift driven by many external and internal factors. One of the key external factors is the upcoming healthcare reforms. This is leading to the creation of a market place where prospective members can choose their health insurance plan. This mandates health plans to better understand and manage their risks. In this new marketplace, traditional risk control practices – such as underwriting – are not an option. Analytics can help health plans to set up models for better risk identification, mitigation and management while taking on new members.

The Health plan risk analytics assessment provides a proven approach to applying advanced analytics to help health plans better manage risks and costs under different market conditions and regulatory constraints and to ultimately improve their overall financial performance.

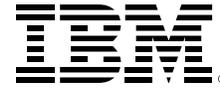
## Assessing risk management through analytics

Traditional risk management strategies depend on underwriting. This can prove counterproductive in the era of healthcare exchanges. This assessment leverages analytics to understand uninsured populations and consumer risks by integrating consumer lifetime value in driving marketing and health management strategy. This leads to better risk management through pricing, marketing and health management.

## Identifying new business value

Our business value assessment is a short-term consulting project that helps you clearly identify areas for improved business value, quantify the expected returns, and help you prioritize those that provide the highest and fastest returns.





The Health plan risk analytics assessment leverages IBM's advanced analytics capabilities on client-specific data to address a specific business question related to risk. It is a proven analytics methodology that incorporates technologies in delivering advanced predictive modeling and data analytics, along with process best practices.

- It helps in cost forecasts for different products under different competitive and regulatory scenarios
- It provides a roadmap to integrate new findings and insights to into plan design, market selection, and clinical intervention decisions

The Health plan risk analytics assessment considers your entire consumer lifecycle from a risk perspective. We create formalized analytical models, business case reports and business value realization roadmap to ensure that the risk is significantly reduced as you take on more members into your health plans.

### **Why IBM?**

IBM's Health plan risk analytics assessment brings together thousands of experienced strategy, analytics, and technology experts and consultants across the globe to help organizations realize their analytics potential. IBM is an active player in healthcare industry. With more than 600 patents in healthcare and life sciences, IBM has been a change agent working on critical industry issues like healthcare reform and eHealth. IBM's services, along with our advanced research group and leading portfolio of top flight analytics software, deliver comprehensive, leading edge business analytics solutions across industries and functional areas for many of the world's top organizations.

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