



The Information Agenda Guide for health plans: accelerating the journey to Information On Demand

Fast-changing administrative services only (ASO), group and individual markets—combined with provider demands, political uncertainty and member health concerns—are among the catalysts for an emerging health plan business model that presents new opportunities and new challenges. For health plans to compete effectively, the vast amount of data they collect needs to be transformed into the actionable information essential for faster, better decision making and for delivering new, targeted services to members, employers and providers.

Complex business models that make health plan members a defining, central focus around which care and services are delivered are becoming the norm, prompting health plan CIOs and executives to re-evaluate strategy; the very purpose of the data being managed; and how that data can be transformed into timely, actionable information. As health plans compete in geographically larger and increasingly more complex markets, there is increasing demand to shorten time-to-market for new services. In addition, return-on-investment horizons are compressing. Risk mitigation, from the technical, financial and regulatory perspectives, gains

importance as health plans contract with partners and third parties to boost competitive advantage or provide more sophisticated service offerings.

The untapped value of information

When all enterprise data can be consistently drawn upon, with governance in place to assure that data is correct, complete and current, the ingredients exist to transform data into trusted, actionable information. This trusted information can then be used to deliver business benefits—such as advanced health plan member disease management, wellness, and new segmented marketing opportunities to attract and retain members—that can lead to sustainable competitive advantage.

Building an information agenda

Health plans want to make the most of both existing and new data but may not know where to begin. They need an information agenda—a comprehensive, enterprise-wide approach giving health plans a roadmap for achieving both short- and long-term capabilities for leveraging data to deliver high-value information. An effective information agenda can help health plans to:

- Identify data and content vital to their operations
- Identify how, when, and where information should be made available and for what purposes
- Determine data management processes and governance practices
- Identify and prioritize information projects that deliver the most value whether that be to lower costs or improve market position
- Align business requirements with information capabilities
- Create and deploy an information infrastructure that meets both immediate and future needs



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IBM can help streamline and accelerate the process of creating an information agenda through industry-specific Information Agenda Guides. Health plan CIOs and line-of-business executives working in concert can build a best-in-class information management vision and create a detailed roadmap to realize it. The goal is to leverage data to unlock the business value of information for competitive advantage and enable delivery of trusted, accurate information to optimize business performance. Actions suggested by the Information Agenda Guide involve key stakeholders across the enterprise, address four key information agenda components, and ensure that these components work together:

- **Information strategy:** The vision that guides decisions and helps the organization determine how best to support business goals
- **Information infrastructure:** The technology components and capabilities needed to establish a common information framework
- **Define and govern:** The policies and practices that facilitate the management, usage, improvement and protection of information across lines of business
- **Roadmap:** A phased execution plan for transforming the organization

IBM as transformation partner

The Information Agenda Guide for health plans is a practical, accelerated and proven approach based on years of experience working with leading health plan organizations. It is a holistic program composed of a prescriptive methodology and mature health plan assets, delivered by IBM practitioners with deep industry expertise.

IBM Information On Demand (IOD) solutions offer end-to-end information infrastructure capabilities for executing your information agenda. Information On Demand offerings have been specifically designed to address virtually every aspect of an enterprise's trusted information needs. Based on open standards and reflecting an investment of over US\$10 billion in the last three years, Information On Demand offerings are among the industry's most comprehensive.

For more information

For a copy of the white paper *The Information Agenda Guide for health plans*—or to learn more about the Information Agenda Guide for health plans and IBM Information On Demand solutions—contact your IBM sales representative or visit:

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New Orchard Road
Armonk, NY 10504
U.S.A.

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