

Healthcare Reimagined: The Intelligent Health Market



The pressure is high for Payers to deliver transparency, better customer experiences, reduced costs, innovation – and to provide the best care at the best price for the best outcomes. In today’s healthcare ecosystems, this has become increasingly challenging.

It’s time to reimagine healthcare for what it could be if Payers broke free of the constraints of siloed, legacy technologies and created something new. It’s time to build an Intelligent Health Market.



Professional healthcare purchasers go online and enjoy a guided shopping experience that allows them to select the ideal combination of best-of-breed Provider networks, pharmacy, behavioral, virtual and digital health solutions for their unique populations of members or employees.



These decisions are made powerful through real-time data, intelligence, and transparent pricing information, ensuring that their selected solutions optimize cost reduction, health care options and access, and deliver the highest quality care.



The Payer can seamlessly connect to their selected solutions. Data and transactions from those solutions are interoperable and available in real-time enabling a seamless experience for the member or employee across their ecosystem of healthcare partners.



The consumer’s healthcare data and transaction information is available across any channel required by the consumer or Payer, enabling prudent, timely and effective decision making.

By transitioning to an Intelligent Health Market these competitive capabilities – and many more – become possible.

What is an Intelligent Health Market?

A mature, **optimized and connected** health marketplace ecosystem is an Intelligent Health Market.

Optimized refers to using data science and analytics to achieve increasingly optimal levels of performance for cost, access and quality, as benchmarked versus prior results, peers and what is possible.

Connected refers to using industry standard interoperability to connect the information systems of marketplace partners within an ecosystem. The goal is to achieve real time data liquidity and visibility. This is necessary to deliver the experience that consumers demand.

An Intelligent Health Market brings the power of a marketplace to healthcare, using data to provide a guided purchasing experience of solutions that are specifically designed for each Payer. Equipped with a holistic view of the Provider networks and Health Market Partners that bring the greatest value and best fit the needs of a Payer's specific member population, the Payer can select actionable solutions that reduce costs and improve healthcare quality. Health market vendor selection becomes easier, faster, and more holistic.

An Intelligent Health Market should also enable a healthcare Payer to connect their entire ecosystem of preferred partners

through a single cloud-based software platform, performing seamless data and operational exchanges across multiple partners. This provides the flexibility to integrate with best-in-class service Health Market Partners, drive down the cost of system integration and maintenance, and deliver richer, actionable data.

In an Intelligent Health Market, a Payer can proactively identify market pricing inefficiencies to create actionable savings opportunities and leverage those savings to fuel innovation and growth within their healthcare ecosystem. When a Payer is able to centralize control of their entire health market ecosystem onto a single cloud environment, it becomes easier to stay in compliance with government regulations, offer greater transparency, and deliver better customer experiences. This holistic approach enables Payers to realize the transformative power of a marketplace.

Every Payer builds out an ecosystem – a marketplace – of Providers, provider networks, point solutions, and health market vendor partners to serve their plan sponsors and members.

Are You Ready to Drive Transformation at Your Organization?

Payers are uniquely positioned to be the catalyst for change and innovation in healthcare. Read our full eBook, ***The Intelligent Future of Healthcare Markets***, to learn why transformation is critical now, what's possible with the right technology, and how Payers can drive these changes. **Download eBook.**