

National MCO Analyzer

In-depth intelligence on the nation's 14 largest managed care organizations

Effective account management and business planning requires a thorough understanding of the shifting opportunities and barriers managed care organizations face in today's marketplace. With HealthLeaders-InterStudy's National MCO Analyzer, managed care marketers get a big-picture view of national insurers' corporate strategies, key markets and plan designs to inform strategic planning and maximize market opportunities.

Rely on the National MCO Analyzer series to:

- Understand national insurers' key markets, plan design and product strategy.
- Evaluate plan pharmacy benefit offerings, including clinical strategy and specialty drug management, for insight that is critical to push-and pull-through initiatives.
- Assess health plan priorities and primary influencers that are important in coordinating effective field strategies.
- Identify health plans' corporate commercial, Medicare and Medicaid market strategies to improve sales strategy development.

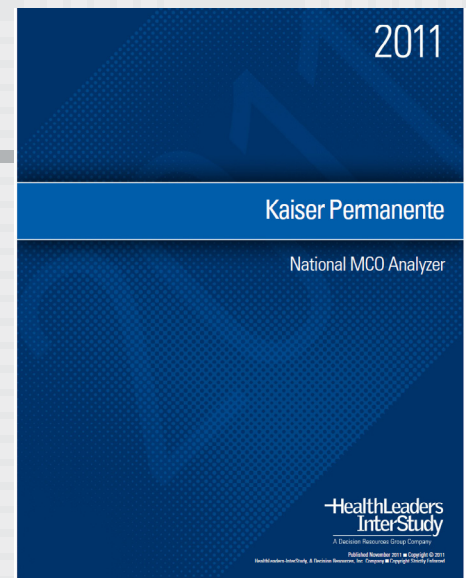
Product features:

- Market analysis from HealthLeaders-InterStudy's managed care market experts, along with a forecast of opportunities and challenges for a plan in the year ahead.
- Competitive analysis outlines a managed care organization's strengths, challenges and opportunities.
- Plan dashboard provides national-level enrollment mix and trends.

MCO Landscape. Included with the purchase of all 14 reports in the series, this report gives a big-picture view of the pressures and changes in the marketplace and how to meet market pressures/changes through:

- Product mix and offerings
- Benefit reductions and cost sharing
- Focus on outcomes and integration of care
- Mergers, acquisitions and partnerships

*Includes access to an exclusive webinar that discusses overall managed care organization trends.



Profiling the country's largest managed care organizations, the MCO Analyzer offers the intelligence account managers need for successful business planning in today's managed care environment.

Competitive Analysis

Kaiser Permanente has always gone its own way—the Kaiser way. The problem is that it really only has all the tools to do that in California, where it has hospitals and network capacity for all its members. In other areas, the pure Kaiser model isn't in force but the company is working to build better work-arounds.

Table 4-1: Kaiser Permanente SWOT Analysis

Strengths:	Weaknesses:	Opportunities:	Threats:
<ul style="list-style-type: none"> » Kaiser's unique integrated structure and reputation are well-known. The granddaddy of the HMO may have the best brand in the business » Kaiser's integrated electronic medical record and integrated system make it easier to manage risk by managing healthcare—which becomes more important with 	<ul style="list-style-type: none"> » The trend toward self-insurance and high cost-sharing doesn't bode well for Kaiser. Comprehensive coverage is its hallmark, and fewer employers are so generous to workers » Kaiser's weakness is the chicken-and-egg problem of growing in its secondary markets: it can't afford to build and maintain Kaiser 	<ul style="list-style-type: none"> » Kaiser has four large Medicare Advantage plans with coveted five-star rankings, meaning it can actively market year-round to seniors. Look for its MA membership to soar further » Kaiser may find more hospitals and doctors in its secondary markets who are willing to join Kaiser, now that healthcare reform 	<ul style="list-style-type: none"> » Healthcare reform and mandates for healthcare IT have given Kaiser's competitors new tech tools that enable greater integration of care. Can they beat KP at its own game? » Kaiser has been able to tout "the Kaiser difference" for years because it was so unique. Now, everybody's talking about

Quickly assess a managed care organization's strengths, challenges and opportunities with the competitive analysis included with each profile.

Additional package options:

Medicare Analyzer: Provides a big picture of national Medicare trends and tracks how Medicare is changing as a result of healthcare reform. The report includes an overview on topics such as:

- Accountable care organizations
- The star rating system for Medicare advantage
- Enrollment trends in Medicare Advantage
- Medicare prescription drug plans and benefit design in stand-alone prescription drug plans and Medicare Advantage plans

*The report also includes a state-by-state chart of Medicare plans.

Medicaid Analyzer: Provides a big picture of national Medicaid trends and tracks how Medicaid is changing as a result of healthcare reform. The report includes an overview on topics such as:

- The movement toward managed care
- Budget challenges faced by states
- Where the 16 million new Medicaid lives will be in 2014 and beyond
- Projected new drug spend as the result of Medicaid expansion

*The report also includes a state-by-state chart of how each state organizes Medicaid.

The National MCO Analyzer series includes the following organizations:

- Aetna
- Amerigroup
- Centene
- CIGNA
- Coventry
- Health Care Services Corporation
- Health Net
- HealthSpring
- Humana
- Kaiser Permanente
- Molina
- United Health Group
- WellCare
- WellPoint