

Who is John?

Cultivating New “Social Skills” for Health Plan Transformation

New York Health Plan Association

November 2015

Presenter:

Mandi Bishop

@MandiBPro

Health Plan Analytics Innovation

Dell Healthcare and Life Sciences



Market forces transforming healthcare

5 C's and the critical impact on how Healthcare is delivered today						
2012	2013	2014	2015	2016	2017	2018
1	Capitation	<ul style="list-style-type: none">• Shift of risk from health plans to providers• Pay for value vs. pay for volumes				
2	Consolidation	<ul style="list-style-type: none">• Larger health plan and provider organizations• Vertical integration – Insurance coverage thru delivery of care				
3	Coordination	<ul style="list-style-type: none">• Focus on care transition and delivery of care in non inpatient setting• New models of care driven by technology				
4	Competition	<ul style="list-style-type: none">• Increased competition• Risk based organizations compete on value and customer service				
5	Consumerism	<ul style="list-style-type: none">• Increased patient focus and personalized medicine• Population Health Management				

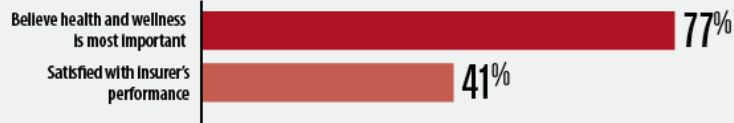


Consumers are changing: experience matters

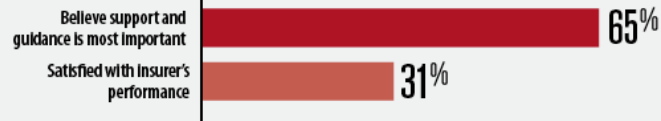
WHAT CONSUMERS WANT

Retail health consumer needs when getting healthcare

Help me find ways to improve my health and wellness



Support and guidance following a major diagnosis or treatment



Source: Accenture Healthcare Consumer Sur

Figure 1: Price and consumer ratings are most important when making healthcare purchasing decisions

Which of the following factors are most important when making decisions about purchases of healthcare products or services?

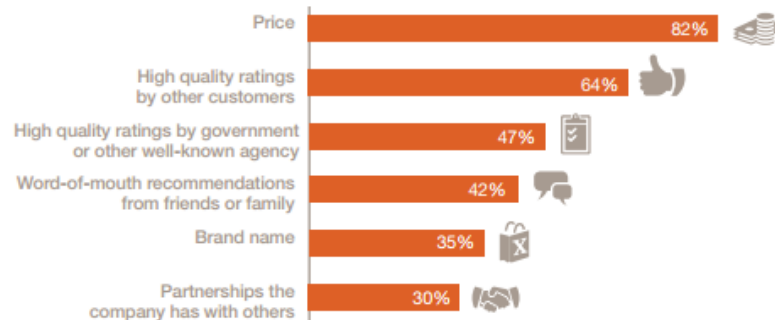
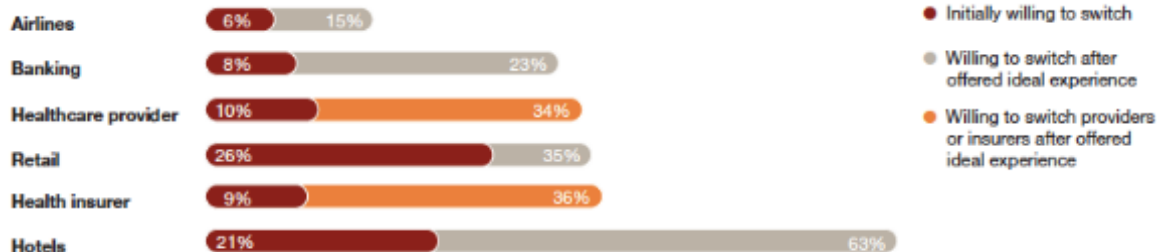


Figure 8: An ideal experience prompts more than one-third of consumers to switch providers or insurance companies

Consumer willingness to switch companies



Source: PwC 2011 Customer Experience Radar Research



Dell does social experience.

ADWEEK **HOT LIST** **Vote Here! Hot List Poll** Pick your favorite shows, apps, more. Presented by Microsoft

Social Experiment How to break out omegabots and random people you want






Feeding the Freaks Keeping take-out and engaged in the tub

THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADWEEK VIDEO **SUBSCRIBE**

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EXCLUSIVE **Check Out the Top 100 Beloved Brands**
Yahoo, Google, Sony rate high. Guess who's No. 1 By Christopher Heine

October 10, 2012 8:00 AM EST | Advertising & Branding

1		74.7
15		71.0
42		68.4
46		68.2
96		66.3



Jennifer Rooney, Forbes Staff
I am CMO Network editor at Forbes.

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CMO NETWORK | 9/25/2012 @ 1:42PM | 9,657 views

In Dell Social-Media Journey, Lessons For Marketers About The Power Of Listening

THE WALL STREET JOURNAL.



By RACHAEL KING
Reporter

CIO Journal.

CIO Report | Consumerization | Big Data | Cloud | Talent & Management | Security

December 5, 2012 5:16 PM ET

How Dell Predicts Which Customers Are Most Likely to Buy



Mandi's social, too.

2014
#1
#HIT100

2015
#2
#HIT99 &
#HIT100

2015
Top 50
Twitter
Healthcare
Experts



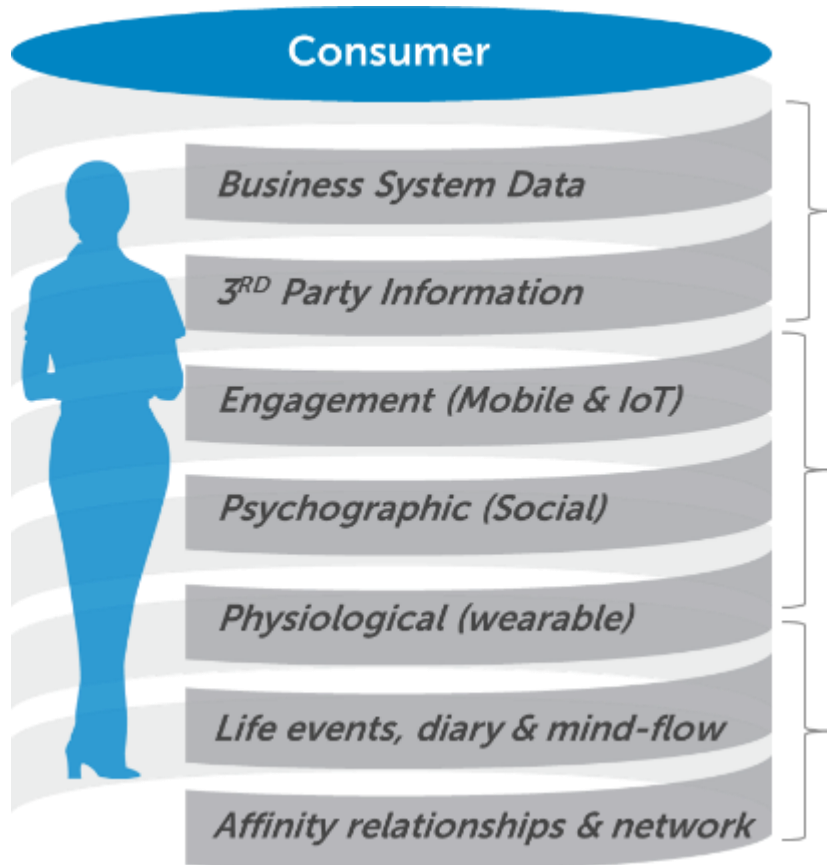
2015
Rock Health
Women-
in-Health
Role
Model

2013-15
Top 200
Big Data &
Analytics
Experts

Founding
HIMSS /
AHIP
Social
Media
Ambassad
or



For 360° view of consumers, YOU should be social!



Data you own

Behavioral – information collected from past engagement transactions.

Data you don't

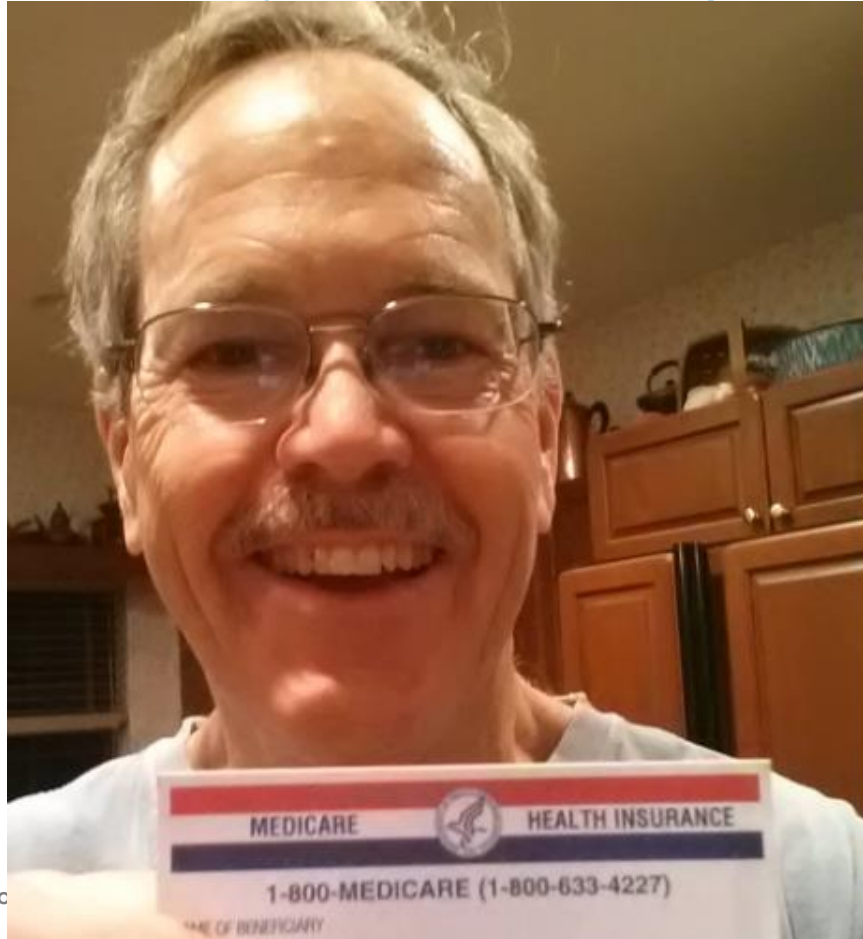
Direct – information collected from real-time, direct engagement with the customer.

Derived – information derived from real-time, direct engagement with the customer.

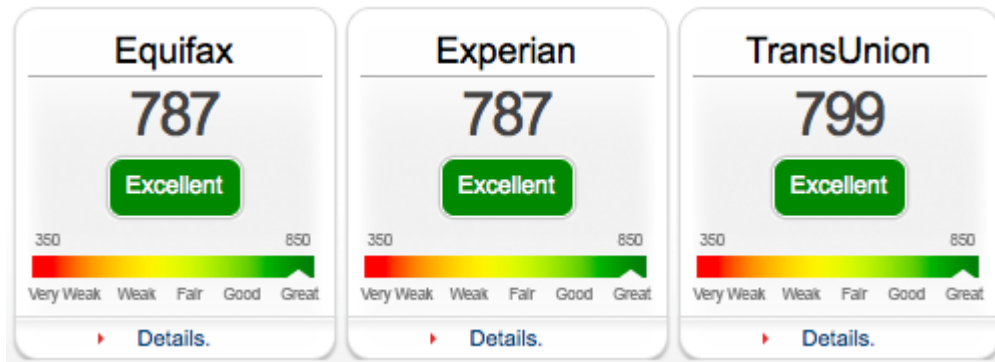
Our Consumer Story: Meet John



Meet John, a recently Medicare-eligible consumer



Meet John, using traditional data sources



**HIGH
CHOLESTEROL**



Meet John, with social media data enrichment



John isn't just social – he's an influencer



22 Likes
1 Comment

44 Likes
13 Comments



30 Likes
18 Comments

15 Likes



37 Likes
20 Comments



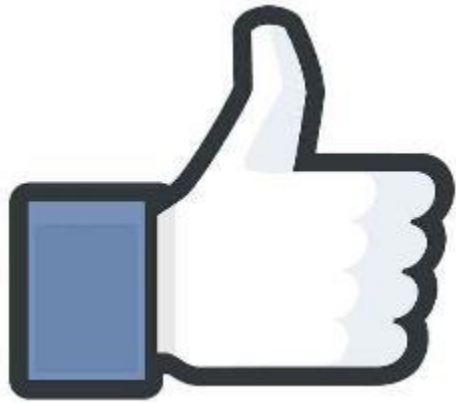
John might not look like a Medicare member to you



Would you market the same to John & John's parents?



How would you **influence the consumer journey** if you could **personalize each engagement** based on the individual's complete health and social profile?



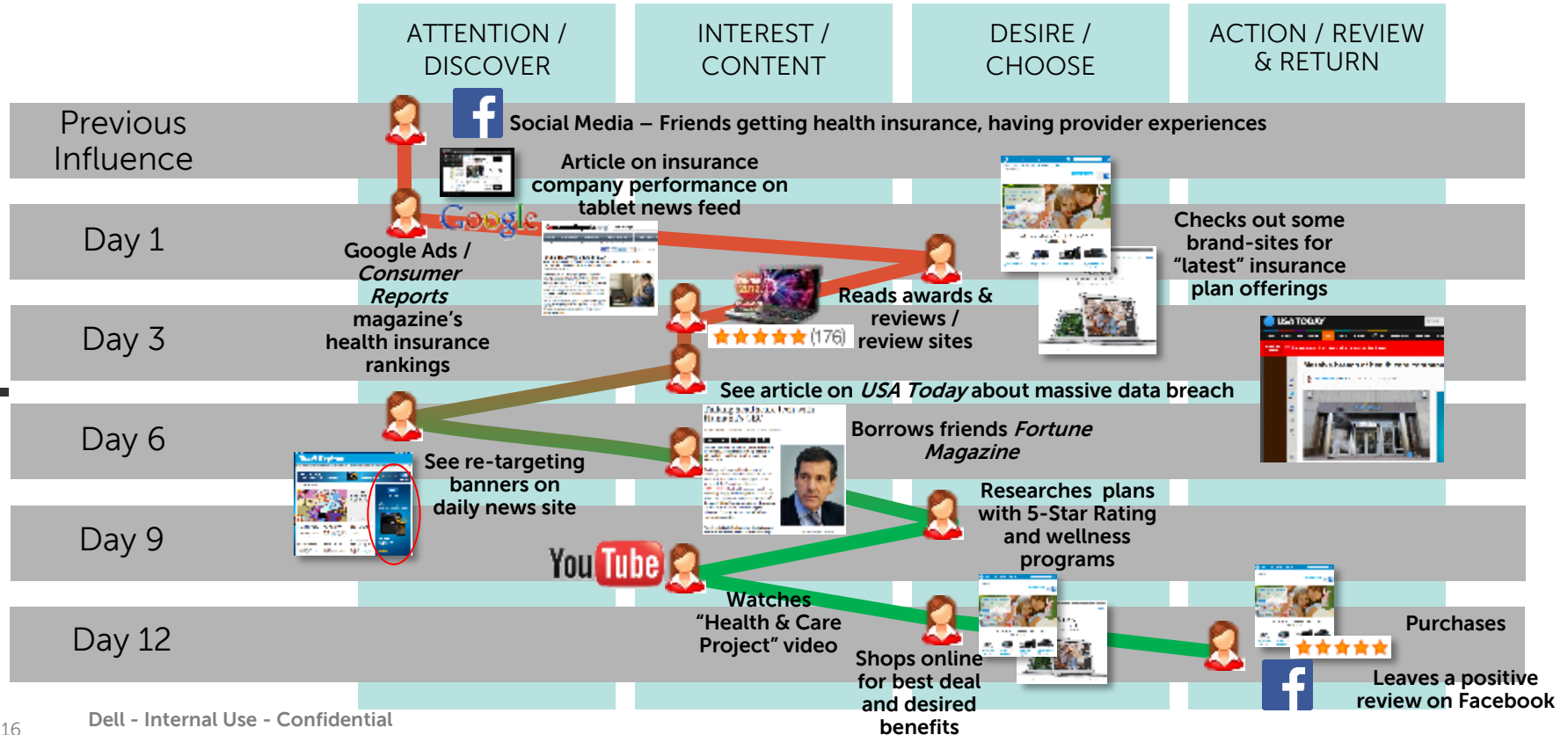
Lookalike



Customer Acquisition: How Does John Buy?



John researches, buys, and evangelizes - socially





John Boy

Status: New Member

MOBILE: 123-456-7890

EMAIL: dsuanders01@gmail.com

SOCIAL: annnaabananas

PREFERRED

PREFERRED



SINGLESORE ASSESSMENT

ENGAGEMENT

89

OF 100

INFLUENCE

490

OF 1000

REACH

0

OF 10

SENTIMENT (Social)



RESEARCH (Domain)

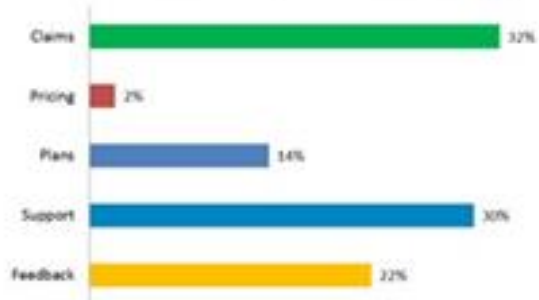


LIFESTYLE (Wearable)



LATEST TWEETS

- Check out this new medication from @Dial... [View Tweet](#)
- Check out this new medication from @Dial... [View Tweet](#)
- Check out this new medication from @Dial... [View Tweet](#)
- Check out this new medication from @Dial... [View Tweet](#)
- Check out this new medication from @Dial... [View Tweet](#)



798 Calorie vs **837 Calorie**

Plan Overview: Bar chart showing calorie intake over time.

Activity Level: Pie chart showing activity distribution.

Activity Level: Slider bar from 0 to 100.

Engaging, Retaining John



Engaging John where he lives: mobile and social





John Boy

Status: Member

MOBILE: 123-456-7890

EMAIL: rforres141@gmail.com

SOCIAL: LexoRolex

PREFERRED

PREFERRED



SINGLEScore ASSESSMENT



SENTIMENT (Social)



LATEST TWEETS

Twitter post 1: ...

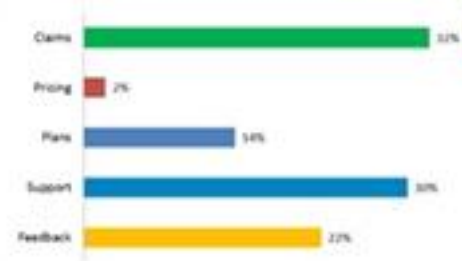
Twitter post 2: ...

Twitter post 3: ...

Twitter post 4: ...

Twitter post 5: ...

RESEARCH (Domain)



SUPPORT (Service Desk)

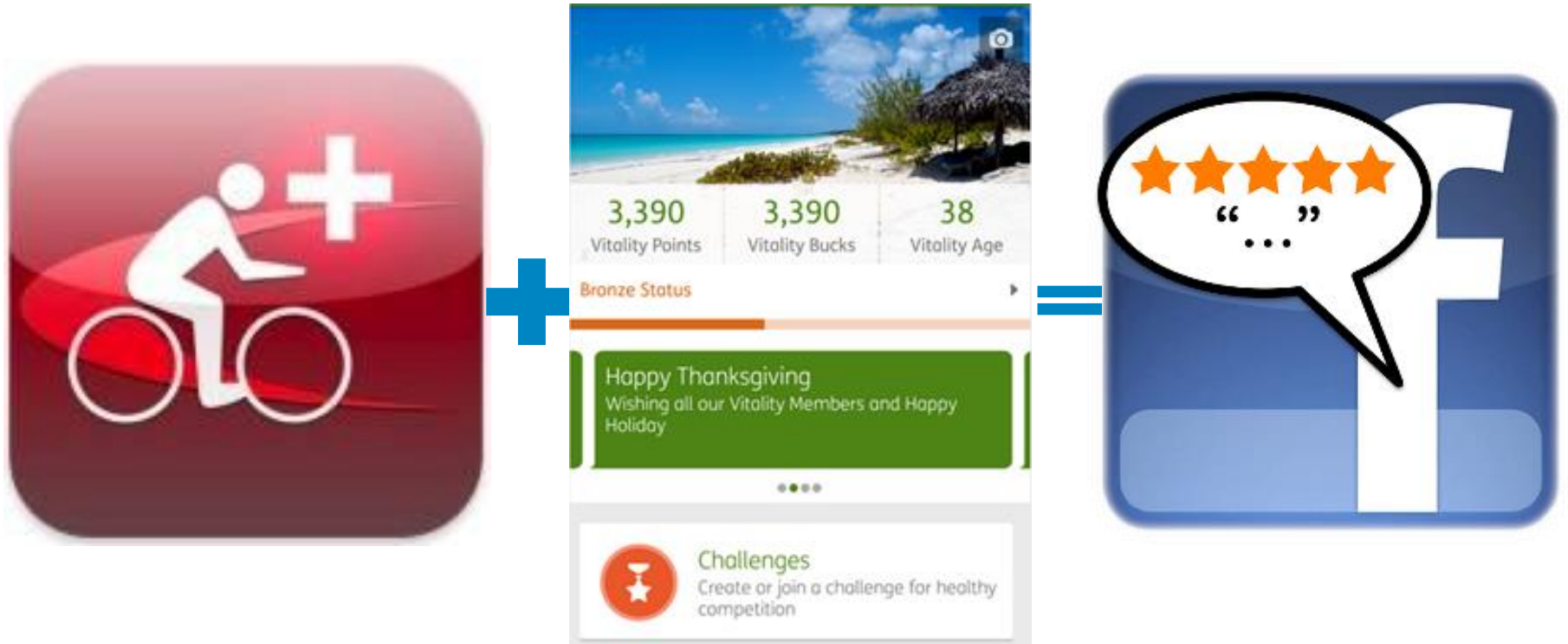


Date	Claim #	Issue	Status
12/2/2013	70334612	Claim not paid	Resolved
11/21/2013	70334612	Claim not paid	Resolved
11/2/2013	70334612	Claim not paid	Resolved

CARE MODEL (Claims)



Analytics guide John's engagement, encourage evangelism



Outcomes: Keeping John Healthy



Excellent engagement can't prevent ALL adverse events



When John got sick, he engaged his care network
...of neighbors, friends, and internet communities.



“Social Skills” Turn Health Plans into Health Heroes



Every traditional healthcare provider encounter starts with the Eligibility inquiry, even before the appointment.

The health plan is already the hub at the center of the healthcare consumer experience.

What if the health plan were the concierge for LIFEcare services that improved clinical and financial outcomes...

Could health plans be heroes, improving quality of LIFE?



Through social, “providers” redefined – and engaged



#LCSM
#BCSM
#SPSM
#BPD
#PTSD
...



Instacart




How could you transform healthcare if you KNEW members?

Dell SingleScore
Customer Character Sheet

Snapshot

Jane Doe



Gender	Female
Age	35
Marital Status	Married
Children	Yes
Rent/Own	Own
Occupation	Sales Associate
Education	College - 2years
Income	\$50K - \$75K

Life Events







Event	Time Horizon	Priority
Having a baby	3 - 6 mos.	Medium
Job Change	0 - 3 mos.	High

Customer Needs




Event	Time Horizon	Priority
Term Life increase	3 - 6 mos.	Medium
Retirement Rollover	0 - 3 mos.	High

Identity


Email: someone@email.com



Prediction Indicators

Propensity to Buy		
Propensity to Claim		
Risk of Attrition		
Propensity for Self-Service		

Brand Sentiment

Mention	Date	Sentiment
Service	mm/dd/yy	
Support	mm/dd/yy	

Lifestyle Indicators



- Running
- Snow Skiing
- Hiking
- Cycling

Demographics
real time attributes location, relationships, network size & influence

Life Events
real time detection of life for new market possibilities

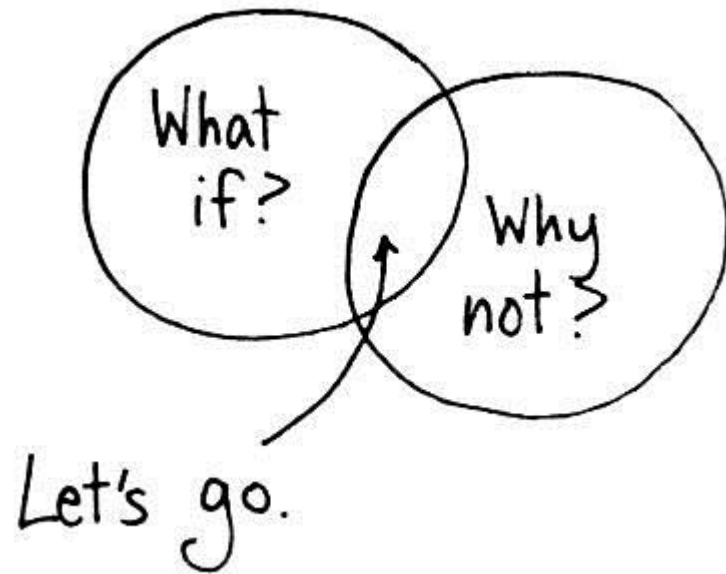
Opportunities
Targeted upsell possibilities

Identity
Federated identity across the social web

Prediction
Engagement indicators based on statistical analysis

Loyalty
Customer satisfaction and sentiments

Interest
real time preference attributes



Thank you.

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@MandiBPro

