

NORMS AND

BENCHMARKING

FOR HEALTH PLANS

BENEFITS

- Increase return on marketing investment by providing targeted, cost-effective campaigns
- Tailor outreach to members' needs to maximize impact and achieve cost efficiencies
- Improve the ability to identify and engage members before care is received
- Provide better service and consultation to employer customers

FEATURES

- Insight into consumer attitudes and behaviors
- Segmentation and profiling services with both general consumer and healthcare-specific insights
- Drill-down reporting into the health behaviors and attitudes of specific populations
- Mapping tool and reports providing presentation-ready insights
- Multi-tasking functionality to run multiple reports simultaneously

Understand Your Target Audience Better With Market Expert

As healthcare becomes more consumer-oriented, health plans are looking for ways to:

- Identify, profile, and target high-value consumers for direct-to-consumer insurance products
- Efficiently identify members who can benefit from health and wellness programs
- Engage members with creative and effective methods
- Drive behavior changes that result in healthier members and lower costs

The Convergence of Healthcare and Marketing

Today, health plans often rely primarily on information about consumers that is claims-centric, retrospective, time-lagged, and incomplete. However, to really know consumers, health plans need more than prior claims data. They need forward-looking insights that paint comprehensive pictures of various current and prospective members so that they can most effectively acquire, activate, and retain member populations.

Key questions for health plans:

- How can we increase the impact and cost-effectiveness of our programs?
- How can we differentiate ourselves from other health plan competitors in the minds of employers?
- How can we personalize our member experience to better resonate with individual members?
- How can we target our direct-to-consumer marketing offers to maximize purchase rates and return on marketing investment?
- How can we incorporate consumer insights into our strategic planning and product development?

Consumer Insights Backed By Healthcare Expertise

Market Expert® is the only solution that combines our proprietary research on consumer health behaviors, and utilization benchmarks and norms, with a proven lifestyle segmentation system. Market Expert offers affordable, ongoing analysis with minimal IT involvement and serves as a necessary and critical compliment to strengthen your depth of healthcare data and expertise.

Using Market Expert to Identify Populations Most Likely to Have Lower Back Problems and Benefit From Intervention

Cluster	Chronic Condition: Back Pain Customer Propensity IOC	Emergency Room Use Customer Propensity IOC	Health Info Services 3+ Use Customer Propensity IOC
Mobility Blue	125	107	84
Old Glories	118	100	91
Up-and-Comers	115	91	96
Gray Power	113	103	98
Suburban Sprawl	112	91	112
Sunset City Blues	110	109	81
New Beginnings	110	100	104

- High LBP Propensity
- Higher ER Propensity
- Do not seek information

Backed by the industry’s most experienced analysts, Market Expert combines the best segmentation and profiling services available with a rich set of proprietary information on healthcare-specific consumer lifestyles, attitudes, and behaviors, including:

- PULSE™ Healthcare Survey
- Claritas PRIZM® Lifestyle Segmentation System
- MarketScan® Research Databases

The PULSE Healthcare Survey, the nation’s largest privately sponsored annual survey, provides valuable insights into healthcare behavior, including:

- Propensity for certain lifestyle behaviors including smoking, exercise, and diet
- Utilization of various covered and non-covered services ranging
- Attitudes about many other health plan topics of interest such as wellness program participation,

consumer-driven health benefits, and likelihood to change plans

The Claritas PRIZM Lifestyle Segmentation System profiles your population using geo-demographic consumer clusters for a unique picture of your existing and potential customers.

The MarketScan Research Databases, the most published healthcare databases in the United States, put benchmark data at your fingertips for superior forecasting.

Better Consumer Insights — Faster

When you need a comprehensive, segmented view of consumers, yet also want deep insights into their healthcare-specific behaviors and attitudes, Market Expert delivers fast, sophisticated, ready-to-use insights.

FOR MORE INFORMATION

Learn more about Market Expert, visit truvenhealth.com or email us at healthplan@truvenhealth.com



ABOUT TRUVEN HEALTH ANALYTICS

Truven Health Analytics delivers unbiased information, analytic tools, benchmarks, and services to the healthcare industry. Hospitals, government agencies, employers, health plans, clinicians, pharmaceutical, and medical device companies have relied on us for more than 30 years. We combine our deep clinical, financial, and healthcare management expertise with innovative technology platforms and information assets to make healthcare better by collaborating with our customers to uncover and realize opportunities for improving quality, efficiency, and outcomes. With more than 2,000 employees globally, we have major offices in Ann Arbor, Mich.; Chicago; and Denver. Advantage Suite, Micromedex, ActionOI, MarketScan, and 100 Top Hospitals are registered trademarks or trademarks of Truven Health Analytics.

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