

Market Insights aids payer in evaluating potential partners

Find out why Bright Health considers Market Insights a core element in their selection of systems for their Care Partner Health Plans.

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BACKGROUND

Bright Health provides affordable health insurance for everyday individuals. The company's mission is to "Make healthcare right. Together."

The business model for Bright Health focuses on what the company calls its exclusive Care Partner Health Plans, whereby they enter into a market in partnership with a single health system. Inspired by the vision of the company's founder and CEO, this model centers around the idea that an individual's relationship with his or her

doctor is one of the most critical, enduring, and profound personal bonds.

The goal at Bright Health is to collaborate with Care Partners to make healthcare simpler, more personal, and more affordable. The organization has currently launched its exclusive Care Partner Health Plans with three health systems across the country. It is growing rapidly and has already planned partnerships with multiple other organizations over the coming years.

OPPORTUNITY

Over the past two years, health insurance payers' interest in value-based care has significantly increased, and as a result, close partnerships with local health systems have become more important. Although this discussion around the need to meet consumer demands is important, many payers are still behind the curve when it comes to having a complete picture of consumer perceptions. However, for the industry's most forward-thinking payers, quality outcomes and claims data are only a piece of the puzzle involved in uncovering high-value partners. The organizations that will succeed in this era of consumer-centric care are looking to verified consumer data to complete that puzzle.

SUCCESS STRATEGY

Minnesota-based payer Bright Health turned to NRC Health Market Insights, the nation's largest syndicated consumer database—giving them access to over 310,000 healthcare consumers in nearly 300 markets across the country—for a potential partnership.

Bright Health delivers simple, affordable health insurance that connects people to leading physicians and enhanced care through the organization's unique Care Partnership approach.

The Care Partner Development Team at Bright Health reviews health systems within specific markets during what's called the partnership evaluation phase, which includes a deep dive on how consumers perceive each health system. This is where Market Insights data comes into play. Starting with a global review of all the health systems in the area—specifically comparing organizations by Net Promoter Score, Brand Awareness, and Image scores—Bright Health then incorporates this data into its prioritization methodology to hone in on the health systems they would like to approach for potential partnerships.

"What makes Market Insights extremely valuable to us is that it gives us a national perspective. It's an important element of how we select systems."

—**Brett Erhardt**, Care Partnerships And Business Development, Bright Health

310k+

consumer voices

300+

major markets

CONSIDER THIS

Once you have a health system/payer partnership, build a strategic plan and include consumer perception data. Track and trend brand scores before and after to evaluate the brand equity of the partnership.

Bright Health's analysis ensures that the community will be open to a given partnership, and will ultimately utilize their health plan and the system they partner with. Assessing continuous consumer insights, and sharing these assessments with their executive team on a biweekly basis, allows the organization to make more informed decisions about those they choose to partner with.

After the partnership evaluation phase, Bright Health approaches the identified potential partner. Before initializing conversations, Bright Health will conduct a further breakdown of the NRC Health Market Insights data on that partner, analyzing it along different demographic lines (e.g., income, age, and gender) to better understand how consumers recognize and evaluate these different potential partners.

"If you work closely with one partner and you put the incentives in place to create alignment around the consumer, technology, and economics, you will be able to deliver a more affordable, simpler, and better healthcare experience to consumers."

—**Kimberly Goldstein**, Care Partner Development, Bright Health

Understanding healthcare consumers' perceptions within a given market allows Bright Health to have more objective conversations with their potential and current partners about how they are perceived by their target consumers. Having NRC Health Market Insights data to draw upon helps round out the full picture of a health system outside of the quality

or claims data that is generally available to insurance payers, which gives Bright Health further assurance that they are partnering with the right health systems.

"There's not another source out there that would give us the flexibility and breadth that we need."

—**Thomas Lilly**, Care Partner Development, Bright Health

FUTURE OPPORTUNITY

Looking to the future, Bright Health will be using NRC Health Market Insights data in their strategic discussions with partner organizations. This will allow them to track and trend, via one data source, how their brand awareness and image have improved within the healthcare community with each new partnership and payer offering. Continuous tracking will also ensure that current health-system partners are maintaining a high-quality brand in terms of consumer perceptions and quality and claims data.

Historically, traditional insurance companies, which have broader network partnerships, have not been as concerned with reputational advantages—or risks—as companies that are building more targeted insurance products. However, as insurance transitions to a more consumer-directed decision-making process, partnership risks will become more important. Further, as consumers are requiring healthcare to be more transparent, consumers themselves are becoming more vocal about their own health experiences, giving payers the unique opportunity to gather more information than they have been able to in the past. Understanding consumers' perceptions and needs in depth allows Bright Health to deliver on their promise to offer simple, affordable health insurance that connects people to the right leading physicians and enhanced care.

LEARN MORE

For more on NRC Health, call 1 800 388 4264 or visit nrchealth.com.

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better understand the people they care for and
design experiences that inspire loyalty.**

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