

# Commercial Payer Solutions



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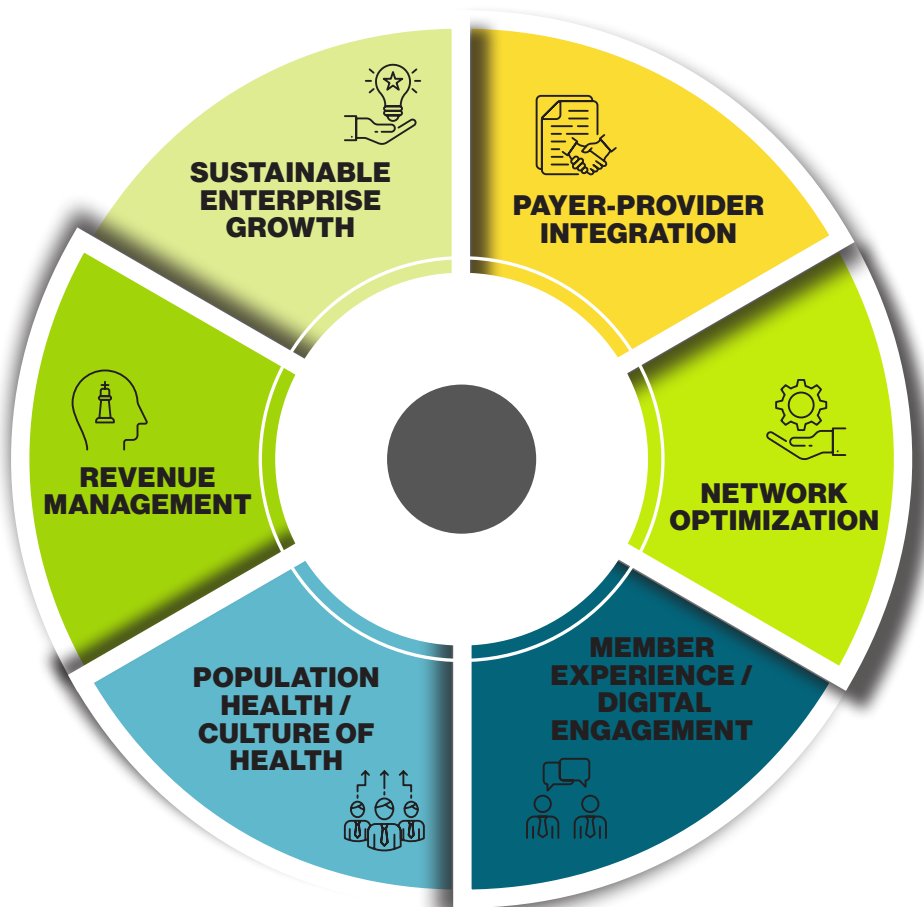
**Guidehouse | Health**

# Commercial Payer Solutions

With the right strategy and operational execution, commercial payers can anticipate and mitigate current and emerging industry challenges and create solutions that benefit their organizations, providers, and members alike.

Guidehouse supports commercial payers as they challenge the status quo and position themselves for strategic and economic success in growing, securing, and managing the populations they serve.

Our solutions are tailored to assist payers with addressing healthcare's most complex areas by helping them conduct readiness assessments, define gaps, and implement sustainable, best-in-class processes to fit their unique needs. Our services are optimized through Guidehouse's technology and vendor capabilities, aiding payers in leveraging reporting and analytics across their enterprise and within value-based arrangements. This includes build/buy options to enhance payer partnerships with providers and other healthcare partners.



**Our Payer Solutions**

## Our Team

**Aimee Sziklai,**  
Partner



**Aimee Sziklai** is a skilled healthcare executive leader with strong experience in the design, build, and implementation of strategy and target operating models, consulting, technology and business process outsourcing, sales, and M&A. She has significant managed care and risk model experience, including the build and launch of a managed Medicaid payer. Aimee was previously the vice president and Global Health Business Unit leader at Capgemini and has a proven track record of defining strategic vision, execution, and managing highly effective global operations by executing to plan on budget and within timelines.

**Jim Smith,**  
Partner



**Jim Smith** is a nationally recognized strategy, operations, and finance healthcare consultant and executive. He has more than 30 years of experience as a builder and leader of provider-owned, for-profit, and not-for-profit health plans, and provider networks, hospitals, and health systems. He has led engagements for world-class academic medical centers, large tertiary health systems, population health and clinically integrated networks, and nationally recognized physician groups and health plans.

**Eric Meinkow,**  
Partner



**Eric Meinkow** has more than 20 years of healthcare consulting experience, and specializes in supporting commercial payers strategically and operationally. Specifically, he partners with payers across all lines of business on their growth and sustainment strategies, sophistication and scalability of non-administrative operational capabilities, implementation of new payment models, and strategic partnerships with payers and providers. Additionally, he supports providers and health systems with creating their managed care and payer strategy as well as preparing them to successfully assume risk that spans entering into value-based arrangements to forming provider-sponsored health plans.



## Payer-Provider Integration

Guidehouse enables payers and providers to effectively generate margin, growth, and a competitive advantage through enhanced partnership and integration.

### Solution Offerings:



**STRATEGIC PARTNERSHIPS**



**JOINT VENTURES**



**HEALTH PLAN FORMATION**



**VALUE-BASED ARRANGEMENT STRATEGY**

Providers and payers need **new business models** to generate margin, growth, and a competitive advantage in today's market. Guidehouse is uniquely positioned to provide strategic guidance for **payvider opportunity identification and advisory services**.

Guidehouse understands how state and federal policies and initiatives support successful **payvider adoption** in communities, and provides related solutions, including risk adjustment Medicare Advantage engagements and Veterans Administration alternative payment models.

#### **Guidehouse Designates US Markets Ripe for Payvider Adoption & Growth**

The Guidehouse Center for Health Insights identified markets where payvider models are best positioned to disrupt incumbent hospitals, health systems, and health plans. The analysis is based on projected growth in health plan membership under capitated payment arrangements, relative to current utilization, cost, and quality performance.



## Network Optimization

Guidehouse has the expertise and resources to develop high-performing networks of care through our network optimization solutions.

### Solution Offerings:



**PROVIDER SEGMENTATION**



**PROVIDER ENABLEMENT & ENGAGEMENT**



**HIGH PERFORMANCE NETWORK OF CARE DESIGN**



**BENCHMARKING, PRICE TRANSPARENCY, & CONTRACTING OPTIMIZATION**

Guidehouse's experts assist payer organizations in identifying and implementing **operational strategies**, ranging from **fee-for-service / fee-for-value (FFS / FFV) payment model development** to **market segmentation**, to enhance their journey through value-based arrangements.

Guidehouse works with payers to identify strategies and implement capabilities to position them for successful **FFV models, contract negotiations, and provider engagement models**.

Using a comprehensive approach, Guidehouse combines **operational assessments** with **deep data analytics** and insight to craft market-leading **contract rate setting** and **enablement strategies** and programs.



## Solution Offerings:



**CONSUMERISM / DIGITAL MEMBER ENGAGEMENT**



**SALES & MARKETING**



**MEMBER JOURNEY MAPPING**



**MEMBER AGE-IN & RETENTION STRATEGY**



## Member Experience / Digital Engagement

**Aligning a strategic digital approach with focused initiatives can create other long-term impacts at a payer-wide level. Guidehouse has the expertise and resources to build and grow digital engagement.**

Guidehouse enhances the healthcare consumer experience by **building and growing digital engagement** for consumers and supporting clients in identifying current market positioning to determine a **strategic digital approach**.

Guidehouse offers solutions across digital front door / comprehensive access approaches, virtual care delivery, consumer engagement, advanced analytics, strategic partnerships, organizational development, and billing, reimbursement, and payer connectivity.

These lead to market differentiation, increased patient acquisition and retention, **enhanced provider engagement**, increased efficiency and convenience, and a stronger **ability to steer members to appropriate settings of care to ultimately increase revenue and reduce costs**.

### How Health Plans Can Win in Medicare Advantage with Digital Enablement

With one in three seniors currently enrolled in Medicare Advantage plans, retailers and health tech startups view Medicare Advantage as a lucrative opportunity to gain a foothold in healthcare by managing a population that is ready for an outside-the-box approach to managing care. Medicare Advantage plans must consider how to develop digital enablement strategies that attract and retain tech-savvy members, according to the Guidehouse Center for Health Insights..

## Solution Offerings:



**CARE / UTILIZATION / DISEASE MANAGEMENT**



**PHARMACY & ANCILLARY SERVICES**



**CLINICAL ANALYTICS**



**SOCIAL DETERMINANTS OF HEALTH & (SDoH) HEALTH DISPARITY**



## Population Health / Culture of Health

**Guidehouse can support clients who desire to develop and expand population health management.**

Guidehouse supports payer clients who are looking to develop or expand upon their internal and inter-related **operational structure**, pursue solutions to address the **management of social determinants**, and **improve the coordination of clinical components** necessary for successful **population health management** for both **medical and behavioral healthcare**.

Guidehouse works with payers to **improve quality of care at a lower cost** and understands that payer organizations are exploring various necessary strategies to effectively manage populations .

### 'Win-Win' Payer Strategies for Predicting Risk and Supporting Health Equity

It's time to fold social determinants into risk-adjustment strategies and member assessment practices to better meet individual needs, according to the Guidehouse Center for Health Insights.

Doing so will mutually benefit payers, federal and state government, and most importantly—our nation's Medicare and Medicaid beneficiaries who have been disproportionately impacted by COVID-19 and a range of inequities for far too long.

## Solution Offerings:



**QUALITY MANAGEMENT  
(HEDIS, STARS)**



**RISK ADJUSTMENT**



**FINANCIAL MODELING**



**DATA, ANALYTICS,  
& REPORTING**



## Revenue Management

**Guidehouse works closely with clients to implement measures that minimize total cost of care and medical spending.**

Guidehouse's healthcare strategy consultants assist payer clients in facing **financial, clinical, and coding** challenges by designing, launching, and leading **medical loss ratio (MLR) management transformations** with the goal of **minimizing total cost of care and medical spend**.

Guidehouse understands that in order for our clients to compete and succeed in the future of healthcare, payer organizations must continue to pursue measures that drive **continuous cost-optimization** through MLR and administrative loss ratio (ALR) improvements, **financial and clinical enhancements** through quality ratings, **risk-adjustment programs, payment model assessments**, and **data analytics** and reporting augmentations.

"Guidehouse's Medicare risk adjustment experts have driven meaningful performance improvement at our company. Their professional approach broke down silos, created efficiencies, and facilitated good governance and accountability within our organization. Their collaborative partnership made project initiation smooth for all stakeholders, allowing us to achieve more aggressive goals than anticipated, earlier than expected."

*Vice President, Regional Payer*

## Solution Offerings:



**GEOGRAPHIC EXPANSION**



**NEW LINE OF  
BUSINESS ENTRY**



**NEW PAYER AND / OR  
PROVIDER ALLIANCES**



**OPERATIONAL EXCELLENCE  
& SCALABILITY**



## Sustainable Enterprise Growth

**Guidehouse has the expertise & resources to support each client's short-term and long-term growth goals.**

Guidehouse's healthcare growth strategy experts support payer clients in **identifying, planning for, and achieving** their **organization's short-term and long-term growth goals**. We support our clients in exploring many vehicles for growth, including **new market and line of business entry, operational scale, and strategic partnership** opportunities.

Payer organizations exploring geographic and membership growth opportunities increasingly face a regulated and consolidated market. When developing and pursuing growth goals amid these pressures, Guidehouse understands that payers must **simultaneously consider external market dynamics**, alongside **internal organizational capabilities**, to help define the dimensions of growth and identify tactical opportunities.

**E-mail:** [health@guidehouse.com](mailto:health@guidehouse.com) / **Web:** [guidehouse.com](http://guidehouse.com) /  [@guidehouseHC](https://twitter.com/guidehouseHC) /  [linkedin.com/guidehouse-health](https://linkedin.com/guidehouse-health)

### **About Guidehouse**

Guidehouse is a leading global provider of consulting services to the public and commercial markets with broad capabilities in management, technology, and risk consulting. We help clients address their toughest challenges and navigate significant regulatory pressures with a focus on transformational change, business resiliency, and technology-driven innovation. Across a range of advisory, consulting, outsourcing, and digital services, we create scalable, innovative solutions that prepare our clients for future growth and success. The company has more than 9,000 professionals in over 50 locations globally. Guidehouse is a Veritas Capital portfolio company, led by seasoned professionals with proven and diverse expertise in traditional and emerging technologies, markets, and agenda-setting issues driving national and global economies. For more information, please visit: [www.guidehouse.com](http://www.guidehouse.com).

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