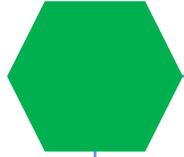


Leavitt Partners

VALUE PROPOSITION ASSESSMENT CASE STUDY

February 2022

LEAVITT
PARTNERS
An HMA Company



Introduction

The client wanted to tailor its value proposition to meet the needs of payers

The Client

A healthcare technology company

The Client's Ambition

Expand their risk adjustment tools with healthcare payers

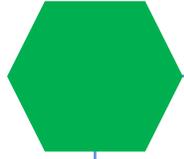
The Client's Need

Know with which payer segments their value proposition most resonated

The client engaged Leavitt Partners to:

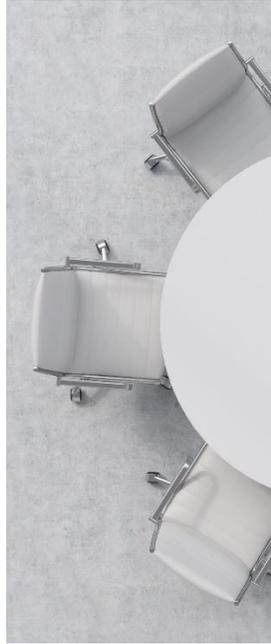
- I. Assess the appetite of different payer segments for their risk adjustment tools
- II. Hone their value proposition to match the priorities and unique dynamics of specific payers within the target segments





Our Approach

A value proposition assessment is a multi step process



Value Proposition Assessment Process

1. Calculate the total available market
2. Assess the competitive landscape
3. Codify and test the product value proposition
4. Develop strategic recommendations

What makes Leavitt Partners' approach unique & effective?

Rigorous & methodological research

We use a carefully crafted interview guide to interview individuals making the decisions that are relevant to the client's needs.

Highly collaborative

We stay closely aligned with our client, providing our expert advice while listening carefully to our client's needs and priorities.

Experts in value

We have a deep understanding of the movement to value, including the pace of change and impact of that change across the healthcare landscape.

Extensive experience across the healthcare landscape

We work across the industry's siloes and consider the entire healthcare landscape when tackling our client's most pressing questions.

Value Proposition Assessment, an Integrated Approach

1. Total available market

We estimated the size of different payer segments to create a shared understanding of the opportunity

2. Competitive landscape

We profiled the client's top competitors creating allowing for a holistic look at competing offerings and positioning tactics

3. Value proposition testing

We interviewed 30 key stakeholders to solicit insights around pain points, current market solutions, and appetite for our client's offerings

4. Strategic recommendations

We created strategic recommendations allowing the client to approach payers with meaningful messages and insights

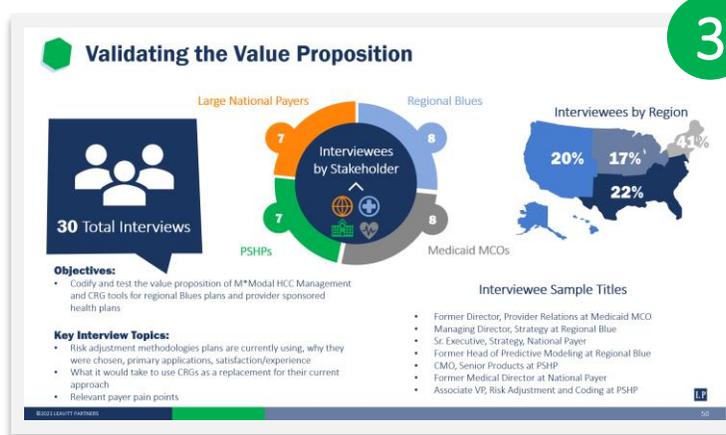
Key Outputs



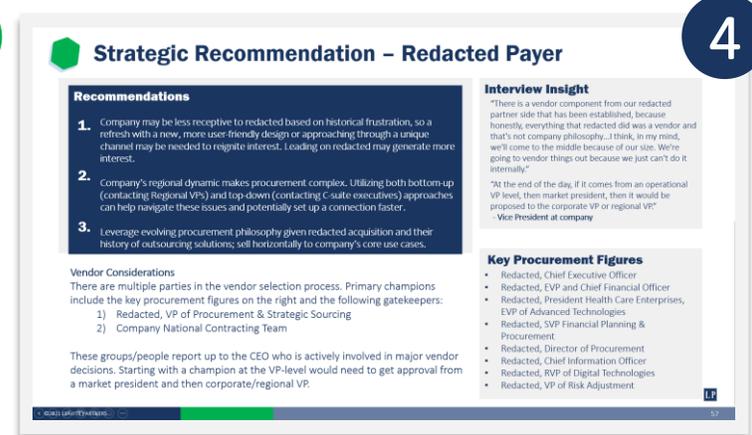
1



2



3



4

Our Results

We stratified the market and created a strategic approach for target customers

The client engaged Leavitt Partners to:

- I. Assess the appetite of different payer segments for their risk adjustment tools
- II. Hone their value proposition to match the priorities and unique dynamics of specific payers within the target segments

- I. Payer segmentation by payer size and appetite for the client's tools



Leavitt Partners helped the client better understand different payers':

- Pain points
- Current tools in use
- Appetite for the client's solution
- Priorities and procurement dynamics

- II. Strategic positioning for highest value payers

Payer A

Pursue a top-down & bottom-up strategy

- ✓ Complex procurement
- ✓ Engage both regional VPs and the C-Suite

Pitch user-friendliness

- ✓ Payer has historical bad experience with similar tools
- ✓ Focus on usability

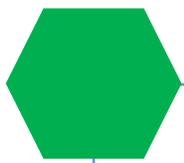
Payer B

Approach at c-suite level

- ✓ Regional VPs prefer to try in-house solutions first
- ✓ Engage a corporate-wide strategy over a regional one

Highlight applicability to provider assets

- ✓ Risk tool compliments core primary care strategy



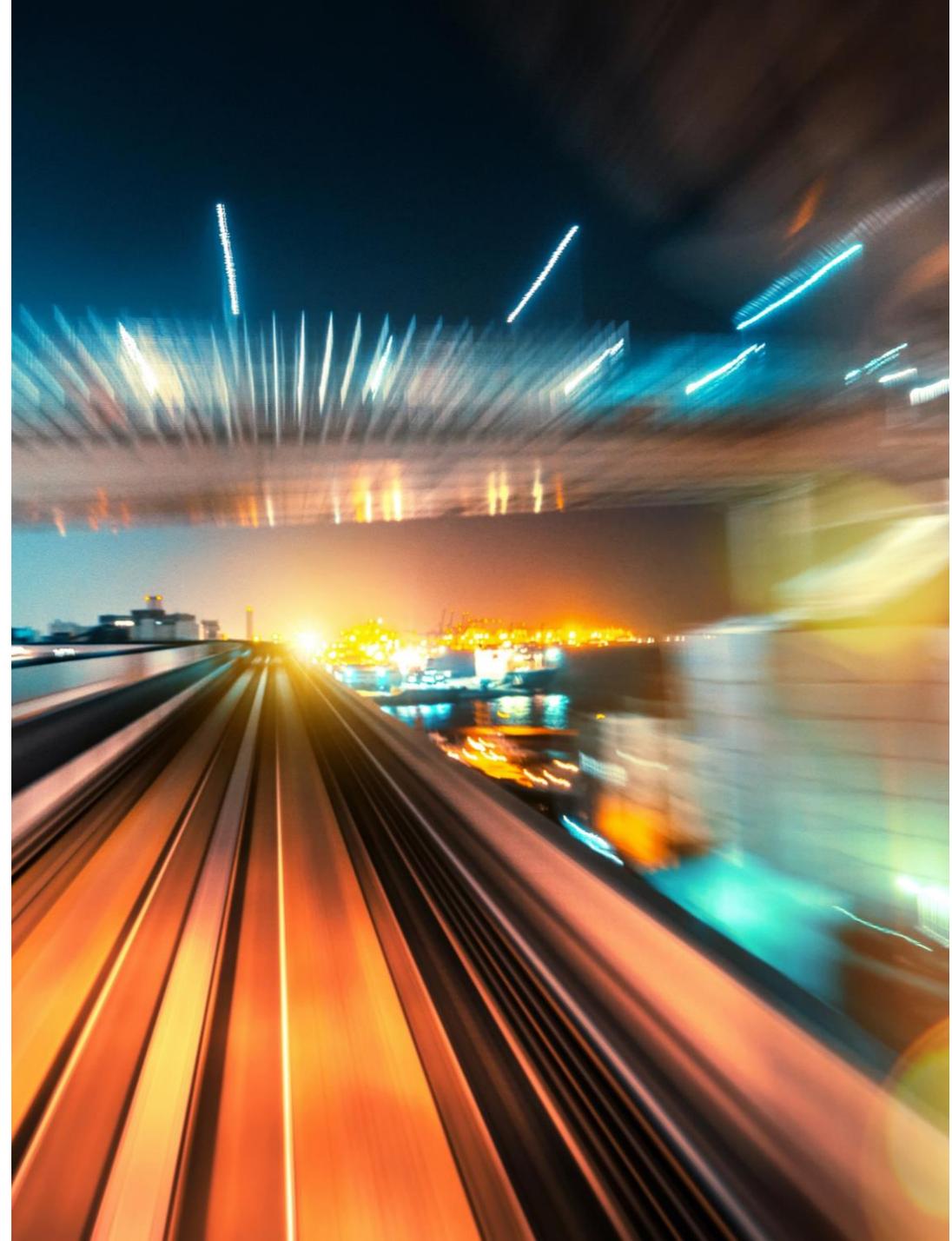
Summary

Our findings enabled the client to make informed and strategically-sound decisions

Following the engagement, the client understood:

- ✓ Where to allocate business development resources with respect to different payer segments
- ✓ How to convey value and engage the most promising clients

The client engaged Leavitt Partners in a follow-up project to develop a go-to-market strategy for the most attractive payer segment.



Leavitt Partners' Strategic Growth Services

Using a rigorous and highly collaborative approach, we support clients in making consequential strategic decisions ranging from new market entry to partner identification. We focus on a finite set of strategic questions, allowing us to approach our clients with a depth of experience in the very decision they are wrestling with, and to bring highly relevant insights from across the healthcare industry.

Our Experts



Rebecca Nielsen, MBA
Managing Director



Jeremy Bahr, MBA
Principal



Chris Loumeau, MHA
Director



Spencer Morrison, MS
Director

To learn more, visit our [Strategic Growth](#) page on our website

Our Strategic Growth Services



Geographic Market Ranking & Customer Segmentation

We help clients identify the most attractive markets and customers for expansion



Value Proposition Testing & Go to Market Strategy

We help clients hone a value proposition that resonates with the market and provide specific strategies for approaching target customers



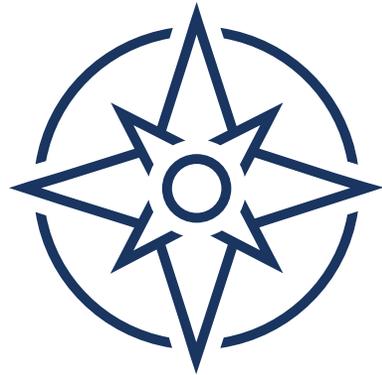
Strategic Planning & Scenario Planning

We help clients chart their strategic direction and prepare for several different political and economic environments



Investor Services

We help clients with both comprehensive and targeted due diligence



At the Forefront of Navigating
Change in Healthcare

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