Healthcare: Insights & Opportunities in the Managed Care Industry

Healthcare Providers and Payers should be prepared to make comprehensive and integrated changes to their digital landscape to keep pace with market pressures, as well as to better serve patients.

**Value-based Reimbursement:**

- **39%** of patients would trust their provider to manage their health
  
  Source: SMA Research Insurance Ecosystem Report, 2014

- **40%** of patients would trust a retailer to manage their health (EX: Walmart, Target)
  
  Source: SMA Research Insurance Ecosystem Report, 2014

- **37%** of patients would trust their insurer to manage their health
  
  Source: SMA Research Insurance Ecosystem Report, 2014

**From Today to ...**

- **<1%** value-based reimbursement for the average health care system in 2015

- **≥50%** value-based reimbursement for the average health care system by 2019

... the Tipping Point
Some Key Challenges Faced by Payers & Providers:

**CONSUMERIZATION**
- means that patients expect a consumer-friendly experience as they increasingly bear costs of healthcare.

**VALUE-BASED REIMBURSEMENT**
- is replacing Fee for Service, changing the focus to improving health vs. treating illness.

**INCREASING REGULATORY AND MARKET COMPLEXITY**
- due to existing ACA requirements and post US election uncertainty.

**TURNING DATA INTO ACTION**
- is essential to leverage massive growth in data; to be used to enable new focus on preventative population health.

Continued Pressure & Changing Dynamics in Healthcare

**AGING POPULATION**
- Severe skills shortage
- Decrease in employee retention
- Difficult to engage a younger workforce
- Shifting of care outside the hospital setting due healthcare modernization and transition

**OPERATIONAL COST AND COMPLEXITY**
- Reduction in hospital reimbursements
- Pressure on internal costs to demonstrate effectiveness and value of care
- High levels of IT spend driven by complex, siloed system landscapes
- Ongoing M&A activity

**INCREASE DIGITAL PRESSURE**
- Self-service and personalized healthcare
- High collaboration and social requirements
- Multichannel implementations require wide array of skill sets

**REGULATORY BURDENS**
- Changing regulatory rules
- Investing in compliance activities as a result of new regulations
- Tightened controls on employee and patient safety

**ACTIONS YOU NEED TO TAKE**

- **Add Business Model Disruption to the Process**
- **Drive Integration**
- **Automate for Cost Savings**
- **Tap Into IOT**
- **Driving Loyalty with Digital Excellence**
Add Business Model Disruption to the Process:

→ View simplicity and the “consumer experience” as the goal for your patient interactions
→ Establish a 360-degree view of the patient to help identify and deliver more solutions
→ Improve processes and eliminate paper-based activities

Automate for Cost Savings:

→ Remove manual systems to reduce costs through:
  - Improved service
  - Guided self-service
  - For internal employees and patients
→ Prioritize when meaningful 1-1 patient interactions are beneficial for the patient’s health
→ Help direct the patient to the right caregiver and the right stage of their care, with automated notifications

Drive Integration:

→ Break down internal silos and patient pathways to simplify the patient experience and reduce costs
→ Consolidate portals to make it easier for the patient. Remember that your services ARE your process from the patient’s point of view
→ Gain a full view of the patient’s data that can be used to make proactive decisions based on real data

Tap Into IOT:

→ Predictive triggers for proactive patient engagement
→ Contextual communications offering relevant information and education to patients, and clinicians as necessary
→ Machine-to-Machine (M2M) telematics to enable compliance monitoring and remote diagnosis
→ An improved understanding of the patient, providing new levels of data to be leveraged
Driving Loyalty with Digital Excellence:

→ For Payers, deliver an easy to use multi-channel online experience in choosing health plans that supports brand loyalty and differentiation vs. competitors

→ For Providers, deliver an easy to use multi-channel experience that educates, notifies and communicates with the patient proactively using insightful data analytics

Digital Disruption is Forcing Companies to ...

Optimize Operations to Lower Costs

Improve Go To Market Agility To React Faster

Integrate IT Systems to Simplify the Patient Experience, which drives loyalty with Patients

Use data to Proactively Meet Patient Needs & Drive Loyalty

About SAP Hybris

SAP Hybris enables businesses to transform how they engage with customers, innovate how they do business, and simplify their technology landscape. With a comprehensive approach to customer engagement and commerce, our solutions unlock opportunities to optimize your customers’ experience and transform your business. We help you drive relevant, contextual experiences across all of your customer touch-points in real-time, so that you can create strong differentiation and build competitive advantage in the Digital Economy.

SAP Hybris has helped some of the world’s leading organizations transform themselves in response to changing market conditions and customer expectations – delivering exceptional experiences, adding new channels, evolving their business models, and entering new markets. How can we help you?

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