SDOH Then and Now: Building a GTM Strategy That Works

Market
Define the buyer, population, geography, and SDOH domain.

Product
Choose your archetype and decide your wedge.

Buisness Model
Determine your workforce model and relationship posture: vendor, partner, or delegate.

Funding
Align with the right funding pathway and payment vehicle.

Outcome
Define outcomes that drive adoption and prove impact.

Growth
Build a scalable strategy to expand geography, populations, and solutions.

Category	Critical Question	Your Response
Market	Who is the buyer? Which line of business, population, geography, domain, and funding source are you targeting?	
Product	What problem are you solving? Which archetype fits best today, and how will you create a measurable impact?	
Business Model	How will you operate? What workforce model will you use and what role will you play in the ecosystem?	
Funding	How will you get paid? What contract vehicle will you use and what performance risk will you take?	
Outcomes	What results matter to buyers? Which outcomes will you commit to and how will you measure them?	
Growth	How will you scale? What are your levers for geographic, population, and product expansion?	

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Define Your Market

Start with the buyer

Lines of Business (LOB)

Each LOB has unique buyers, funding sources, regulatory rules, and incentives.

Commercial

Self-insured employers, commercial plans, TPAs, brokers.

Medicare

MA plans, ACOs, risk-bearing groups, D-SNPs, FIDE-SNPs.

Medicaid

MCOs, state agencies, Medicaid ACOs, risk-bearing primary care.

Uninsured

Health systems, FQHCs, county/state public health, foundations.

- Food and Nutrition
- Housing Instability
- Transportation
- Social Isolation
- Utilities and Financial Support
- Safety and Interpersonal Violence
- Education, Employment and Digital Access
- Horizontal Platform vs. Vertical Depth

Geography Matters

Medicaid is state-by-state. MA is county-level. Commercial varies by employer or region. Uninsured strategy follows the local safety-net.

Choose Your Opperating Model

Pick a clear wedge

Product Archetypes

Select the SDOH domain where you will focus your efforts. This is your initial wedge.

- [ ] **Screening and Risk Identification:** Identify needs and stratify risk.
- [ ] **Referral Networks:** Closed-loop referrals to community resources.
- [ ] **Direct Service Delivery:** Tech-enabled CHWs, navigators, and peers.
- [ ] **Benefits Navigation and Enrollment:** Help members access and enroll in benefits.
- [ ] **Care Management Platform:** Coordinate care and social needs.
- [ ] **Data and Analytics Layer:** Insights, risk modeling, and impact measurement.
- [ ] **Member Engagement Layer:** SMS, IVR, app, and multi-channel engagement.
- [ ] **CBO Enablement and Infrastructure:** Tools and support for community partners.

Why is this the best entry point for your solution?