

A Case Study for Health Plan Leaders and Founders: Reframing Value



Start with
Their Data

Use claims data to identify hidden and fragmented cost drivers.



Quantify the
Opportunity

Size the full cost of care, not just engagement or clinical outcomes.



Connect Costs to the
Patient Journey

Pair the financial findings with member experience and clinical context.



Define the Action
and Proof

Show what will change, what it is worth, and how success will be measured.

Questions Every Leader Should Ask	Your Response
How are we currently viewing and managing _____ across our health plan? (Disease category, condition, or population)	
Which conditions or episodes of care do our members experience together over time?	
Where do we see the greatest impact on cost, utilization, and member experience?	
What information or context is missing that limits our understanding of the full picture?	
What would a stronger business case need to include to drive action and investment?	



Building a Strong Business Case

Each stage of the business case introduces new questions and assumptions. Keeping these considerations in mind can help uncover stronger insights and avoid common blind spots.

- **Identify the Cost Driver:** Start with the payer's problem.
- **Analyze the Data:** Look beyond fragmented claims.
- **Build the Evidence:** Use plan-specific, financial, and clinical evidence.
- **Connect to a Payer Lever:** Align with coverage, benefits, or care management.
- **Develop the Business Case:** Demonstrate value using payer priorities.

Based on your data and organizational priorities, what disease category, condition, or population has the greatest opportunity for impact?

This guide was developed from the women's health case study presented in this session. The framework can be applied to any clinical condition, disease category, or strategic priority.

WATCH THE WORKSHOP HERE →

