



L • A • C  
G R O U P

## CASE STUDY: HEALTH INSURANCE PROVIDER SUPPORTING INNOVATION WITH MARKET INTEL



### ABOUT THE CLIENT

This health insurance provider offers a full spectrum of health care plans and services in one of the largest markets in the United States. As a leading innovator, the client operates a number of community centers that offer easy access to screenings, health fairs, guest speakers and fitness classes. “Enabling healthy communities” is an aspiration of the current and future state of the company.

### Opportunity: Race to innovation

Post-Affordable Care Act, the health insurance industry underwent profound changes. Payers were rewarded for extracting costs out of the system. Old foes merged, creating new competitive threats. New models of care delivery emerged and the race to innovation was the source of daily considerations and initiatives.

To this medical insurance client, innovation means many things: from creating its own retail locations for screenings, classes and other community health services to building a state-of-the-art innovation center. As an existing client, the company was already receiving market intelligence that allowed them to track multiple issues such as macro-economic data, employment numbers, consumer habits around wellness, community health patterns, competitor moves and industry best practices.

### Solution: Align intelligence with strategy

The client determined that above and beyond the existing, organic approach to market intelligence, it needed content more closely aligned with its planning and innovation efforts, framed by leadership goals for more strategic use.

The client decided to deepen the existing relationship, making the curated content, analysis and market intelligence platform a more strategic asset. This enabled the company to scale its internal resources with greater efficiency and flexibility, while leveraging its intelligence resources to drive future innovations.

### Result: Development of innovation center

With the resources for baseline tracking, deeper dives and insightful analysis, the client is making use of market intelligence to assist in the preparation of annual market and competitive overviews, as well as assessments and member benefits for its innovation center. Relying on our service model, this insurance company made our market intelligence program an extension of its strategy and leadership teams.