

Health care costs are bankrupting the nation

START



1 Understand the root cause of the health care inflation problem

Health care cost inflation is the result of the complex, four-party economic system made of insurers, providers, sponsors, and consumers

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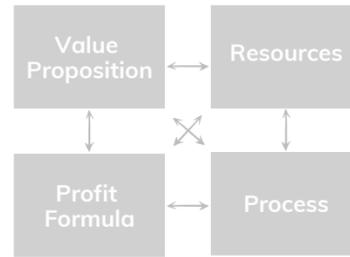
2 Acknowledge 3 systemic consequences innovators must address

- 1) Incumbent insurers' cost-plus business model
- 2) Weak market forces limiting competition & innovation
- 3) No supply chain visibility to see and correct waste in system

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4 Prove business model viability

Requires partnership across the system from a large sponsor and providers



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3 Innovate the health insurance business model

- 1) Optimal Care value proposition (best care, best cost)
- 2) Intelligence and risk mitigation capabilities
- 3) Quality-based cost reduction

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5 Scale Optimal Care through a new value network

- 1) Many entities can bring Optimal Care to market
- 2) The US government, as the largest payer, has the scale to transform the industry

FINISH

Best care at best cost, every time

Innovator's Roadmap to Reversing Health Care Cost Inflation