Competitor Study
Analytics Solutions & Strategies

Client Logo Here

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About This Sample Report

The original report included detailed company profiles exploring all five solutions studied, in addition to the executive summary containing analysis and cross-competitor comparisons. **This sanitized sample report includes two representative company profiles exploring one solution from each company.**

Overview

Project Overview

- CLIENT contracted Aurora WDC to conduct **a deep dive into the analytics solutions and strategies of key competitors.** The research explored five (5) solutions across three (3) competitors. The full list of Key Intelligence Topics and Questions are provided on the following slide.

- The study was designed to support informed decision-making as the CLIENT team builds strategic product, marketing, and portfolio roadmaps and develops existing and net-new analytics products.

- Aurora WDC leveraged a combined secondary and primary approach to the research, which was conducted over the course of **10 weeks**.

Key Intelligence Topics & Questions

1. What are the **features** of the solutions?

2. What is the **GTM** of the analytic solutions (pricing strategy, pricing when available, positioning)?

3. What does **engagement** look like?
   - What is the reach?
   - What channels?
   - Is engagement proactive/reactive?
   - Is engagement high touch/low touch?

4. How do the solutions **target** members?
   - What are the highlighted use cases?
   - What are the [redacted] areas?

5. What are the **analytics** behind the solutions?
   - What data is needed?
   - Where does the data come from?

6. What forms of **customization** are available?

Important Definitions

- [Redacted] analytics and [Redacted] programs. [Redacted] analytics refers to those solutions that are positioned based on the analytics model; e.g., Product A is sold as a clinical analytics model. [Redacted] programs refers to those solutions that are positioned based on the program; e.g., Company B sells most of its solutions as programs, with the features of the specific program (sometimes a combination of multiple programs, such as Program B) driving the positioning.

- [Redacted]. Competitors offering [redacted] have prioritized the digital user experience and consolidated a fragmented set of digital destinations into one. Competitors that are doing [redacted] are moving away from [redacted] towards [redacted].

- [Redacted]. [Redacted] refers to model-driven outreach. [Redacted] engagement solutions use analytics on the backend to direct members but require members to initiate engagement.

- High-touch and low-touch engagement. High-touch engagement refers to person-based engagement (e.g., person calls, texts, emails). Low-touch engagement refers to technology-based engagement not requiring person involvement.

Summary

Traditional Competitors: Moving to productized analytics and centralized solutions
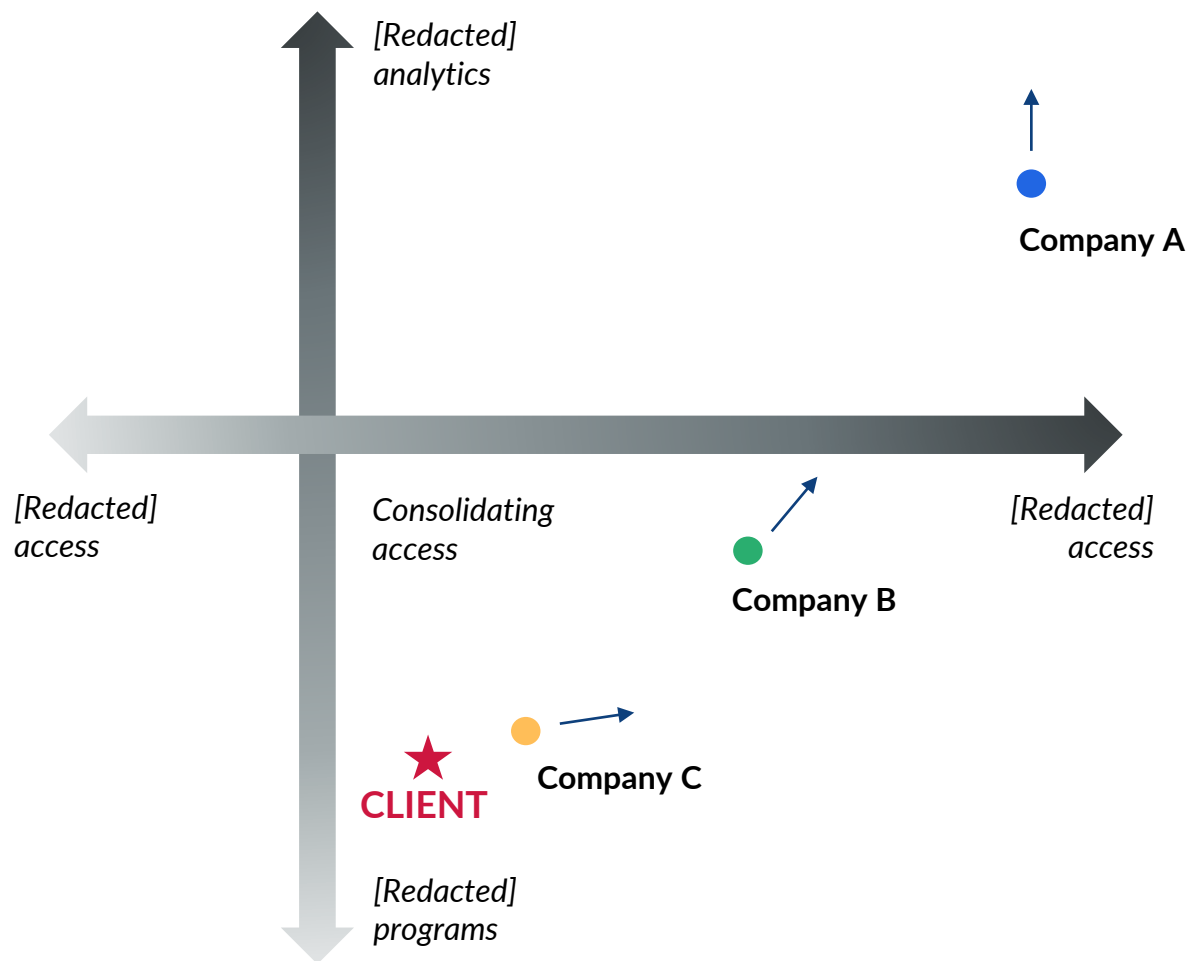
Company A

Company A's highest tier and most comprehensive model seamlessly integrates with their [redacted], [redacted], and their [redacted] program, [redacted], to create the product *[Product/Program A]*. The goal of this product is to engage XX% of the population. Further enhancement is available with [redacted]. While other models are available (e.g., [redacted]), *[Product/Program A]* is the only model using [redacted] data. The [redacted] is the centralized location for access to Company A programs.

Company B

Company B is integrating analytics across solutions. The company continues to recruit for their [redacted] assessing the impact of proprietary algorithms on the outcomes of their [redacted]. At the same time, they have collapsed [redacted] under the *[Product/Program B]* umbrella. Company B is driving towards [redacted] by [redacted].

Company C

Company C uses a [redacted] approach, focusing on the features and benefits of a [redacted] as opposed to the [redacted] model. Company C's [redacted] solution – *[Product/Program C]* – leverages the same base analytics model as Company C [redacted] programs but is positioned earlier in the member journey (before [redacted] is needed).
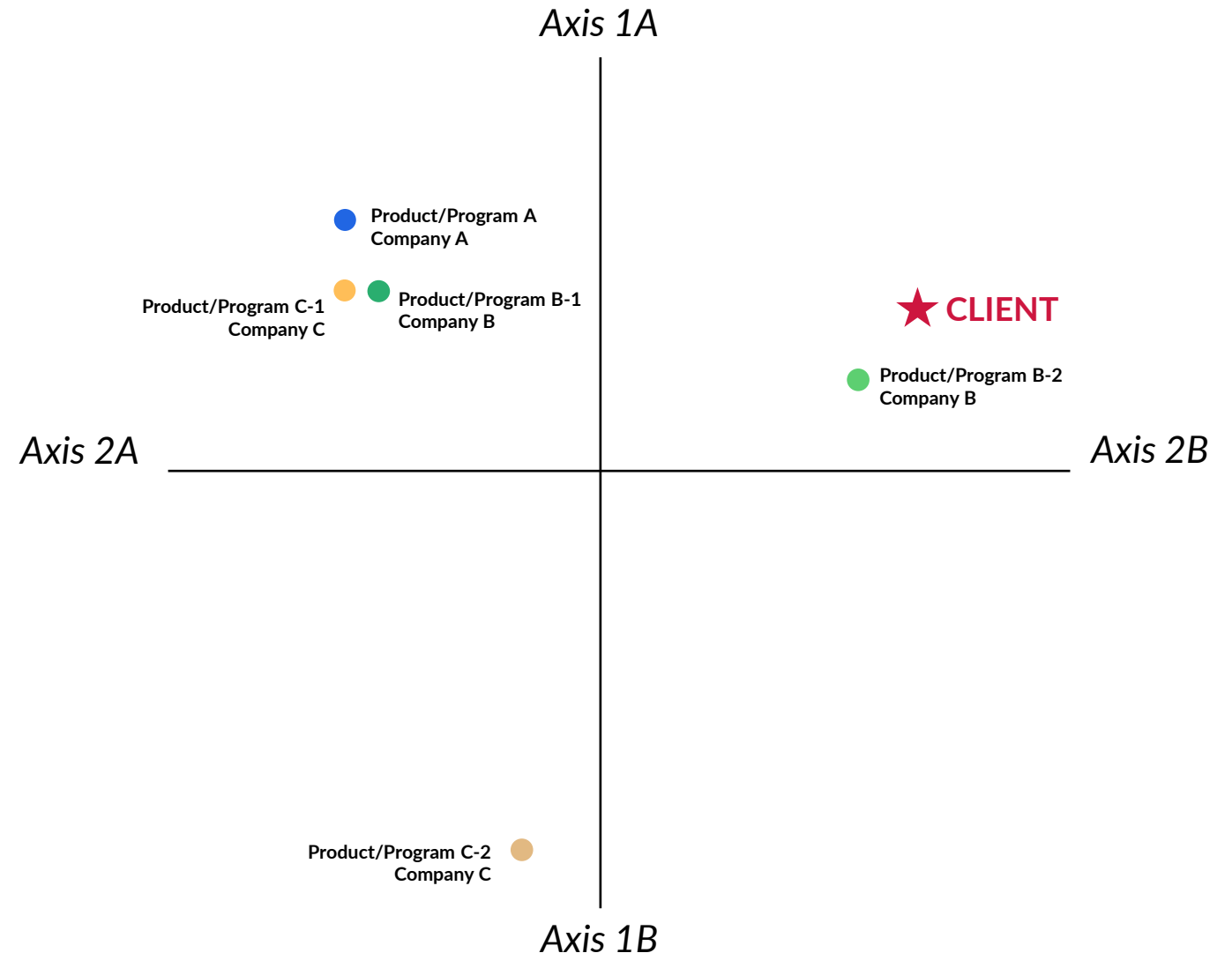
Health Analytics – Solution approaches to engagement

Several programs cluster together with respect to Axis 1A and Axis 2A engagement.

Company A [Product/Program A] is a [redacted] solution. Included with [Product/Program A] is Company A's [redacted], which targets [redacted]. [Redacted] provide the [redacted] to engaged members. Members [redacted] are engaged by [redacted] (either through handoffs from [redacted] or directly by [redacted]).

Company B [Product/Program B] is just slightly lower on the Axis 1A as the solution leverages [redacted] support for [redacted]; outreach via [redacted] engagement tools is part of the solution.
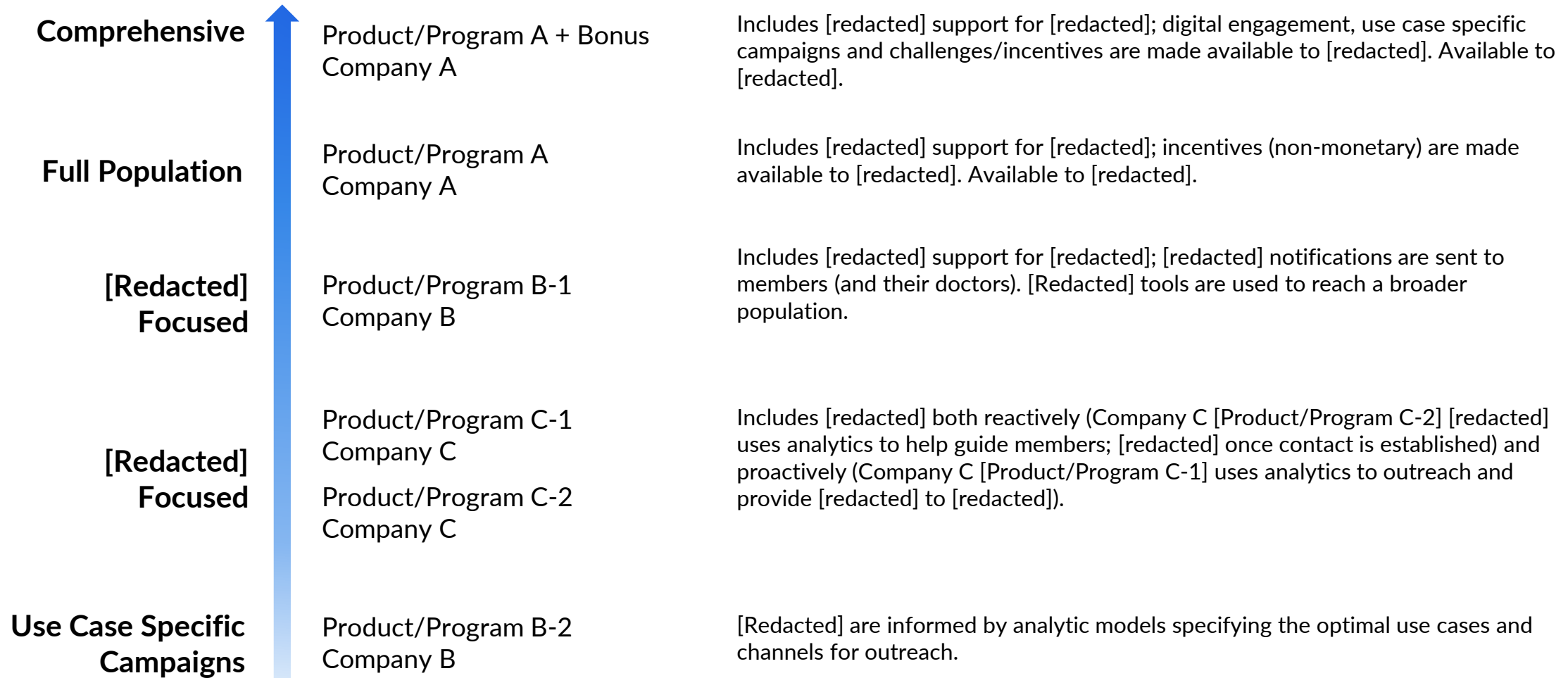
Company C [Product/Program C-1] is [redacted], providing [redacted] support to [redacted] individuals who could benefit from [redacted]. [Product/Program C] is typically an add-on to [redacted] and [redacted] will connect individuals to an appropriate [redacted] team member.

Company C [Product/Program C-2] offers [redacted], but members [redacted]. [Redacted] use analytics to direct members through their care journey.

Axis 1A

Product/Program A
Company A

Product/Program C-1
Company C

Product/Program B-1
Company B

★ CLIENT

Product/Program B-2
Company B

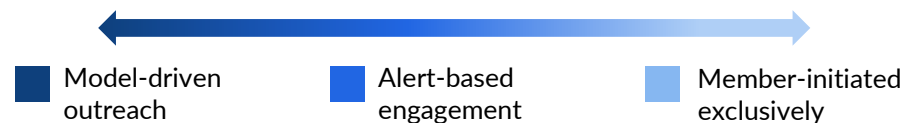*Axis 2A* ———————————————— *Axis 2B*

Product/Program C-2
Company C

Axis 1B

Health Analytics – From campaign to comprehensive solution

Comprehensive

Product/Program A + Bonus
Company A

Includes [redacted] support for [redacted]; digital engagement, use case specific campaigns and challenges/incentives are made available to [redacted]. Available to [redacted].

Full Population

Product/Program A
Company A

Includes [redacted] support for [redacted]; incentives (non-monetary) are made available to [redacted]. Available to [redacted].

[Redacted] Focused

Product/Program B-1
Company B

Includes [redacted] support for [redacted]; [redacted] notifications are sent to members (and their doctors). [Redacted] tools are used to reach a broader population.

[Redacted] Focused

Product/Program C-1
Company C

Product/Program C-2
Company C

Includes [redacted] both reactively (Company C [Product/Program C-2] [redacted] uses analytics to help guide members; [redacted] once contact is established) and proactively (Company C [Product/Program C-1] uses analytics to outreach and provide [redacted] to [redacted]).

Use Case Specific Campaigns

Product/Program B-2
Company B

[Redacted] are informed by analytic models specifying the optimal use cases and channels for outreach.

Health Analytics – Jobs-to-Be-Done Member Journey

		Review benefits	Find in-network care	Obtain estimated costs	Engage with clinician support	Advocacy/ Coaching	Receive personalized action plans	Track goals	Receive care reminders	Participate in challenges	Earn rewards/ access incentives	View health status	View claims & balances
Company A	A + Bonus Company A	Prompted [redacted]	Prompted [redacted]	Prompted [redacted]	Proactive & member driven	Proactive & member driven	Proactive & member driven	Prompted [redacted]	Proactive [redacted]	Prompted [redacted]	Prompted; monetary [redacted]	Prompted [redacted]	Prompted [redacted]
Company A	A Company A	Prompted [redacted]	Prompted [redacted]	Prompted [redacted]	Proactive & member driven	Proactive & member driven	Proactive & member driven	Prompted [redacted]	Prompted [redacted]		Prompted; non-monetary [redacted]	Prompted [redacted]	Prompted
Company B	B-1 Company B	Member driven [redacted]	Member driven [redacted]	Member driven [redacted]	Proactive & and member driven	Member driven coaching [redacted]	Member driven [redacted]	Prompted [redacted]	Proactive [redacted]	Prompted [redacted]	Prompted [redacted]	Prompted [redacted]	Member driven [redacted]
Company B	B-2 Company B	Member driven [redacted]	Member driven [redacted]	Member driven	Member driven [redacted]	Member driven [redacted]			Member driven [redacted]		Member driven [redacted]		Member driven [redacted]
Company C	C-1 Company C	Member driven [redacted]	Member driven [redacted]		Prompted [redacted]	Proactive & member driven	Proactive & member driven		Member driven [redacted]		Member driven [redacted]		Member driven [redacted]
Company C	C-2 Company C	Proactive [redacted]	Proactive [redacted]						Proactive [redacted]				

■ Model-driven outreach   ■ Alert-based engagement   ■ Member-initiated exclusively

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Health Analytics – Data Access

	Company A Product/Program A	**Company B** Product/Program B-1	**Company C** Product/Program C-1/C-2	**Company B** Product/Program B-2
Demographics	✓	✓	✓	✓
Claims data (medical and Rx)	✓	✓	✓	✓
Member interactions	✓ Interactions with [redacted] if registered; if using [redacted], campaign data	✓ Call history, [redacted]	✓ Web interactions/[redacted]	✓ Behaviors; Employee survey
Health assessments	✓ [redacted]	✓ [redacted]	✓ [redacted]	✓ Conducts an assessment of employee pain points
Lab data	✓	✓	✓	✗
Social Determinants	✓ Internal and third-party data includes geographical access to healthy food or urgent care	✓ Internal and third-party data; includes [redacted], [redacted] ([redacted]), AMA provided data, [redacted] data.	✗	✗

Health Analytics – Targeting & Engagement

	Company A	Company B	Company C	Company B
	Product/Program A	**Product/Program B-1**	**Product/Program C-1/C-2**	**Product/Program B-2**
Description	Care management & Early Risk Coaching; marketed as a *clinical model*	Care management	Call center (Product/Program D) and [redacted] ([Product/Program C]) paired with analytics	Communications strategy consultancy
% of covered population screened	**X%**	**X%**	**X%**	**up to X%** Based on desired outcomes of the client
% of covered population engaged	**X%** Seeks to engage X%; additional options go beyond Company A-covered population	**X%** Proactive engagement of X% of population using Nurse Support; leveraging [redacted] to engage broader pop	**X%** Proactive engagement of about X% for [Product/Program C] coupled with Care Management; [Product/Program D]is reactionary	**Varies** Reach is based on need by use case (e.g., A1C)
Clinical Targets	**[Redacted] categories through [redacted]** Prioritizes [redacted]; [redacted], [redacted], [redacted], [redacted], [redacted], [redacted], [redacted], [redacted] & [redacted]	**[redacted]** **focus areas; gaps in standard care** [redacted], [redacted], [redacted]; additional conditions/gaps added for scanning are a result of voluntary information submitted	**[redacted] categories** [redacted], [redacted], [redacted], and [redacted], leveraging health assessments, member interactions, claims. Handoff to care management for [redacted].	**Campaign-based** Based on the desired outcomes of the client; common use cases include [redacted]
Outreach	**[Redacted] population** Seeks to engage X% across all channels	**Nurse support** [redacted]	**Varies** [redacted]	**Use case specific campaigns; time-limited** Based on need by use case (e.g., A1C)
Model Runs	**Continuously** Reactionary to certain alerts/flags	**Monthly** Gaps in care	**Continuously** Reactionary to certain alerts/flags	**By campaign** Start/Finish of campaigns
Channels	**Phone, text, email, and apps** [redacted] is part of their digital strategy	**Phone, text, email** Outreach via [redacted]; expansion of [redacted] helps drive engagement, data collection, and outcomes **Mail and online Portal** [redacted] gap closure	**Phone, text, email** [Product/Program C] **App or phone** (Product/Program D)	**Email, mail, mobile** [Redacted] are most common campaign types. Other campaigns may include [redacted] and others
Incentives	**[Redacted]** [Redacted]	**[Redacted]** [Redacted]	**Limited, w/ [redacted]**	N/A
Customization	**Through [redacted]** such as additional coaching resources	**Conditions are configurable; add-ons**	**Through [redacted]** Most Competitor 3 programs are [redacted]	**Use cases, engagement type, channels, timespan**
Pricing	$XX	$XX	$XX	Priced per engagement

Detailed Findings

Company A

Value Drivers – [Product/Program A]

Engaging XX%

[Product/Program A] seeks to engage X% of the Company A-covered population by leveraging its new [redacted] and pairing it with an advanced [redacted]

Emerging [redacted]

Seeking to engage [redacted]. Includes: [redacted], [redacted], [redacted], [redacted]. Also included is a [redacted] and [redacted] assignment

Digital

Leveraging [redacted] as the core [redacted] for all Company A members, Company A is moving towards centralizing all solutions. [Product/Program A] is no exception and combines the power of [redacted], [redacted], and a [redacted].

Customization

While [redacted] is not included in the base [Product/Program A] offering, the solution adds additional customization options, including [redacted].

XX% employer population

With the [redacted] option, the solution becomes available to XX% of employer population.

Digital Development

Company A is building out its own [redacted] portfolio; [Redacted] will serve as the primary access point for all Company A programs. [Redacted] (buy-up) launches in [Date].

	20XX	20XX	20XX	20XX

In 20XX, Company A launched its [redacted] alongside it's new [Product/Program A] clinical approach.

[Redacted]

Company A worked to move customers to [redacted] ID cards. Members can access their card via [redacted], with no [redacted] required.

[Redacted]

Company A's new [redacted], [redacted], offers the same features/services as the legacy Company A [redacted], plus a personalized digital health assistant

[Redacted]

Company A accelerated the availability of a [redacted] and enables [redacted].

[Redacted]

Company A announced in 20XX it will expand its relationship with [redacted].

[Redacted]

Company is launching [redacted] in 20XX; this product pairs with [Product/Program A] and is available to an entire employer population.

[Redacted]

[Product/Program A] Overview

Company A's strategic new analytical approach to improving health and personalization is called [Product/Program A]. **Established in 20XX alongside their partnership with [redacted], Company A has continued to modify and develop this program.**

[Product/Program A] may now be [redacted] and includes Company A's [redacted]. Implementation of [Product/Program A] takes, on average, X months.

The [redacted] is available to all Company A members and, when registered, member data from [redacted] feeds the [Product/Program A] model and provides additional engagement opportunities. **In [Date], Company A will add another option to their product mix – [redacted] – which creates more customization options for employers.**

Notably, **[redacted] is not limited to only Company A members – it is available to [redacted].**

Under the [Product/Program A] model, employers benefit from the following advantages, as compared to traditional approaches to population health management:

- **Identifies [redacted]**
- Recognizes [redacted]
- **Advocates [redacted]**
- Understands [redacted]
- **Targets and engages [redacted]**
- Effectively guides [redacted]
- Closes more gaps [redacted]
- Achieves [redacted]
- Uses results [redacted]

[Product/Program A] Three-Pronged Model
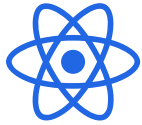
Advanced Analytics

Provide a more meaningful and accurate way to identify and stratify [redacted]

Digital

Enable personalized outreach and communication with XX% of employees – [redacted]

[Redacted]

Focused on [redacted], [redacted] to build consumer trust and help change behaviors [redacted]

[Redacted] data

...from the [redacted] population
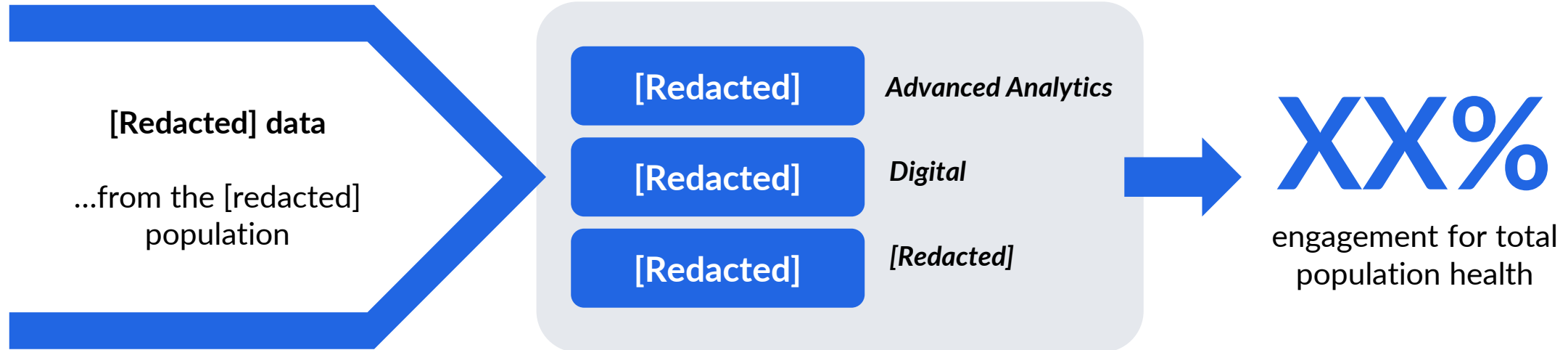
[Redacted]	*Advanced Analytics*
[Redacted]	*Digital*
[Redacted]	*[Redacted]*

XX%

engagement for total population health

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[Product/Program A] Advanced Analytics (1/2)
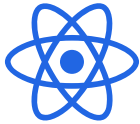
[Product/Program A] uses a **[redacted] approach** that includes three areas of predictive modeling: [redacted], [redacted], and [redacted]. Company A's proprietary algorithm also considers less conventional factors as part of [redacted] approach to population health management.

In addition to [redacted], Company A incorporates [redacted], including [redacted], [redacted], [redacted], and [redacted], such as [redacted] or [redacted]. **Guided by artificial intelligence and machine learning, Company A creates a complete picture of health at the population and individual levels.**

Company A targets XX% of the population

XX

XX

XX
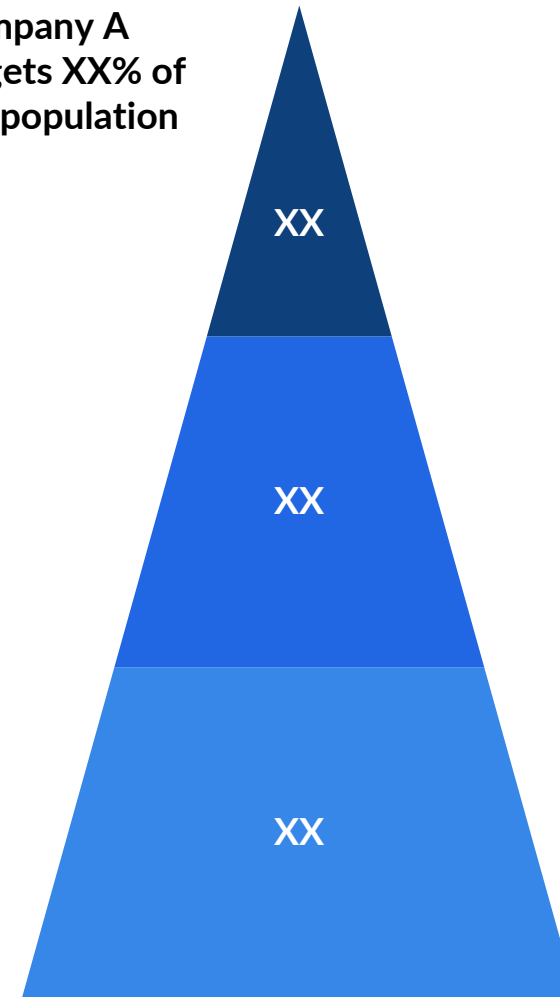
Company A reserves **[redacted]** for those with [redacted].

Company A employs **[redacted]** for [redacted]—such as [redacted], [redacted], and [redacted].

[Product/Program A] Advanced Analytics (2/2)

In 20XX, Company A reported that [Product/Program A] has served more than X million consumers since its introduction in 20XX and delivered a nearly XX% reduction in hospital admissions and a more than XX% reduction in [redacted] visits to date.

[Product/Program A] advanced analytics platform demonstrated the following results as of 20XX:

XX%
care gap closure rates [redacted]

XX%
more members with [redacted] identified

XX%
more members at high risk for [redacted] engaged

Emerging chronic conditions identified up to
XX days sooner

XX%
more members at high risk [redacted] identified

XX%
more members at high risk [redacted] engaged

XX greater
accuracy in identifying high-cost claimants when compared to traditional predictive models

[Product/Program A] Digital Strategy

Launching in 20XX, [redacted] is Company A's newest preferred offering. [Redacted] provides customized [redacted], [redacted], and accommodates [redacted].

Screenshot Redacted

[Product/Program A] [Redacted]

[Product/Program A] translates new advancements in health care technology into [redacted] interactions—and better outcomes as well. AI-guided tools allow Company A's teams to **respond to a member's [redacted] and [redacted]**—not just [redacted]. **[Product/Program A] uses [redacted] and [redacted], so Company A can proactively offer services such as [redacted], [redacted], and [redacted].** Company A [redacted] proactively coordinate care across [redacted] by working with [redacted], [redacted], [redacted], [redacted], and [redacted] so that everyone is connected for an improved experience.

[Product/Program A] digital capabilities demonstrated the following results as of 20XX:

XX%
of [redacted] successfully addressed

XX%
[redacted]

XX%
[redacted]

XX%
[redacted]

XX
Net Promoter Score

Value Drivers – [Product/Program B-1]

Screens XX% of the population

[Product/Program B-1] screens XX% of the population for [redacted]; just under XX% of the population will receive [redacted], and a broader population will receive [Solution 1]. With the inclusion of [Company B Subsidiary] in the offering, [Product/Program B-1] offers a comprehensive solution that spans [redacted] and [redacted] needs.

[Redacted]

The program targets 5 [redacted] areas: [redacted], [redacted], [redacted], [redacted], and [redacted]. Members with these conditions who are also the most likely to [redacted] are prioritized. In conjunction with the clients expressed goals, the solution can be configured to [redacted].

[Redacted]

[Redacted] is core to this offering, though the level of support received depends on [redacted]. Company B will perform outreach via phone (if [redacted] wants to establish contact), email, and text to [redacted] and [redacted] members. Members receive information about their [redacted], [redacted], and the [redacted] of their [redacted] choices.

[Redacted] monitoring

Company B regularly monitors for [redacted] on a [redacted] basis. [Redacted] include missing [redacted], [redacted], or [redacted]. [Solution 1] [redacted] are sent to the Company B [redacted] and by [redacted] to members and their [redacted] with the goal of [redacted].

[Product/Program B-1]

Company B's [Product/Program B-1] [redacted] platform is built on an analytics model that looks to combine [redacted] and [redacted]. Company B uses a variety of data sources to inform this model, including [redacted], [redacted], [redacted] (expanded [Company B Subsidiary] [redacted] self-submitted from members is likely new to [redacted]), [redacted], [redacted], [redacted] (patient or provider submitted), and [redacted]. Combining [redacted], [redacted], and [redacted] with [redacted], [redacted] use this formula to help predict trends and identify employees with [redacted]. The model has three components:

1

[Redacted]

[Redacted] are interventions to help [redacted] and [redacted]. They provide insight into [redacted] opportunities, enable consistent [redacted] among [redacted], and are generally simple to document and report to help maximize the benefit to employees.

2

[Redacted]

**[Redacted] uses predictive models based on employee [redacted] and [redacted] to help prioritize [redacted] efforts.** It looks at employees and determines how likely they are to [redacted] and [redacted].

3

[Redacted]

[Redacted] allows employees to be prioritized for [redacted] based on [redacted] for better outcomes and savings, as opposed to historical approaches focused primarily on [redacted].

[Product/Program B-1]

[Product/Program B-1] screens XX% of an employer's population
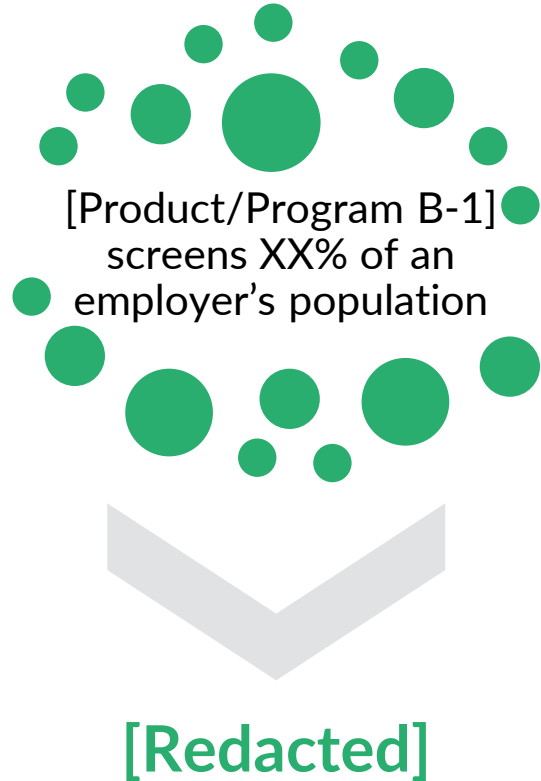
[Redacted]

[Product/Program B-1] screens for [redacted] and [redacted] to match individual health needs with the most clinically appropriate resources.

The program scans and monitors all members for [redacted] but focuses on five (5) [redacted] areas: [redacted].

Most of the additional conditions added for scanning in [redacted] are a result of member voluntary information submitted via [Company B Subsidiary].

[Redacted] is core to [Product/Program B-1]. **It is an expanded [redacted] offering**, which in conjunction with [redacted], [redacted], and [redacted] resources, helps integrate multiple [redacted] and [redacted] through the [Product/Program B-1] [redacted] platform.

[Redacted] varies for each condition; **those that are living with a [redacted], or dealing with [redacted] needs, may be assigned a [redacted]** to guide the member through treatment and options.

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[Product/Program B-1]

[Product/Program B-1] digital solutions include [redacted], [redacted], and [redacted] that have been designed via Company B [redacted] using a combination of in-house and contracted resources. **[Company B Subsidiary] [redacted] and member [redacted] are part of the "new" digital solution of [Product/Program B-1].**

The [Company B Subsidiary] portal and mobile apps ([redacted features]), in addition to other condition-specific [redacted] (e.g., [redacted]). [Redacted] are not included but users can upload data from [redacted].

Company B will perform outreach via phone (if [redacted] wants to establish contact), **email, and text to [redacted] members.** Members can also contact Company B [Product/Program B-1] Program via phone if they feel that they have a condition that might benefit from a [redacted] program.

[Solution 1] uses [redacted], [redacted], and [redacted] data to identify [redacted] opportunities on an ongoing basis for XX conditions. Once a [redacted] is identified, **a personalized [Solution 1] is sent ([redacted] and via [redacted])** to create awareness of the issue and provide recommendations.

[Company B Subsidiary]

[Company B Subsidiary] is a [redacted] company.

Based on [redacted] and [redacted] data, [Company B Subsidiary] provides engagement through [redacted], [redacted], [redacted], [redacted], and [redacted] that promotes [redacted].

The customized [redacted] is designed to [redacted] and [redacted] people to [redacted].

The interactive experience includes:

- [Redacted]
- Tailored [redacted] to create [redacted]
- A [redacted]
- [Redacted]
- [Redacted] for [redacted]
- [Redacted]
- [Redacted] that showcases [redacted]

Screenshot Redacted

[Solution 1] [Redacted]

- **[Solution 1] drives [redacted], beyond what would naturally occur.** [Solution 1] is designed to [redacted] to consumers and address [redacted] early, when [redacted] are initially identified, resulting in [redacted] and [redacted].

- [Solution 1] uses [redacted], [redacted], and [redacted] data to identify [redacted] on an ongoing basis.

- **Once [redacted] is identified, a personalized [Solution 1] is sent to create awareness of the issue and provide recommendations.** [Solution 1] is also sent to [redacted] to facilitate better communication.

- [Solution 1] helps [redacted] in the following areas: [redacted]. **[Solution 1] [redacted]** provide personalized [redacted] regarding [redacted].

Compared to a control group that does not have this service, consumers who receive [Solution 1] [redacted]:

XX% more [redacted]

XX% more [redacted]

XX% more [redacted]

The average [redacted] for [Solution 1], based on 20XX data, is approximately $X,XXX.