

# Elevating Health Plan Performance to Drive Enterprise Value

As healthcare evolves rapidly, health plans face a complex mix of challenges, from intense competition in a heavily regulated environment to the pressures of value-based care adoption and product line expansion. Health plans must enhance each member’s journey, deliver measurable value to employers, and optimize financial outcomes to manage rising medical costs.

At **CWH Advisors**, we specialize in helping health plans and risk-bearing entities (such as ACOs and MCOs) navigate these complexities. As operator-based consultants, we work alongside clients to optimize operations, improve member outcomes, increase profitability, and build strategies that drive long-term value. By leveraging data and analytics, we ensure that decisions are both informed and impactful.



## Accelerating Innovation



**Well-formed strategies**



**Product differentiators**



**Technological advantages**



**Innovative partnerships**



**Operational excellence**

## Our Comprehensive Services

### Strategic Growth and Expansion:

Identify new growth avenues through geographic expansion, market diversification (e.g., Medicaid, labor), product innovation, and strategic partnerships. We help health plans broaden their reach and product offerings while protecting core profitability.

- **Market & product expansion**
- **Strategic partnerships and acquisitions**
- **Enhanced profitability strategies**

### Product Rationalization and Innovation:

Many health plans attempt to cater to diverse customer needs, often resulting in an overly complex product portfolio. We help streamline offerings with disciplined product analysis, competitive insights, and strategic migration to better resonate with employers, brokers, and consultants.

- **Competitive landscape analysis**
- **Product portfolio simplification**
- **Opportunity mapping and new product development**
- **Positioning and messaging strategy**

## Network Contracting and Optimization:

We support health plans in negotiating optimal provider contracts and reimbursement strategies to enhance market competitiveness across Commercial and Medicare Advantage sectors. Our expertise includes developing robust payment models and aligning contract terms with strategic product goals.

- **Segment-specific reimbursement strategy**
- **Contract design and negotiation tactics**
- **Alternative payment models**
- **Contract performance metrics**

## Value-Based Care (VBC) Transformation:

Facilitate the shift to value-based care by aligning incentives with providers to achieve better quality, cost efficiency, and member satisfaction. We design actionable payment models that drive meaningful, measurable outcomes.

- **Value-based contracting and enablement**
- **Advanced analytics for contract performance**
- **Collaborative care models and redesign**

## Payment Integrity Optimization:

Reduce medical costs and enhance provider relationships through innovative payment integrity solutions. We help plans simplify reimbursement, optimize prior authorization, and avoid unnecessary denials.

- **Enhanced payment integrity solutions**
- **Prior authorization optimization**
- **Denial management strategies**
- **Technology-driven payment integrity**

## Member Experience and Navigation:

Create seamless, supportive member journeys by combining skilled front-line staff with intuitive digital tools. We help plans design member-centered processes that improve plan understanding, care access, and overall satisfaction.

- **Digital access and support**
- **Clear plan communication**
- **Integrated care navigation**

## Digital Transformation and Technology Advancement:

Empower members with technology that improves care access while enhancing the value of their coverage. Our solutions drive member loyalty and reduce employer costs through virtual care options, AI, and automation.

- **Digital member engagement**
- **Virtual care alternatives**
- **Advanced automation and AI solutions**

## Site of Care Optimization:

Enable effective, patient-centered care by paying for the right services in the right settings, including home-based care. We design home care solutions that lower costs and enhance member outcomes.

- **Strategic site-of-care navigation**
- **Product innovations for virtual care**
- **Expanding network to home-based services**
- **Remote monitoring integration**

## Vendor Selection and Implementation:

Choosing the right vendors is crucial to operational success. We guide plans in evaluating and selecting vendors, followed by seamless implementation, ensuring alignment with business goals and effective change management.

- **Vendor evaluation and contracting**
- **Integration and change management**



**CWH Advisors** is a healthcare-focused consulting leader dedicated to strategic and operational excellence. Our team of seasoned executives collaborates with healthcare organizations to drive growth, streamline operations, and navigate complex market dynamics. With deep expertise and a commitment to measurable results, we help clients transform challenges into opportunities for impactful, lasting success.

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