

# EMERGE INNOVATION EXPERIENCE

The Emerge Innovation Experience is committed to connecting healthcare executives and investors with innovative market suppliers, ranging from startup to established, focused on solving real-world problems that healthcare leaders are prioritizing in the short-term.

With healthcare costs in the United States on an unsustainable trajectory, finding ways to reduce expenses while improving patient outcomes is critical. Achieving this would benefit not only patients but also employers and the healthcare industry.

The Emerge Innovation Experience **Payer C-Suite Executive Committee** has outlined key short-term challenges (12-36 months) to address in their respective strategic plans. The Innovation Contest application portal is now open for submissions

- **Challenge:**
  - **Increasing Member/Patient Engagement**

Develop solutions that help payers enhance their member engagement platforms by fostering trust and accountability while finding creative ways to interact with and motivate members, within the boundaries of current privacy and marketing regulations

- **Areas of focus/key metrics could include:**

- Proactive Engagement Platforms: Engagement tools that target traditionally disengaged groups, such as younger or healthier members, using tailored approaches that encourage active participation in their healthcare.
- Preventive Care Boosters: Solutions that increase preventive care uptake, including tools to remind and motivate members to schedule essential screenings and vaccinations, such as flu shots.
- Satisfaction and Trust Measurement: Solutions that track satisfaction and trust indicators to build a meaningful, value-driven relationship between payers and members.
- Outcomes Awareness and Omnichannel Engagement: Solutions that capture member attention to health outcomes by leveraging omnichannel engagement methods. These tools should comply with regulatory requirements while using diverse channels- to keep members informed, engaged, and proactive about their health choices.
- Transparent Care Tools: User-friendly tools that guide members through their care options, such as a triage system providing clear information on access points, expected wait times, and cost transparency. ER Visit Reduction: Targeted engagement solutions that help reduce unnecessary ER visits.

- **Challenge**

- **Improving Data & Analytics Capabilities and Reach**

Leverage data and analytics to deliver insights that enhance payer strategies, improve patient outcomes, and strengthen financial transparency. Integrating real-world data into care planning and cost projections enables informed decisions supporting both short- and long-term health and financial goals.

- **Areas of focus/key metrics could include:**

- **RWD Integration:** Create tools that incorporate RWD into existing data ecosystems, allowing payers to establish benchmarks beyond traditional standards like HEDIS and NCQA.
      - **Enhanced Decision-Making and Cost Assessment:** Design analytics solutions that provide actionable insights for decision-making processes, enabling accurate cost assessment and efficient resource allocation.
      - **Longitudinal Data Analysis:** Build capabilities for longitudinal data review, allowing payers to track outcomes and costs over extended periods.

- **Challenge:**

- **Driving affordability + Reducing the total cost of care**

Reduce the overall cost of care across the patient's journey (from preventative care to acute treatment). Focus on leveraging real-world data at key decision points to guide patients toward cost-effective care and improved outcomes.

- **Areas of focus/key metrics**

- **Minimize Unnecessary Care:** Reduce avoidable care episodes, such as inpatient admissions for conditions that could be managed on an outpatient basis, non-emergent ER visits, and unnecessary specialist consultations.
      - **Personalized Recommendations:** Solutions offering more personalized, real-time recommendations based on patient history, treatment options, and cost-effectiveness to direct patients to lower-cost, higher-outcome care options.
      - **Comprehensive Cost Quantification:** Systems that assess the "whole person" health costs, factoring in indirect impacts like time off work, travel, and childcare, to give a fuller picture of healthcare expenses.
      - **Measuring Intervention Impact:** Solutions that track and evaluate the adherence to care plans, particularly for chronic conditions. This includes monitoring medication use, follow-up care, and lifestyle changes to identify cost savings and improved long-term outcomes.