NAVIGATING THE FRAGMENTED POPULATION HEALTH VENDOR MARKET

VIDEO TRANSCRIPT

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To better understand the PHM vendor market, we evaluated what's working, what's not, and what the future may hold. We designed and extensive survey of 139 targeted questions to uncover how data through the right use of technology and strategy can highlight otherwise blind spots, empower patients like you and me, maximize the impacts of prescriptive clinical decision support and sort out risk.

In our survey results, two very surprising gaps were patient engagement and reimbursement. While these are very strong industry trends, we were surprised that vendors do not support these capabilities as we need to, to progress value-based care.

As you approach the selection of your PHM solution, it's very important to put the upfront time and energy to align your expectations of what you're looking for, and what the solutions are that are being offered. With misaligned expectations the impact of your investment decreases, and we won't be enabled to provide the same level of care for our populations that we need, which also will hurt our revenue.

In evaluating the right PHM vendor for you, by first understanding your strengths and weaknesses and comparing them to the strengths and weaknesses of each vendor, you'll be able to start to put together a journey and story of how you deliver better care for the patient at the right time and when they need it.

Across our extensive research, we discovered that no single vendor has every array of capability for every type of population health management situation. Therefore, we need to intelligently put these solutions together. So, organizations, first, need a data sharing architecture that's designed for that purpose. Two, they need to incorporate non-traditional players into their portfolio specifically for social determinants of health and consumer-facing applications. And three, they need interoperability, both internal and external.