Factors to Consider: Determining Priorities and Speed of Movement Toward Population Health

**Payer Market:**
- Concentration of payer market
- Payer strategies and goals
- Medicaid coverage structures
- Percentage of Medicare beneficiaries in Medicare Advantage
- Characteristics of employer market

**Organizational Characteristics:**
- Health system, physician group, etc.?
- If system, what type (academic, multihospital, etc.)?
- Scale
- Population health readiness
- Financial strength
- Degree of physician integration

**Network Characteristics:**
- Actual or potential network participants
- Population served
- Degree of financial, clinical, managerial, and IT integration among participants
- Image/brand strength/competitiveness
- Financial strength

**Market Demographics:**
- Population health status
- Population density
- Economic health
- Cultural attributes (government, media, attitudes/perceptions/beliefs)

Your Organization’s Strategy

Source: HFMA Value Project, Reconfiguring Cost Structure Toolkit