

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

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## **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**