

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