HealthWorks AI

Gift of Time

Understand your *Right to Win*

Market Analysis & Competitive Landscape

May 2020

Right to Win Analysis Overview

What is it and how will it help us during AEP?

Organizational Benchmarks

With constant evolution in the Medicare Advantage marketplace, many Payers struggle to quantify their competitive value in a changing market and agree on a strategic approach due to limited or incomplete data.

The *Right to Win* analysis leverages multiple data sources, unique methodologies, and proprietary metrics to evaluate variables within a specific market and provide payers with informative & actionable insights. This allows our clients to better understand the unique design of their market and take actions to increase overall competitiveness.

Marketing & Sales Teams

Understanding product marketability and how each organization/product positions itself in the market, are critical data points to identify the efforts required to acquire or maintain market share.

Prepare your Sales & Marketing teams with a comprehensive market overview, which not only provides transparency into the competitive landscape, but also unlocks key points of differentiation to leverage in both sales & marketing campaigns during the highly contested AEP.

Going even further, we provide identification & analysis of the specific benefits & cost variables influencing market level enrollment. Plus, with the addition of our propriety plan scoring metrics, you'll have the insights needed to drive strategic decision making on product positioning, prospect communications, and sales preparedness.

Business Questions Addressed

Market Overview, Competitive Landscape, Product Landscape

Market Overview

- What are the characteristics, conditions & trends of the market?

Competitive Landscape

- How is the competitive landscape shaped in a market?
- What is our position in the plan types we compete in?
- Which organizations are on the rise or decline?

Product Landscape

- How competitive is our product at the market level?
- Which benefits or scoring values serve give us an advantage?
- Which benefits are influencing beneficiary enrollments?

Methodology & Process

Exploratory Data Analysis (EDA) & Advanced Analytics

An Automated Data-Driven Approach to select variables

Advanced Analytics Approach

Market & Product Scoring, Trends and Landscape

I N P U T

Data – Driven Approach

Harmonizing CMS data for 2 years

Split & Transform Variables

Variance Check

Correlation Check

Derived Variables

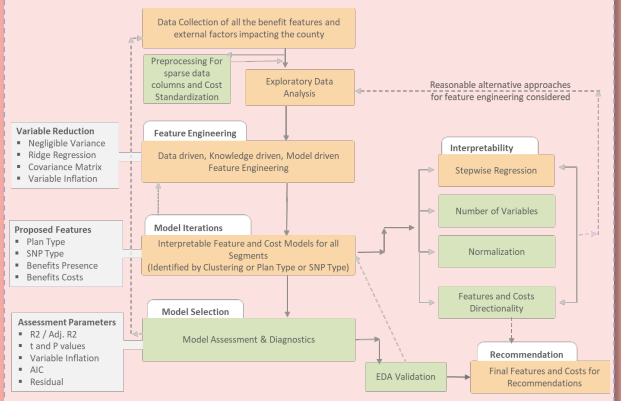
Multicollinearity Check

Ideal Model Selections

M O D E L S

Judicious Mix of Absolute & Delta variables

Statistical & Business Muster



Competitiveness scoring for Products in the specific market

O U T P U T

Analysis of the market based on changes across years, including cost factors.

Provides a context on what has changed and what is likely to evolve

Compare against your competition across plan types

Performance at a market level, including segmentation on variables

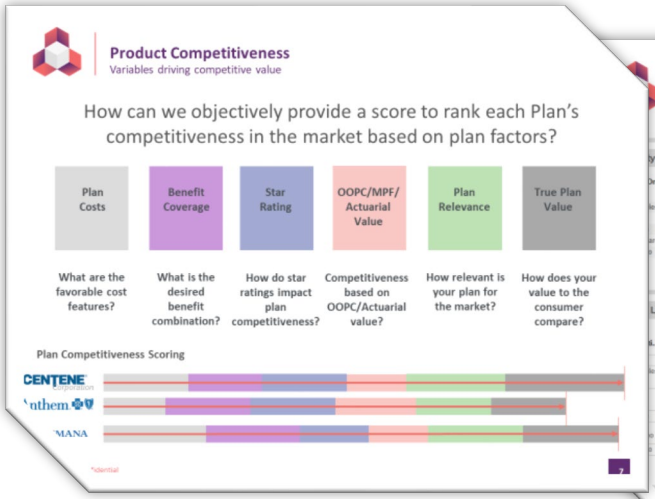
Product Competitiveness Score

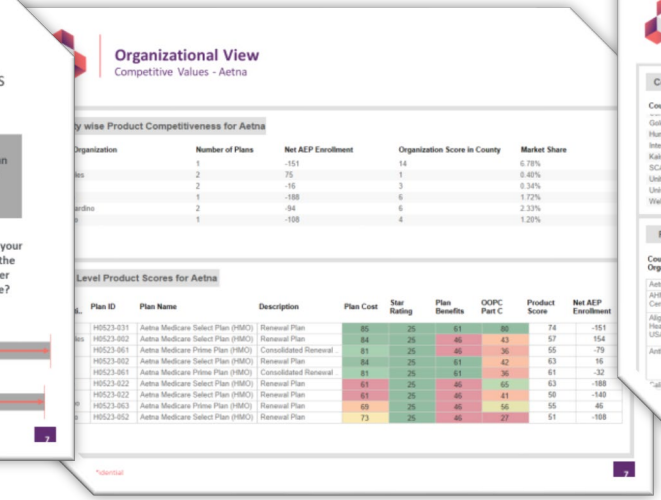
Proprietary methodology to score plans based on similar factors and weigh based on market conditions

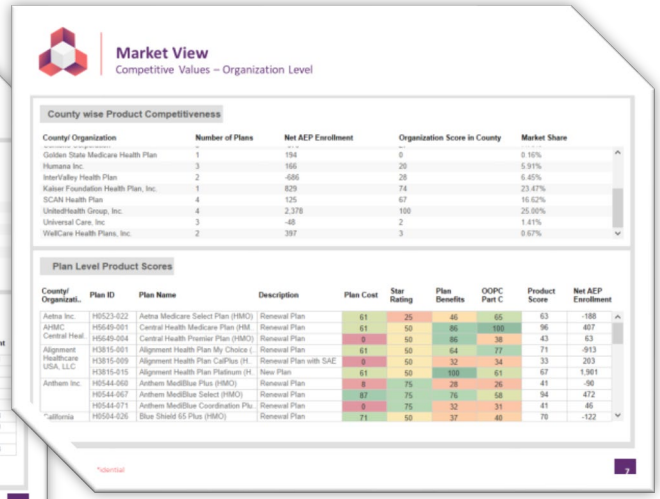
Sample Output

Exploratory Analysis & Recommendations by Market

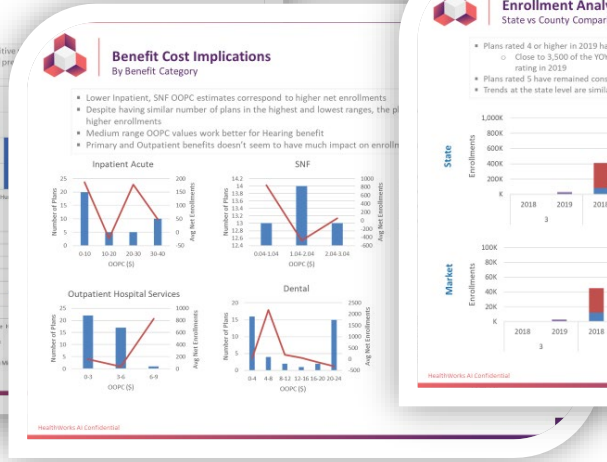
Executive Overview

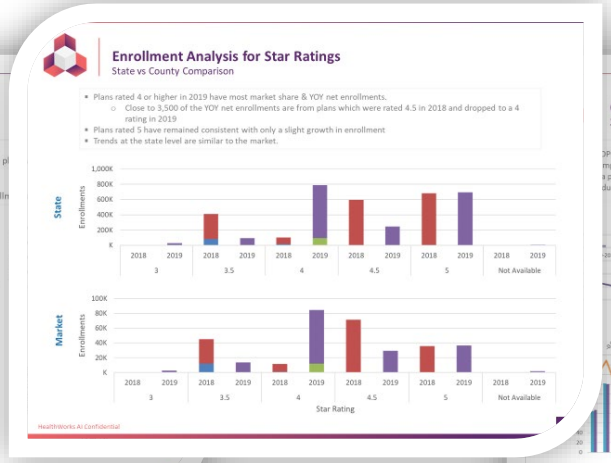


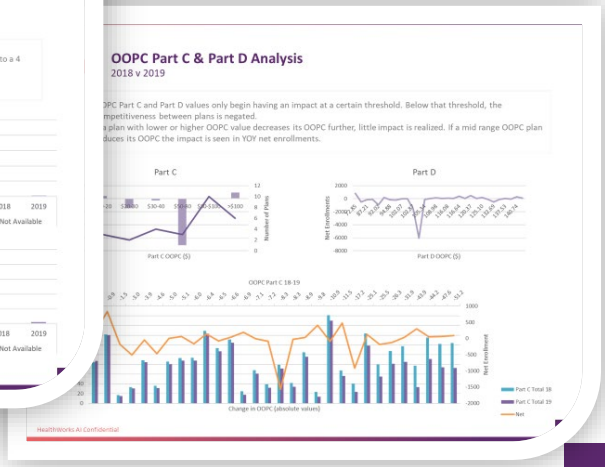




Supporting Metrics & Graphs







Thank You
HealthWorks AI