
A DISCUSSION ABOUT THE DIVERSIFICATION OF HEALTH PLANS

Panel Participants

Tom Vanderheyden, EVP and President of Diversified Businesses – BCBS Minnesota

Chuck Divita, EVP Commercial Markets and CFO Guidewell

Bradon Cady, President AIM Specialty – Anthem Diversified Group

DIVERSIFICATION

**The need to change that which
we do today for the purpose of
growth or survival**

PROSPERING IN THE CHALLENGING U.S. HEALTHCARE SYSTEM

The Survival of the Irreverent...

Those who fundamentally eschew the status quo and have the courage and ingenuity to forge new paths and make bold moves

HEALTH PLAN DIVERSIFICATION MODELS

- **Archetypal** – The oldest model being “within footprint” growth or consolidation to scale. Arguably not diversification.
- **Traditional** – Geographic or Line-of-Business expansion either organically or via acquisition.
- **Hierarchical** – Vertical expansion into adjacent components of the ecosystem potentially organically but most often acquisitively.
- **Proficinal** – Packaging core capabilities and offering them As-A-Service to a “non-member” customer base.
- **Transformational** – Development, acquisition or integration of new and potentially disruptive capabilities and/or business models.

HEALTH PLAN DIVERSIFICATION MODEL – EXAMPLES

Archetypal



Traditional



Health Net



Beyond Healthcare. A Better You.



Hierarchical



Proficinal



Transformational



QUESTIONS FOR THE PANEL

1. What is (are) your companies diversification strategy(ies) and what you see as the biggest hurdles?
2. Which disruptors are you most concerned about and/or what is your thinking around the “no-see-ums”?
3. In the end, is the health plan or the diversified business the more valuable asset, why and if not the health plan, then by when?
4. From the audience?

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Thanks for your time and engagement