



CONSUMER CENTRICITY IN HEALTHCARE

Achieving Competitive Advantage Through Consumer Centricity

The traditional paradigm for obtaining healthcare coverage is changing. In the past, consumers had most often sought coverage through organizational group plans and were limited in what was available to them. Today's consumers, however, are increasingly "shopping around" for individual coverage, requiring payers to focus on the needs being expressed by consumers to compete for their business. And with the expanded use of Consumer Driven Health Plans (CDHP) and recent healthcare reform, consumers' use path of their health plan is also transforming from the traditional health transaction and event path to a path toward healthy living. This new environment requires a more consumer-centric approach to marketing health plans. Consumer centricity takes into account many facets of an organization's ability to have a consumer focus and achieve payer relevance, including:

- Consumer understanding and insight
- Organization Culture
- Customer experience
- Relevant communications
- Consumer engagement and tools
- Service and support
- Consumer channels
- Relationships and stickiness

Helping Healthcare Payers Engage and Retain Members

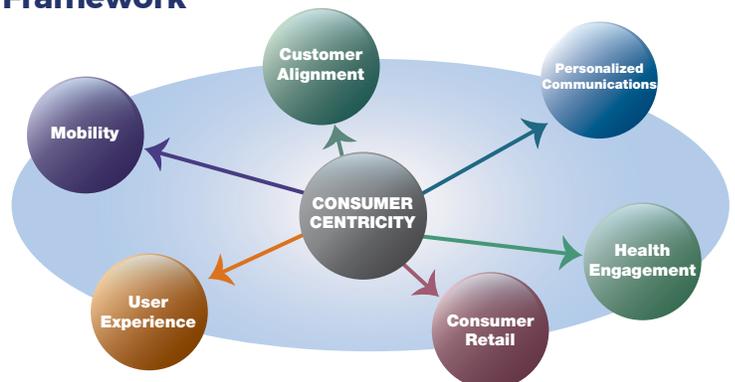
Paragon is an advisory consulting and systems integration firm with years of experience helping healthcare payer organizations optimize processes and deliver consumer-centric solutions that help to engage and retain members. Paragon works with payer organizations to ensure that they are viewed as a valued source by members for health information by helping them consider the following:

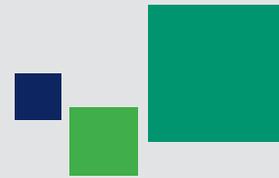
- Are we relevant to the consumer?
- Does the consumer trust us?
- Do we deliver superior experiences to consumers at all touch points?
- Do we offer relevant information and tools to consumers?
- Are all communications to members going through the right channels?
- Are member communications consistent and coordinated?
- Can we deliver sustainable health engagement programs to support healthy living?

As consumers take greater control of their healthcare management, Paragon helps payers consider consumer touch points and the use of technology enablers as a means to provide the information and tools consumers need to make intelligent decisions regarding their health.

Paragon's Consumer Centricity Solution Framework

Paragon's Consumer Centricity solution portfolio provides the opportunity to not only understand your ability to thrive in a consumer marketplace, but to diversify product offerings and develop strong consumer ties to increase acquisition and retention. We start with an overall view of your position in a consumer's eyes and then expand into a roadmap leading to solutions that provide payer-consumer integration and "consumer stickiness."





Solutions That Deliver Value

Paragon has applied best practices and insights based on real-life experiences to Consumer Centricity Solutions that make payers more effective and consumer centric:

Consumer Alignment – Provides the starting point in consumer centricity by helping organizations understand consumer profiles, data, insights, touch-points, and the overall experience to establish a strategy that better supports marketing and consumer solutions.

Personalized Communications – A communications platform that enables centralized message and report creation for multi-channel delivery to relevant audiences. Types of communications include enhanced Explanation of Benefits (EOB), Explanation of Coverage (EOCs), Annual Notice of Change (ANOCs), enrollment and engagement materials.

Health Engagement – Assists payers in developing consumer programs that support consumer wellness and living, healthy behaviors, and healthy decisions using online and mobile tools with devices for health monitoring.

Consumer Retail – Provides strategy and assessment services for payers entering the consumer retail space (brick and mortar).

User Experience – Professional services supporting user experience design, compliance, and usability testing for online and self-service assets.

Mobility – Strategic services for payers entering mobility including components such as AppSites, mobile apps (tools), experience design, value, integrated programs, and usability.

These solutions offer payers the following benefits:

- Keep payers relevant with members
- Provide a common method of interacting with consumer-oriented touch points
- Offer the ability to communicate valued health information via multiple channels
- Produce higher adoption of self-service strategies/tools
- Create a superior consumer experience; reduce confusion
- Foster customer loyalty and retention
- Encourage member engagement and improved health

How to Get There: Paragon's Roadmap Approach

Paragon has developed an intensive, seven-step workshop-style engagement model that allows us to quickly and effectively facilitate the development of an actionable roadmap to achieving consumer centricity. The roadmap is designed to drive alignment among internal leaders and provide a game plan for moving forward in a way that is tailored to your larger business strategy and consumer culture. The assessment and roadmap will provide you with a comprehensive view of:

- Your strategy, priorities and values
- What you have now: the current environment Where you should be: a strategy that addresses the when, how, and why to achieving your goals
- The solutions that fit your objectives
- Your organization's readiness to initiate change and what it will take to get where you want to be
- A roadmap to successfully launching your consumer centricity initiative

About Paragon

Paragon is a consulting firm that helps health and life sciences companies become high-performing, compliant, and digitally connected. Paragon powers business transformation and delivers better business outcomes by providing valuable consulting services as a trusted partner to our clients. We do this by building long-term client relationships based on our domain expertise, creative ideas, pragmatic consulting services, and quality delivery of solutions.

For more information, please visit us online at www.consultparagon.com or call 1.800.462.5582.

Paragon Client Roster

Paragon's client roster includes life science industry leaders such as:

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|------------------------|------------------|----------------|-----------------------------|
| • AbbVie | • Celgene | • MedImmune | • Shire |
| • AstraZeneca | • CSL Behring | • Merck | • Chiltern |
| • Bausch & Lomb | • Daiichi-Sankyo | • Novo Nordisk | • inVentiv Health |
| • Bayer | • GSK | • Otsuka | • Worldwide Clinical Trials |
| • Bristol-Myers Squibb | • Lilly | • Roche | • Regeneron |