Innovations and Insights in Healthcare Administration and Delivery

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KEYNOTE

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CMO, Network Health

Network Health Overview

Commercial, Individual and Medicare Advantage Products

Commercial
627 employer groups with **40,319** members

- **2,179** Personal Doctors
- **17,803** Specialists
- **59** Hospitals
- **2,279** Ancillary Services Providers
- Total Market Share: Not available
- State of Wisconsin ETF Market Share: **41%**
(Data Source: ETF January 2024 Enrollment Data)

Medicare Advantage
5 out of 5 Star PPO plans* in 2024 with 76,525 members

- **2,268** Personal Doctors
- **15,176** Specialists
- **60** Hospitals
- **2,217** Ancillary Services Providers
- Overall (Statewide) Market Share: **14%**
- Network Health NE Region Market Share: **38%**
- Network Health SE Region Market Share: **8%**
(Data Source: CMS)

Individual and Family

- **8,041** Members
- ACA Market Share in Network Health Service Area: **7%** *(Data Source: CMS)*

Wellness

- **8,952** Participants

Medicaid Membership*
51,239

$1 Billion Revenue

Coming Soon ... Third Party Administration

10.6% Administrative Expense Ratio

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The Network Health Story

Once a Plan in trouble, but now a Billion-dollar Powerhouse.

Transformative Journey

Cleaning the House

Relentless Focus

CDJ's Vision

Strategic Focus

Excellence in Employee & Member Experience

Provider Relationships Built on Trust

Trusted Data Equals Better Care

Positive Leadership Culture

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CMO Transition

From Caregiver to Decision-Maker

25 Years in Primary Care | Leadership Experience

Shifting to the Payor Side

Now as CMO, the focus is on:

- Evidence-based, data-driven decisions.
- Quick, efficient solutions for better care collaboration.
- Distinction between health plan and insurance company roles

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The Role of AI & Automation in Healthcare's Future

Improving Patient Outcomes

Community Needs, Improving Access and Quality

Analytics Drives Personal Member Communication

Interoperability Drives Quality and Efficiency

Threat to Primary Care Model

Turn Fragmentation into Navigation

Fragmentation to Multiple Care Channels

Cybersecurity - SDS's role in recovering claim submission flows swiftly, showcasing the resilience of Network Health's systems.

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Generative AI:
Unlocking Insights from Unstructured Data

- ◉ Primary Use
- ◉ Pharmacy + Medical Claims Integration
- ◉ Future Opportunities
- ◉ Privacy Considerations

Strength-Based Leadership

Focus on internal team strengths

Growth mindset encourages collaboration

SDS provides prompt, collaborative service for operational changes

Collaboration with SDS, restoring claims processing in a timely manner

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Thank you!

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