

# Health Insurance Plans

## Providing Valuable Competitive Insights that Address the Nation's Dynamic Health Care Environment

### Deep Industry-Based Experience is What Helps Us Provide Superior Collection and Analysis of Competitive Insights

Through the establishment of, and advancement in programs such as investing in secure, state-of-the-art information technology to limit paperwork, empower patients and providers, hasten claims processing, reduce costs, by promoting prevention and wellness initiatives, improved care for people with chronic illnesses, and by working to reduce costs for patients, employers and taxpayers, America's Health Insurance Plans are helping to pave the way to a more healthy America.

For more than 20 years, Fletcher/CSI has served the health care industry in providing accurate, timely and actionable competitive intelligence which fuels the competitive drive towards excellence and innovation among our nation's health plan system.

Our team of health insurance specialists not only understand the impact of health care reform on the industry, but also bring an invaluable historical perspective that together fuel our ability to add distinctive and measurable value in:

- Designing Quality Research Studies
- Accelerating our Time to Launch
- Delivering Immediately Actionable Intelligence
- Providing a Credible and Insightful Experience-Based Analysis of Findings

### Fletcher/CSI is skilled at providing competitive insights on these and other topics:

- Wellness Incentive Programs
- Consumer Driven Health Products
- Advancements in Information Technology
- Evolving Program Structures

- Specialty Pharmacy Initiatives
- Best Practices in Relationship Management
- Competitor Profiles
- FOIA Bid Comparisons
- Customer Perspectives
- Coverage Terms/Conditions
- Policies/Procedures
- Claims Performance

Fletcher/CSI provides a qualitative research methodology that legally and ethically collects information directly from key competitive sources, such as competitor current and past employees, customers, distribution channels, and industry influencers such as consultants and regulators. The insights gathered are often forward thinking and provide critical insight into your competitors' strategic direction and best practice approaches.

Relying on traditional secondary sources, such as the Internet, press releases, analyst reports, conferences, and your employees' field experiences to gather market intelligence, is a good start. However, if these are the only methodologies you utilize, you are missing vital competitor insight necessary to shape your market positioning and help guide your senior management.

Fletcher/CSI provides research, analysis and performance recommendations designed to help you develop a clearly differentiated value proposition that is aligned with customer needs.



**FLETCHER/CSI**®

Simple, Powerful, Insightful Intelligence

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