Qurico: *Redefine Healthcare Strategy*

Introduction

Developed countries have been witnessing an upward trend in the prevalence of chronic diseases such as diabetes, cancer and asthma. The reasons include rapid aging of the populations, increasing life expectancy of the people having chronic conditions, inactive and unhealthy lifestyles. Defined by the US National Centre for Health Statistics as a disease lasting three months or longer, chronic disease has a debilitating effect on the patient, with 7 out of every 10 deaths reported in the US due to chronic conditions. The occurrence of multiple chronic conditions (multimorbidity) in populations is also rising at an alarming rate. With more than 75% of the healthcare costs being incurred on chronic conditions, the economic impact has been equally debilitating. According to National Health Council (NHC) of US, a study conducted in 2007 estimated that seven chronic conditions – cancer, diabetes, heart disease, hypertension, pulmonary illness, and mental disorders – cost the economy $1.3 trillion annually; and this impact is estimated to climb to $4.2 trillion by the year 2023.

Healthcare Insurance Industry

The Healthcare Insurance industry is greatly impacted by the prevalence of chronic conditions. The US health and medical Insurance industry earned revenues of $804 billion in 2016, with a 3% annual growth rate. The Industry growth in the recent years has been driven by increase in healthcare expenditure and decrease in the rate of uninsured population. Rising medical costs due to chronic conditions and regulatory pressures, however, are reducing the industry profits. Low confidence in political dynamics in the US and uncertainty over the fate of social welfare insurance plans have presented newer challenges for the healthcare insurance industry. In such turbulent times, it has become imperative for the insurance providers to focus on customer experience and retention to ensure sustained growth and profitability. Moreover, the major stakeholders – Insurance providers (payors), healthcare service providers, and CMS (Centers for Medicare & Medicaid Services, is also a public sector payor) – need to formulate interventions to reduce the impact of chronic diseases on the economy.

Chronic Disease Indicators (CDI)

The Centers for Disease Control and Prevention (CDC) in US have developed 124 surveillance indicators that can enable the policy makers, payors, and service providers to extract the state

and metropolitan level data pertaining to the risk factors, prevalence etc., and design the strategy interventions to arrest the impact of chronic illnesses.

Problem Statement

Imagine you are a part of the US healthcare system as one of the stakeholders – Insurance providers (payors), healthcare service providers, and CMS (Centers for Medicare & Medicaid Services). What should be your strategic interventions (in accordance with the stakeholder role chosen) to improve and add economic value to the existing system including the populations. You should leverage the CDI data to design and conceptualize novel strategies to enable the stakeholders to provide a valuable experience while maintaining the profitability and reducing the impact of chronic diseases. *Since consumer behavior affects the prevalence of chronic diseases, the added focus should be to use analytics to propose interventions for changing consumer behavior, engage and retain them, and add value to their experience to ensure sustained growth and profitability.*

Your submission should reflect following aspects:

1. Identification and definition of your role as one of the stakeholders.
2. Understanding of the chosen problem statement (in terms of targeted chronic condition/s) and logical reasoning of selecting the problem.
3. Illustration of your approach/methodology for designing the interventions, and the impact of intervention on all the stakeholders
4. Proposed solution/interventions substantiated by the data analysis and logical reasoning.
5. Impact of the solution over the next 3 years.

Round 1*:

- Preliminary data will be provided that will aid in selecting the problem statement
- Submission for Point 1. and 2. above along with the proposed approach/methodology, in note more than 5 slides, with appropriate citations.

Round 2:

- Detailed data will be provided to shortlisted teams from Round 1
- Submission for all the above Points (1 to 5) in not more than 10 slides, with appropriate citations.

Sources: Centers for Disease Control and Prevention (CDC), National Health Council

*You may refer to the following resources for Round 1

1. *Centers for Disease Control and Prevention. Leading causes of death and numbers of deaths, by sex, race, and Hispanic origin: United States, 1980 and 2014 (Table 19).* Health, United States, 2015.
https://www.cdc.gov/nchs/data/hus/hus15.pdf#019
2. *Gerteis J, Izrael D, Deitz D, LeRoy L, Ricciardi R, Miller T, Basu J. Multiple Chronic Conditions Chartbook.*
https://www.ahrq.gov/sites/default/files/wysiwyg/professionals/prevention-chronic-care/decision/mcc/mccchartbook.pdf