

# HEALTH PLAN CEOs DRIVE STRATEGY FOR MODERNIZATION AND CONSUMERIZATION

## DIGITAL TRANSFORMATION (DX)

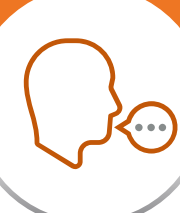
**13.4%**  
OF HOUSEHOLD INCOME goes to health care and health insurance.<sup>1</sup>

**80%**  
OF CEOs agree or strongly agree that investment in DX is necessary.<sup>2</sup>

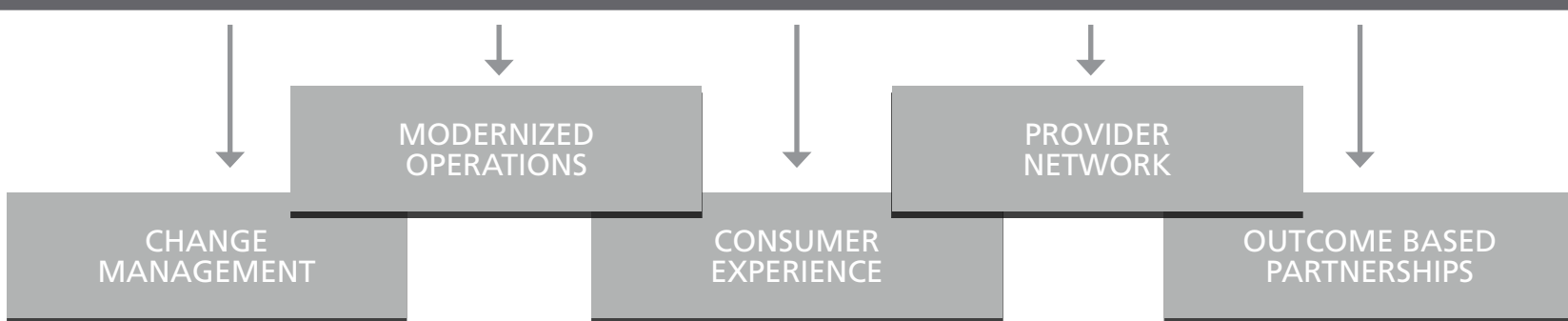
**16%**  
OF HOSPITALS can provide a bundled price to consumers.<sup>3</sup>

**24**  
IS THE AVERAGE NPS for health insurance companies.<sup>4</sup>

**\$4.5B**  
VC INVESTMENTS in digital health quadrupled in the last four years.<sup>5</sup>



CEOs must rapidly shift the organization to a consumer-focused, technology-enabled model while driving down costs.



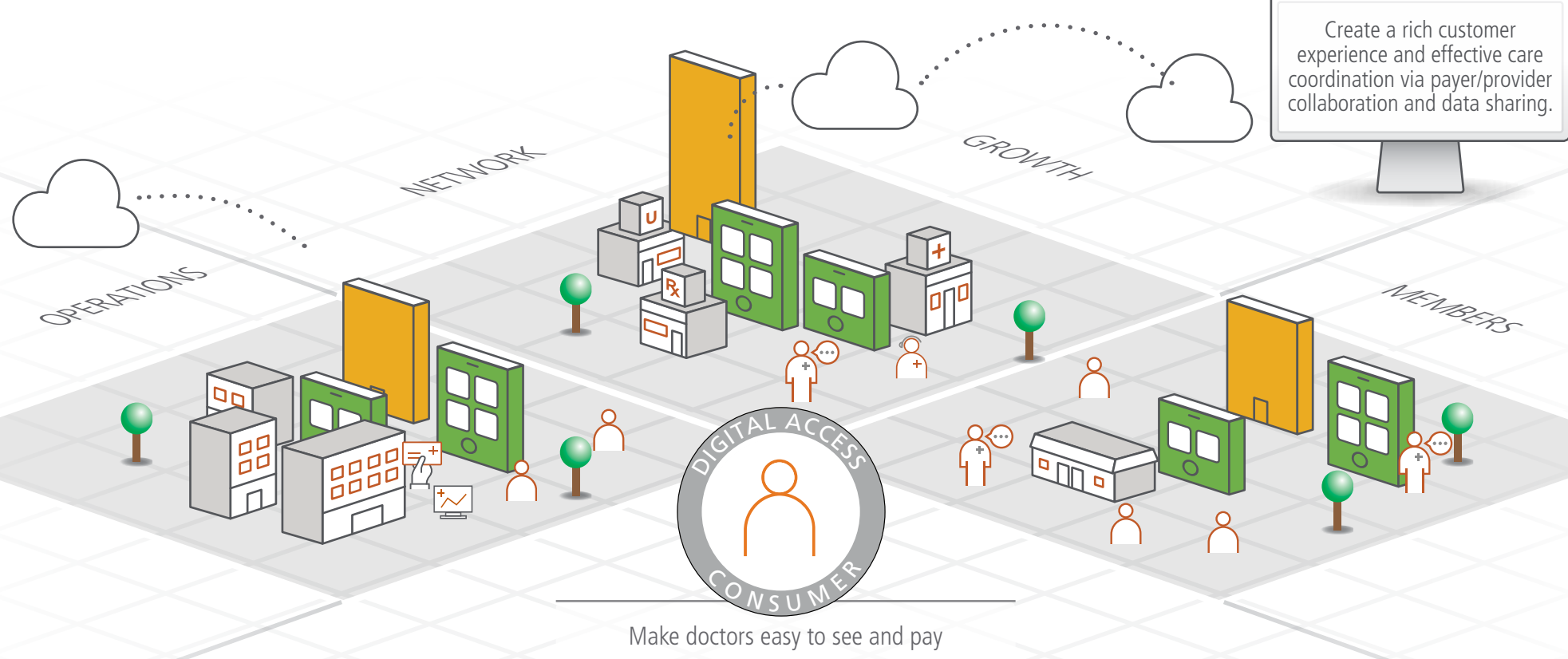
### CEO'S ROLE Efficiency

Modernize infrastructure to make core functions smarter. Design high impact multi-channel consumer experiences.



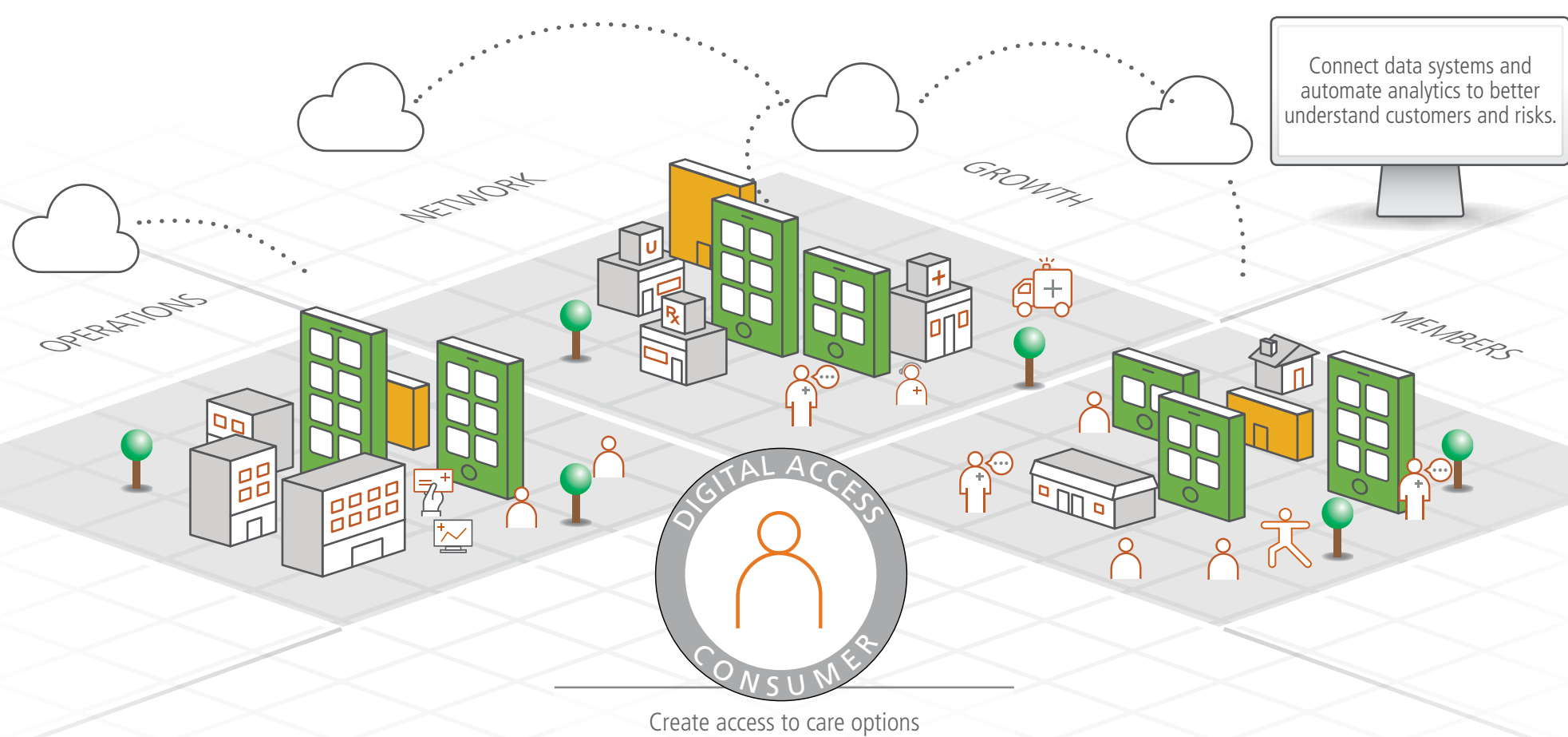
### CEO'S ROLE Optimization

Accelerate interoperability for seamless, secure and timely digital information exchange.



### CEO'S ROLE Transformation

Pursue partnerships to build diverse data ecosystems and incorporate new business models.



### CEO'S ROLE Innovation

Respond to market opportunity with predictive capability.



### CEO Leadership

The CEO leads cultural, strategic and technological transformation to create a digital, consumer-centric partner in the health ecosystem.

## An integrated approach to sustainable growth



EFFICIENCY

OPTIMIZATION

TRANSFORMATION

INNOVATION

Get your assessment at [optum.com/solutions/prod-nav/healthcare-ecosystem](http://optum.com/solutions/prod-nav/healthcare-ecosystem)



<sup>1</sup> <https://www.bls.gov/opub/ted/2016/share-of-total-spending-on-healthcare-increased-from-5-percent-in-1984-to-8-percent-in-2014.htm>

<sup>2</sup> The Conference Board 2017 CEO survey

<sup>3</sup> <http://jamanetwork.com/journals/jamainternalmedicine/fullarticle/1569848>

<sup>4</sup> <http://temkingroup.com/research-reports/net-promoter-score-benchmark-study-2016/>

<sup>5</sup> <http://healthcare.mckinsey.com/why-digital-transformation-should-be-strategic-priority-health-insurers>