



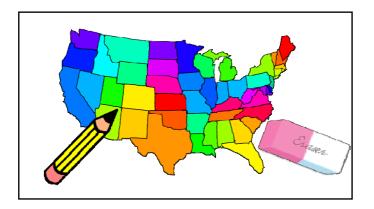
The 5 Cs of value

- 1. Comprehend the key value drivers for clients.
- 2. Create value for clients.
- 3. Communicate the value that you create.
- 4. Convince clients that they must pay for value.
- 5. Capture value with a value-based pricing approach.





NO MAN IS AN ISLAND, en every man is a piece of the every man is a piece of the part of the main; if a clod part of the sea, Europe is the





Factoids

- We're talking about a conservative community...that places a great emphasis on value, doesn't want to spend needlessly, and wants to get the biggest bang for the buck
- They are refining their approach to managed care to build accountable care systems using data and analytics that were not available in the 1990s.
- Value based payment systems are emerging and will overtake the volume based payment systems that have been the foundation of the American medical business model



There is no evidence to suggest that...



