



Key Discovery Findings, SWOT Analysis, & Brand Assumptions

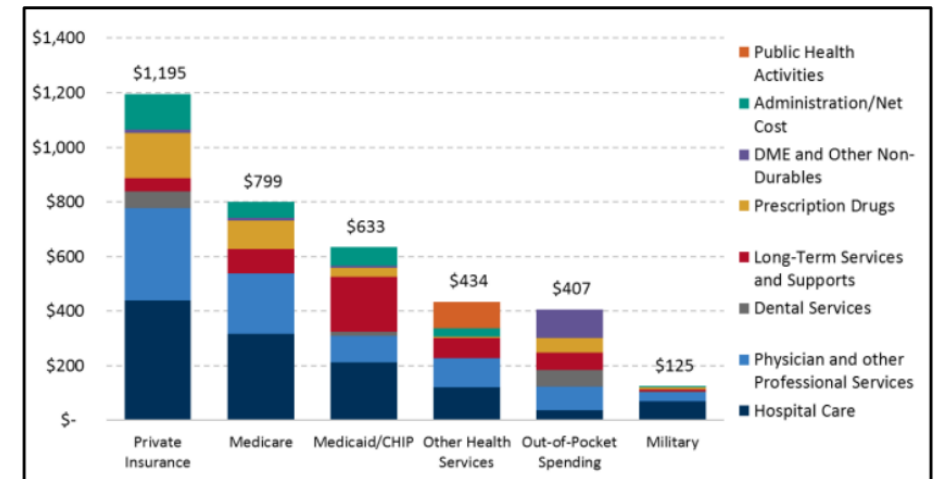
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Key Discovery Findings

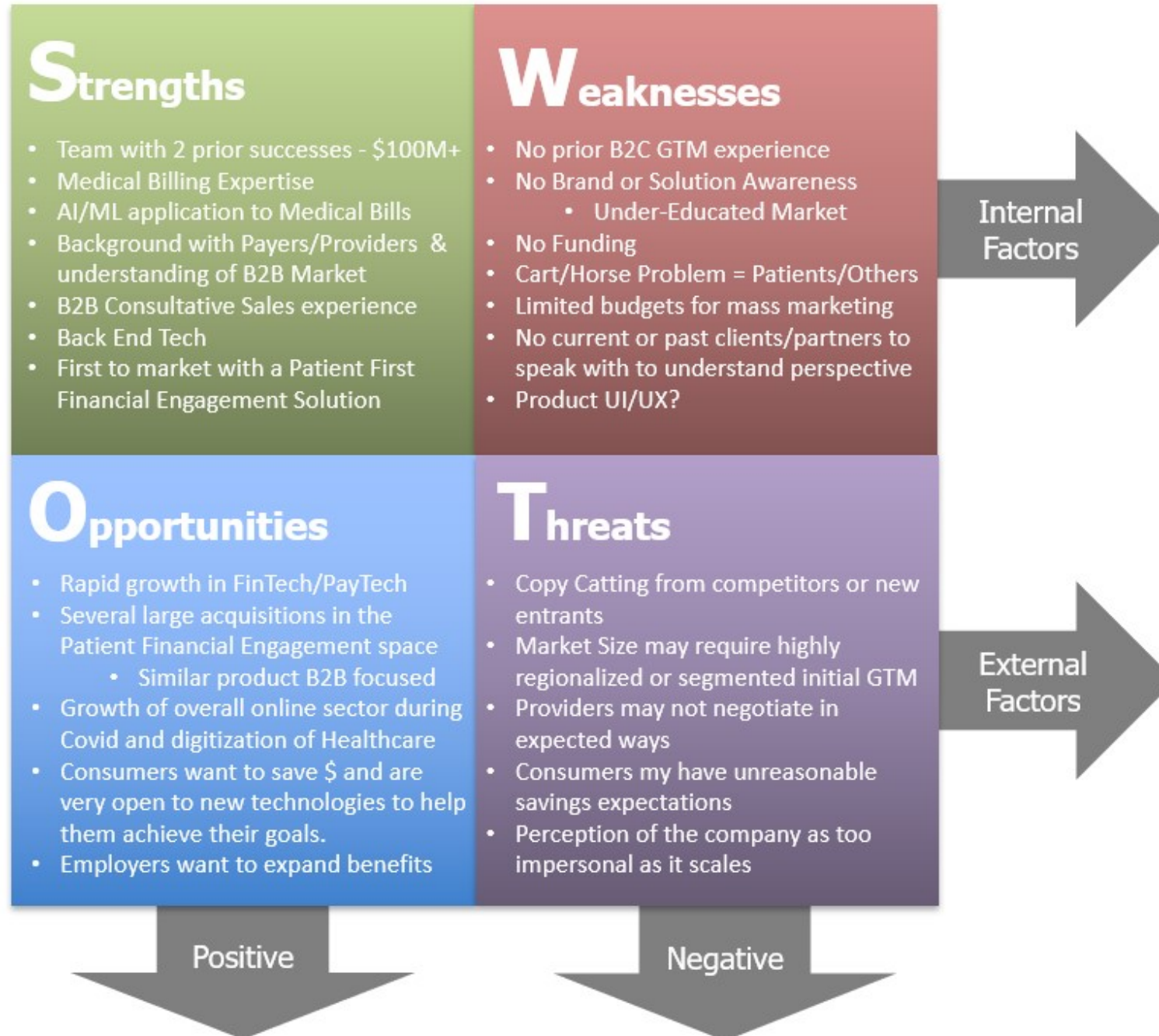
- Keywords – Healthcare Patient Financial Engagement (PFE) Solution/Provider/Platform – B2B solution being offered by competitors to Payers & Providers, being sold as improvement to them as revenue cycle management. It is outsourced payment processing/collection that is automated & digitized but the companies offering it are 100% B2B focused.
 - Point of Differentiation for CoPatient is patient centric/focus vs payer/provider centric/focus
 - In payer/provider space, will need completely different strategy & tactics vs. the patient.
 - As PFE to get them \$ faster?
 - As data provider?
 - Filling capacity, steering patients to better rate options, etc.?
- Patient Demographics – Likely Personas B2C
 - Chronic users of healthcare – mostly elderly
 - Female healthcare decision makers for families
 - Millennials
- Targeting In-Market Segments – B2C
 - Seniors (Need Omni-Channel)
 - Life Events – times when people are more open to CoPatient
 - Taxes, Insurance(Open Enrollment?), Marriage, Children
 - Elective Procedures
 - Dental could be an overlooked segment
 - Exclude under 26
- Employers, Health Plans, TPAs – B2B2C
 - Revenue Sharing Options, Free Quality Benefit for Employers

Figure 1. Health Consumption Expenditures by Type and Source, 2019
(in billions of dollars)



Source: Centers for Medicare and Medicaid Services, *National Health Expenditure Accounts—National Health Expenditures by Type of Expenditure and Program*, December 2020.

SWOT Analysis



Brand Assumptions – For discussion – I hypothesize that CoPatient is most successful launching a Patient First company, which will truly differentiate them from any competitors and protect against early entry from PFE Solution Providers

