



# Investment Decision Analysis to Support Accountable Care

## Business Challenge

A renowned healthcare consulting firm based in the US, wanted a detailed understanding of the views of decision makers from leading insurance companies and healthcare providers on investment decisions to support accountable care in the USA, including the analytical applications supporting the Accountable Care Initiative (ACI).

## Solution

The client partnered with Netscribes, who conducted primary qualitative research among decision makers (director level and above) in insurance companies and healthcare providers to understand their views on investment decisions on accountable care.

1. Netscribes conducted interviews through comprehensive questionnaires that captured quantitative information about the investment on analytical applications supporting ACI.
2. The sample included 30 Insurance companies with more than 100,000 members, and 40 hospitals with more than 300 beds.

## **Benefit**

The client identified the best reimbursement model, technology, application for consumer engagement, technology delivery model, analytic initiatives, and application support based on Netscribes' research and insights. This helped it make an informed technology investment decision for supporting accountable care in its organization.

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