

Private Exchange Marketplace

John Clark

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- Agenda: *(2 minutes)*
 - Definition of Private Exchange
 - Impact of Private Exchange
 - Consumerism: More from B2B to B2C
 - Decision Support Technology
- Why you should care about private health care exchanges: *(5 minutes)*
 - Fundamental shift in how insurance products are distributed (GruppoMarcucci)
 - Estimated \$5b business by 2015; nearly \$12b by 2020 (William Blair Equity Research Report)
 - Enrollment in private exchanges will likely match public exchanges by 2017 – 30m lives (Accenture)
- Employer-Sponsored Insurance Trends: *(4 minutes)*
 - Traditional model vs. future model
- Components & Considerations: *(6 minutes)*
 - Employer Contribution (defined contribution/defined benefit)
 - Consumer shopping experience
 - Technology/Admin support
 - Products & carriers – “The Store”
- Private vs. Public *(11 minutes)*
 - Organizer/sponsor
 - Target population
 - Plan design
 - Benefits scope
 - Cost sharing/deductibles
 - Subsidy
 - Mandate
 - Premium tax treatment
- The Big Picture *(4 minutes)*
 - Changing roles/responsibilities
 - Technology
 - Consumerism
- The Players *(8 minutes)*
 - Employer groups
 - Brokers/consultants
 - Employees/consumers
 - Technology companies
 - Carriers
 - Health care providers
- Decision Support Technology *(10 minutes)*
 - How to choose
 - Delivery methods, education, interactive, predictive,
 - How to use
 - Delivery methods, information, transparency, assistance
- Private Exchange Evolution *(5 minutes)*
 - Coverage
 - Standardization
 - Performance & alternatives
 - Decision support tools
- Questions *(5 minutes)*