The Consumer Driven Health Plan

Jaja Okigwe
SVP Strategic Development
February 4, 2014
Sampling of National Accounts
Forces in the Market

- Explosive Growth in the Individual Market
- Employer Focus and Experimentation
- Health Plans Rising to the Opportunity
Becoming Consumer Driven

- Understand the Consumer’s Needs
- Choose the Need to Address
- Design a Solution
- Distribute to the Market
Consumer Tools
Current Fragmented System
Patient-Centered System
Getting There …

We’ve made strides, but we have further to go…