

Is our value proposition actuarially sound?

How do we best position our solution to plan sponsors and their consultants?

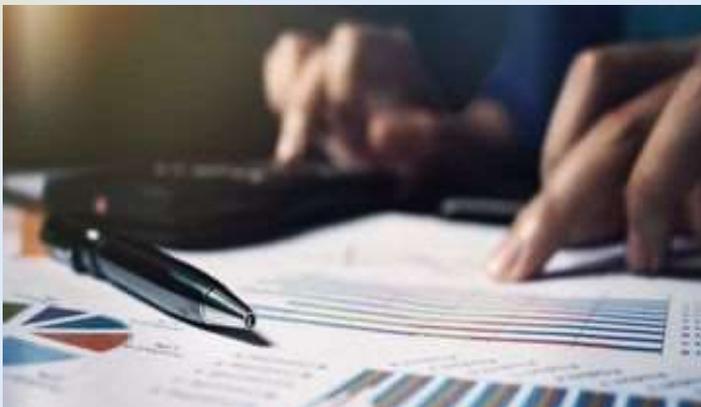
How do we tailor our value statement to be specific to each plan sponsor?

How do we best manage the risk of value-based fees?

MorningStar Actuarial Consulting can help answer these questions. We conduct sophisticated actuarial analyses with sound, proven methodologies and, combined with years of experience as consultants for large plan sponsors, assist innovative healthcare providers to position themselves as partners with plan sponsors looking to control healthcare costs.

There are a myriad of solutions on the market today competing for health plan sponsor dollars claiming savings opportunities. Plan sponsors and employers are cautious about claims of dramatic reductions to healthcare costs or controlling healthcare trends without supporting evidence. More and more, plan sponsors and their consultants demand savings analyses tailored to their specific populations and healthcare utilization experience. Many require performance guarantees, so understanding plan sponsors' specific claim utilization and how the solution will perform in that environment is critical to managing client satisfaction and profitability.

MorningStar Actuarial Consulting has significant experience working with providers to health plan sponsors to develop value propositions that provide credible analytics upon which decision makers can rely.



We not only assist in making sure the actuarial methodology and assumptions for your value proposition can withstand critical scrutiny, but also provide a framework for positioning the results in the market and assist in the presentation of those results to prospects and clients. We leverage our years of experience working as health care benefit consultants for large and jumbo health plan sponsors to assist your sales organization. We help position your value proposition with clients, prospects, and their consultants, either in the background or directly participating in meetings to enhance the credibility of your presentations.

Often, the starting point for MorningStar Actuarial Consulting is to review current data and provide an assessment of how it would be useful for developing a value proposition, including an analysis of gaps and recommendations on how they can be closed.

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