

Payer Decision Makers

| TARGET:

Payers

| MARKET:

US

| METHODOLOGY:

60-Minute Telephone/ Web IDIs

SPECS:

Should work at a commercial payer/insurance company (health plans)

Prefer a national payer (United, Cigna, Humana, Some of the BCBS)

- May be open to accepting regional payers as well

Must be responsible for provider contracting with office-based clinicians

Able to discuss point of care (POC) testing

- They don't need to have narrow expertise in lab benefits

Ideal level would be at least a director or VP (not a "coordinator")

SAMPLE PROFILES:

- Director, Client Testing Capability at UnitedHealth Group
- Director, Professional Practice at Humana
- Director, Contracting at Cigna
- Head of Supplemental Health Solutions, Integration & Strategic Initiatives at Cigna
- VP, Business Innovation and Product Operations at UnitedHealth Group
- IT Senior Director/Director of General Management at UnitedHealth Group