

CASE STUDY

A confident direction: Regional payer leverages research in decision-making for potential affiliation

| AUG 19, 2025

<https://www.healthscape.com/client-results/confident-direction-regional-payer-leverages-research-decision-making-potential>

The vision

Facing competitive pressures, a regional payer was exploring affiliation options to gain scale and enhance services and technology. Leaders needed clarity on what mattered most to stakeholders—especially in a market where local presence and relationships were critical to members. The organization required actionable data insights to guide both operational decisions and communications during the affiliation exploration.

Co-creating the solution

The payer partnered with our team to design and execute a highly customized research study to better answer the payer's biggest opportunities. The study assessed perceptions and priorities of many stakeholders, identified potential risks, and provided messaging guidance for future communications.

Believe in better

The study found the importance of a local presence and that stakeholders were willing to pay more and accept fewer benefits if it meant keeping customer service local. Equipped with this data, the payer confidently explored affiliation opportunities.

Meaningful outcomes

The research study set the foundation for the affiliation:

- **Shifted approach**
to selecting an affiliation partner based on local presence
- **Secured**
excellent prospective partners
- **Protected trust**
by demonstrating decisions were driven by direct community feedback

Building to better

Designing research to guide affiliation decisions requires:

- **Assessing perceptions and priorities**
across all stakeholder groups
- **Measuring adaptability**
versus preference for core affiliates
- **Identifying risks**
to trust and loyalty as a result of change

LEARN MORE ABOUT THE AUTHORS



Tiffany Jungers
Senior Vice President