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Healthcare's big impact trends: A lens on the future

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The healthcare market place will see fast-paced action and no doubt, unforeseen surprises over the next 12-18 months. Keeping a close watch on big trends and taking a proactive approach to managing change will separate winners and losers. This session will provide a scan of the top trends for 2014-15 from Obamacare 2.0 to Health Improvement to Retailization to Socialnomics. You'll get sharp insight into the future. The learning objective is to provide context for the next 2-3 years around key areas of focus:

Market Shift – An examination of critical issues facing insurers and consumers, ranging from economic pressures to insurance sector trends to changing demographics.

Big Data – The ability to turn consumer information into insights, and then into actionable intelligence is a game changer as big data impacts profit/growth dynamics across markets.

Engagement Marketing – Customers are in control. They talk about you, review you and price check you. Insurance marketers need to adjust to today's always on digital consumer.

Customer Experience – Engaging and retaining customers is built on a superior customer experience that results in satisfied, brand-loyal customers. What's Your Strategy? "There are decades when nothing happens, and then there are weeks where decades happen". Innovation captures opportunity in today's environment.

Key takeaways will help inform an enterprise's 2015 priorities and strategic action plans. With competitive rivalry and econopolitical tension at an all-time high, future growth and profitability depend on it.

Biography

Lindsay Resnick is Chief Marketing Officer, KBM Group: Health Services, a WPP company. With 30-years of professional experience in healthcare and insurance, he is responsible for KBM Group: Health Services' business development and client strategic counsel. Areas of focus include consumer insight and engagement, and marketing and sales optimization. He held senior executive roles at Gorman Health, Healthmarket and Celtic Life Insurance. His early career included BlueCross BlueShield Association and Massachusetts Department of Public Health. He has an MHA from Washington University in St. Louis and a BS from Northeastern University in Boston. He is a frequent speaker, blogger and author on topics spanning healthcare, insurance and marketing.

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