



# Vendor Capabilities



## About Discern Health

Discern advises clients across the private and public sectors. Our focus is on helping to define the value of health care services through quality-based payment and delivery models. These models align performance with incentives by rewarding doctors, hospitals, suppliers, and patients for working together to improve health care while lowering total costs.



Because of our breadth and depth of knowledge, we connect the dots between your experiences and opportunities to engage with the broader health care landscape.

As value-based care transforms the US health care system, health service and product vendors—including care management, health coaching, technology, and telehealth companies—must differentiate themselves in the competitive market. Health care vendors that proactively implement strategies such as strengthening value propositions, expanding offerings, and developing strategic partnerships can position themselves as leaders in the value-based environment.

Discern Health partners with clients to pursue strategies that enhance quality and outcomes for patients while promoting business interests. By understanding and applying health care policy, conducting and disseminating health services research, and informing products to meet customer needs, we help convert evidence into real-world business insights and create strategies that improve care quality and patient outcomes.

## Our Solutions

Discern offers a wide range of highly customizable solutions, including:

- Targeted updates on health care policy, quality, competitor offerings & other market drivers
- Research & recommendations to support business strategies & enhance value propositions
- Education on customer needs & how vendors can help close gaps
- Support for service & product enhancements
- Advising on product design, piloting & evaluation
- Recommendations for & facilitation of innovative opportunities & partnerships
- Evidence generation, model development & analysis to support risk-based contracting
- Design & implementation of research studies
- Development & delivery of educational resources for teams & customers
- Generation of quality-related data to assist with market segmentation
- Analysis of product data to create secondary business intelligence offerings
- Ongoing advising on product maintenance

## Our Expertise

Discern supports a variety of health care stakeholders, including providers, health plans, employer groups, life sciences companies, professional societies, and government agencies, to improve and enhance their success with value-based care initiatives.

Our team has expertise in health care policy, quality measures, quality improvement methodology, and value-based payment through decades of leadership experience at national organizations including the Centers for Medicare & Medicaid Services (CMS), National Quality Forum (NQF), and National Committee for Quality Assurance (NCQA). Discern staff members are also experts in quantitative and qualitative research, technology product development and project/product management, education and training, program design, and practice transformation.



Our team provides the expertise of a larger firm, while maintaining the responsiveness, flexibility, and personalized approach of a small firm.

## Learn More

[DiscernHealth.com](http://DiscernHealth.com)  
[@DiscernHealth](https://twitter.com/DiscernHealth)

## Contact Us

**Gracelena Ignacio**  
Business Development & Marketing Director  
[gignacio@discernhealth.com](mailto:gignacio@discernhealth.com)  
(410) 542-4470 x110

Federally registered small business  
Baltimore, MD & Washington, DC