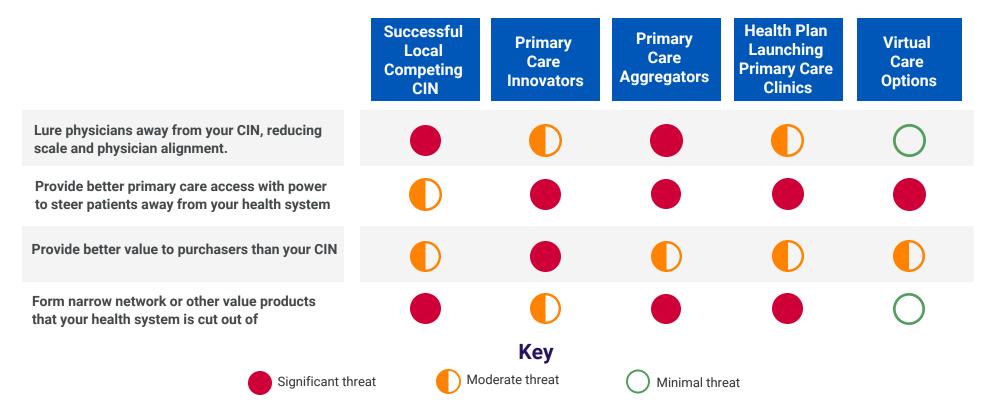
## **Responding to 5 Competitive Threats to CINs**

Health systems and their Clinically Integrated Networks (CINs) face threats from a variety of competitors, including market disruptors, that may lure away aligned independent physicians and patients. Although the landscape of these competitors differs by market, they threaten the core business of CINs and complicate health system alignment with independent physician groups. The graphic below shows the threats posed by different types of competitors and the significance of the threat they pose.



What can a CIN/health system do to respond to these threats?
Assess how vulnerable your CIN/health system is and consider the following strategies:

- Maximize value-based care performance and rewards available to physicians.
- Evaluate whether your incentives reward top performing physicians who are particularly attractive to disruptors.
- Provide care in well-designed settings.
- Consider partnering with disruptors, rather than fighting them, to achieve your strategic goals.

You can't wish away your competition, but you can build a better strategy to respond.

