

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.

	Successful Local Competing CIN	Primary Care Innovators	Primary Care Aggregators	Health Plan Launching Primary Care Clinics	Virtual Care Options
Lure physicians away from your CIN, reducing scale and physician alignment.	Significant threat	Moderate threat	Significant threat	Moderate threat	Minimal threat
Provide better primary care access with power to steer patients away from your health system	Moderate threat	Significant threat	Significant threat	Significant threat	Significant threat
Provide better value to purchasers than your CIN	Moderate threat	Significant threat	Moderate threat	Moderate threat	Moderate threat
Form narrow network or other value products that your health system is cut out of	Significant threat	Moderate threat	Significant threat	Significant threat	Minimal threat

Key

- Significant threat
- Moderate threat
- Minimal threat

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.