OHCS Data Sales and Marketing

- Objective for data sales:
  - Share the data we collect to further transparency in price and quality in Utah's healthcare market
  - Work towards becoming self-funded
  - Reach $500,000 in sales

- Who are we marketing to?
  - Researchers
  - Healthcare consultants
  - Interested parties in Utah's market(s)

- What is the value we provide?
  - Existence of longitudinal data for Utah healthcare facilties
  - 2015 All Payers Claims Database data has high quality.
  - The diversity in data can offer a more complete picture of our healthcare landscapes than other states.
  - Focus on quality data
  - Desire for the data to be used

- Who is our competition?
  - Data brokers
  - Other states
  - Healthcare consultants

- Next steps to explore and strategic planning:
  - Reaching our target customers
    - External and internal
  - Updating sales trends for FY2016
  - New product sales and providing customers with products they want in a timely fashion
  - Users' path to purchase, i.e. how do customers find out about our data?
  - How is our product relative to the competition
  - How can joint ventures help us reach our customers and meet their needs?
    - Is this possible given the privacy and security concerns?
  - Paid online advertising
  - Search engine optimization
  - Customer references: data stories
  - Customer retention

Recommendations and direction from HDC members on marketing and sales is welcome!