

Brightside Solutions™ empowers health plans to manage their product portfolio effectively. Our team provides the full spectrum—from consultation services to implementation. We help you offer the products that the market wants and needs, with our portfolio of products & services:

Brightside Align™



Is your organization strategically aligned? Our Brightside Align™ solution is a multi-stage process to help you analyze your current offerings, create the products the market wants, and then engage your team around a winning strategy. The process begins with “Assess and Recommend”, a product analysis/rationalization focus; then uses “Map and Build”, designing a portfolio that meets market demand; and culminates with “Market and Train” services to help your team effectively execute on a multi-year strategy.

Competitive Price Position™



Are your products REALLY competitive? Our Competitive Price Position product provides a snapshot of your organization’s price position compared to like plans for competitors in given categories. To facilitate the selection of like plans for comparison purposes, Brightside Solutions creates a competitive benefit grid organized by metal tier and network type.

We then rely on your competitor’s published product information and our expert market intelligence to help you compare apples-to-apples and see how you measure up. We go deeper than metal level analysis and offer true similar product and pricing comparisons to find tune your competitive strategy.

Network Analysis™



Is your network attractive to consumers? Knowing where you are positioned against the competition, not just in terms of number of providers but the number of marquee providers in your network, is critical to a health plan’s success. Brightside determines a health plans position in both cases and uses the results to help determine your marketability and competitive advantage or disadvantage.

Brightside Consulting



Do you have the right resources to get things done? We specialize in providing you with a unique approach to helping your organization realize its short and long term goals. Our team of experts can help you recognize market opportunities for new product innovations and product portfolio management.

