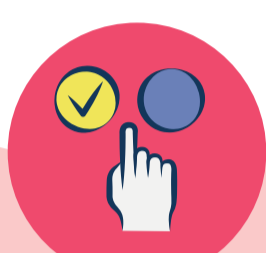




## LAUNCH A SUCCESSFUL ECOSYSTEM PROJECT

# HOW TO JOIN FORCES WITH AN HEALTH INSURANCE COMPANY ?



### SELECT

1

Choose Health Insurance Company (HIC) according to **strategic focuses**

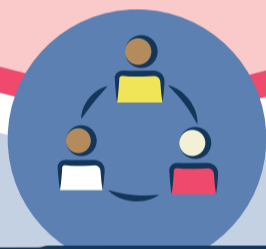
2

Understand this company **business context and model** to adapt

3

Check the important criteria for the social project end-game

- **Size for scale** versus agility for innovation
- Strong **geographical anchorage** in the project's region
- **Historical partner** of other key stakeholders / partners (ie. hospital)



### CONNECT

4

Connect first with **the partners guarant of the general interest and with beneficiaries knowledge** :  
Professionals & Patients organizations, Hospitals...

5

**Reach the HIC with these other partners** after aligning on a common message

6

**Leverage existing connection** between Danone and HIC to start first discussion but build the project with the innovation department (for instance), not purchase department.

7

Plan **top-to-top meeting** as soon as possible to accelerate



### COMMUNICATE

8

Be clear on **what you want**

- Reimbursement of **specific specialist consult / specific product**
- Financing **awareness campaign**
- Offer project services to the **people covered by the Company**

9

Integrate in your story telling

- The **double project & Ecosystem mission**
- The **health care system** positive transformation you aim for

10

Be clear on the interest for the Health Insurance Company

- Some **monetized benefits for the HIC**
- **Savings** if prevention or proximity care
- **First mover advantage** to attract new clients...