

# KP Strategy and Vision 2025

**Workforce of the Future conference**

October 7, 2014

# VISION 2025

Vision 2025 seeks to describe how the future may emerge and provide a point-of-view on how KP collectively will achieve its mission in that future.



- Understand Consumer Landscape
- Develop and Validate Consumer Personas
- Financing / Industry Context



- Establish Design Principles
- Define KP Opportunity Areas
- Establish Health Model Hypothesis



- Validate Health Model
- Develop Roadmap for Vision 2025
- Establish Vision Narrative

# THE FUTURE

nest  
Smart  
Sensors



# Self Driving

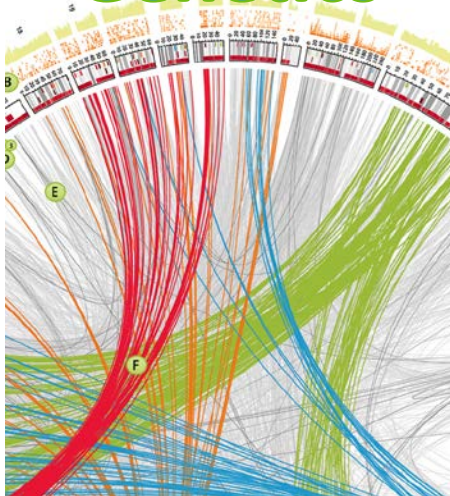


# Wearables



# 3D Printing

# Genetics



# Big Data



# Self Care



# Drones



# FUTURE VISION AND MODEL

## Vision



Target Audience



Scope and Position



Aspiration and  
Desired impact

## Health Model

RELATIONSHIPS &  
ENGAGEMENT



CONNECTIONS  
& INTERACTIONS



WORKFORCE,  
TEAMS  
PARTNERSHIPS  
& COMMUNITY



INFORMATION,  
TRANSPARENCY  
& KNOWLEDGE



GOVERNANCE & FINANCING

# DESIGN THINKING APPROACH

Human-centered design thinking is a proven innovation process

Senior Leadership Engagement

**EMPATHIZE**

Mindset  
Trends  
Personas  
Scan

**DEFINE**

Scope  
Design Questions  
Vision Panel

**IDEATE**

Visioning  
Workshops

**DESIGN  
PROTOTYPE**

National Events  
Regional Rounds  
Virtual Collaboration

**TEST  
VALIDATE**

Redefine Market Space

Nearly Unattainable Goals

Journey over Destination

Embrace Other Related Efforts

Make Engagement Inclusive yet Different

# TOP CONSUMER TRENDS...



Most Pervasive

SIMPLICITY

SEAMLESSLY CONNECTED

MEANING MATTERS

VISUAL & AUGMENTED

PRIVACY vs QUANTIFIED

PERSONAL + PREMIUM

TRUST

POWER OF THE CROWD

PRICE SENSITIVE

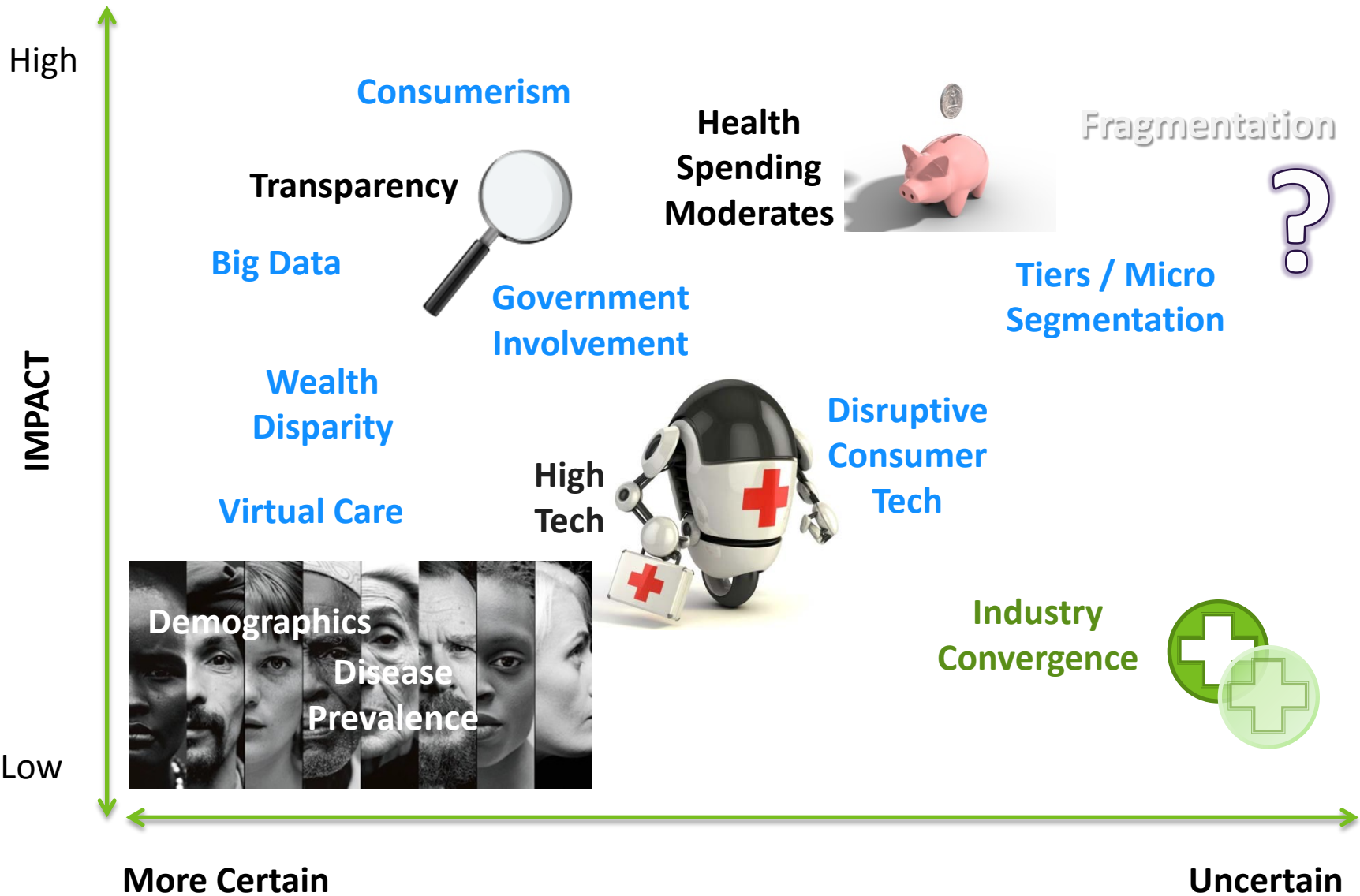
PARTICIPATORY

NO MORE MIDDLE MAN



Segmented / Uncertain

# 2025 MARKET PROFILE



# WORKFORCE IDEATION OUTPUT

## Traits

- Consumer oriented and caring
- Connectors / Collaborators / Team players
- Change-ready
- Conscientious
- Humble w high integrity
- Confident in uncertainty and risk taking
- Development minded

## Capabilities

- Highly productive w performance transparency
- Data / Information driven
- Business and Financially literate
- Multiple Languages / Culturally competent
- Remote and travel work (to/from home)
- Technology savvy



# KP STRATEGY FRAMEWORK

Perform. Grow. Lead.

## ADVANCING OUR MISSION ON AFFORDABILITY



**Perform**

Drive performance in care, quality, and service at a lower cost, enabled by our people



**Grow**

Pursue core and new growth with an increasing focus on consumers



**Lead**

Lead national health care change through our expertise, trust, and relevance

**Our mission is to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve.**

# PEOPLE STRATEGY

## Enabling Performance through People



- Anchors the workforce of the future thinking
- Defines key strategic areas KP is focused on
- Highlights future attributes, capabilities and specific skills required