



Fair Isaac Healthcare Solutions: Positioning a Company and its Software to Penetrate a New Market

Situation

Fair Isaac (NYSE: FIC) is known world wide for its intelligent analytics software, which has helped the financial services industry reduce fraud losses by as much as 50 percent. While credit card fraud was coming under control, the company identified an even bigger market to go after: health care fraud, with estimated annual losses of from \$54 billion to \$90 billion. The total is more than 200 times higher than credit card fraud, which is perceived as a huge problem with \$788 million in annual losses.

To address this market, FIC created a new suite of healthcare intelligent analytics to improve decision making for healthcare payers and providers, to the ultimate benefit of business efficiency, profitability, and patient care. The company would be competing against the world's largest technology companies but would have an advantage because of its patented neural network modeling and profiling technologies. GCS PR, headed by Tom Gable, was retained to position the company, its people and technology to this new market.

The Plan

Gable led a team that developed a multifaceted strategic plan to position the company and its management team as the true visionaries and evangelists for stopping health care fraud. This would go beyond their own software, to promote the adoption of a national program of electronic health records (EHRs) to increase efficiency in the whole continuum of health care. The plan included media relations, public affairs and trade relations. Because the company would have few new versions of their software or other new products to introduce that would serve as news milestones, the agency implemented a Gable Guru Program© to start building relationships with the media, promoting bigger picture trends, placing white papers in key media and with research analysts and establishing FIC executives as expert witnesses for national forums on health care, such as the 21st Century Health Care Caucus.

To demonstrate visions that went beyond the company, the agency provided background materials to educate its personal contacts in the major media in advance of launching news releases or pitching features. Tom Gable and a team that included Erin Koch of Gable PR then created and placed a series of white papers on how the enlightened use of technology could help the U.S. sharply reduce health care fraud while simultaneously improving the level of patient care. The messages were targeted to providers, insurance

companies, elected and appointed officials, patient advocate groups and the general public. Key themes from the white papers would also be woven into speeches, panel discussions at industry conferences, letters to the editor of major publications, letters to elected officials and news releases on the company's software.

The Results

In less than one year, Gable and Koch had successfully placed anti-fraud white papers in six leading industry trade journals and wrote a research paper for the health care forecast report from Montgomery Research. The agency introduced Fair Isaac to staff of the 21st Century Health Care Caucus and the Leapfrog Group in Washington, part of the Business Roundtable and dedicated to taking an aggressive stand against rising health care costs. The team created new materials to illustrate the magnitude of health care fraud, including a chart showing the annual costs of many types of fraud (credit card, identity theft, etc.), with health care fraud at the top. News releases on the company's new software received extensive coverage. The next step: adapting new customer case histories for media use to show significant results in fraud detection, such as identifying a physician that overbilled Medicare for \$3 million, specialists who charged for procedures that weren't performed and a psychiatrist who reported 112 patients in a single day for 75-minute procedures, or 140 billable hours.

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