

# Data Product Monetization Cases

Case	Data Sources/Types	Explicit Profit Opportunity	Implicit Profit Opportunity
Population health company who takes on at-risk patients to manage their care	<ul style="list-style-type: none"> <li>Health plan member data</li> <li>Treatment and diagnosis data (e.g., ICD-10)</li> </ul>	Developed a data product that ingests health insurance data to identify member segments that it could profitably manage	Lowered risk for ecosystem partners by identifying patients who's health outcomes could be improved through a different engagement model
Wearable glucose monitor manufacture that collects near real-time blood sugar level to inform patients and care providers	<ul style="list-style-type: none"> <li>Device data</li> <li>Sales and contract data (Direct to consumer sales, distribution, payer agreements)</li> <li>CRM and support/complaint data</li> <li>Manufacturing data</li> </ul>	Aggregated data ranging from manufacturing to patient use in order to improve operations, innovation, and customer experience which led to pricing and contract optimization as well as customer retention	Provided an API to others in the diabetes ecosystem (i.e., health systems, drug and device manufacturers, patient advocacy groups) to generate goodwill and strategic alignment
Packaging design and industrial manufacturer developing intelligent packaging solutions	<ul style="list-style-type: none"> <li>Manufacturing data</li> <li>Hardware and device data</li> <li>Consumable usage data</li> </ul>	Developed a suite of data products and technologies that identified, aggregate, and modeled consumption and replenishment patterns that could be integrated into exist products and solutions	Provided consumer and industrial brands signals and insights not afforded to them because of current distribution models (e.g., retailers)

# Final Thoughts on Data Product Monetization

**Data is a by-product of existing capabilities** - each case, client's own data initiated the opportunity; a change in mindset created profitable data products

**Use cases drive the value of data** - same data has different value based on how it will be used (e.g., academic research versus investment decision); market factors determine data's value and opportunity

**Big bang data product strategies rarely work** - tens of millions of dollars are spent on massive transformations fail to meet expectations; higher success rates from starting small, iterating, and demonstrating outcomes

**Decentralization and Web3.0 mindset changing how we think about data monetization** - decreasing trust in large SaaS solutions aggregating and repackaging data; data stakeholders want a seat at the table