

Unmatched Payer Market Clarity

The payer market grows more complex every year, with new organization types, funding models, and layers of nested relationships. For HIT companies, financial analysts, and market consultants, it's a constant struggle to find and assemble data that can accurately represent the big picture. Your clients need more than enrollment numbers. They need the context to inform strategic decisions.

We've Got You Covered

MMIT's new Landscape iQ solution provides a clear, detailed view of how the market is changing and which entities are driving access — connecting lives, plans, organizations, geographies, relationships, and historical context in one interactive tool.

How Landscape iQ Can Help Your Clients



Size Markets with Complete Enrollment Data

LandscapeIQ provides a comprehensive view of all covered lives, including ASO/self-funded lives. Teams can quickly see the total addressable market and explore by segment: fully funded, self-funded, large group, small group.



Prioritize Opportunities with Geographic Deep Dives

Set geographic and regional priorities based on enrollment movement, current state-level lives and local payer dynamics. Use state profile views and heatmaps to align territories to areas of concentrated lives and access opportunity.



Gain Actionable Insights with AI-Powered Insights

Move from questions to action with AI-powered insights, dynamic visuals, saved views, and exports. Responsive charts and KPIs provide immediate answers without the need for manual math.



Understand Influences with Parent-Child Hierarchies

Clarify the dynamics of decision-making with visibility into each payer's footprint and hierarchical relationships. View the complete organizational structure to know which entity controls benefits, offers plans, or processes claims.



Monitor Market Movement with Historical Trend Data

Track market-level trends across channels, geographies, and organizational types with 24 months of historical enrollment data. Determine if market shifts are new, recurring, or part of a long-term pattern.



Analyze Data in Context with Interconnected Portals

Explore the market through connected views of payer lives, organizational profiles, offerings and contacts. Move from a heatmap to a state profile, from a payer profile to granular relationship detail without losing the thread.

One Interactive Tool. Countless Market Decisions.

With Landscape iQ, your clients can size markets with precision through deeper lives segmentation and granular details on the payer hierarchies, operational relationships, and decision paths that shape access. Landscape iQ gives teams the clearest, most detailed view of the payer landscape, with **intelligence built for action.**

[EXPLORE LANDSCAPE IQ](#)