



Medicaid BlackBook

Vendor Review

Axiom

What they do (self-reported)

Marketing company that provides member level address and identity data, related print and mail services

Axiom Corporation provides marketing technology and services that enable marketers to manage audience, personalize consumer experiences, and create customer relationships. It operates in two segments, Information Services and Information Products.

Year founded	1969	Annual Revenue	\$245M
# of Employees	est @ 7,500	Category	Tech>Data management
Website	https://www.acxiom.com/		

OVERALL EVALUATION



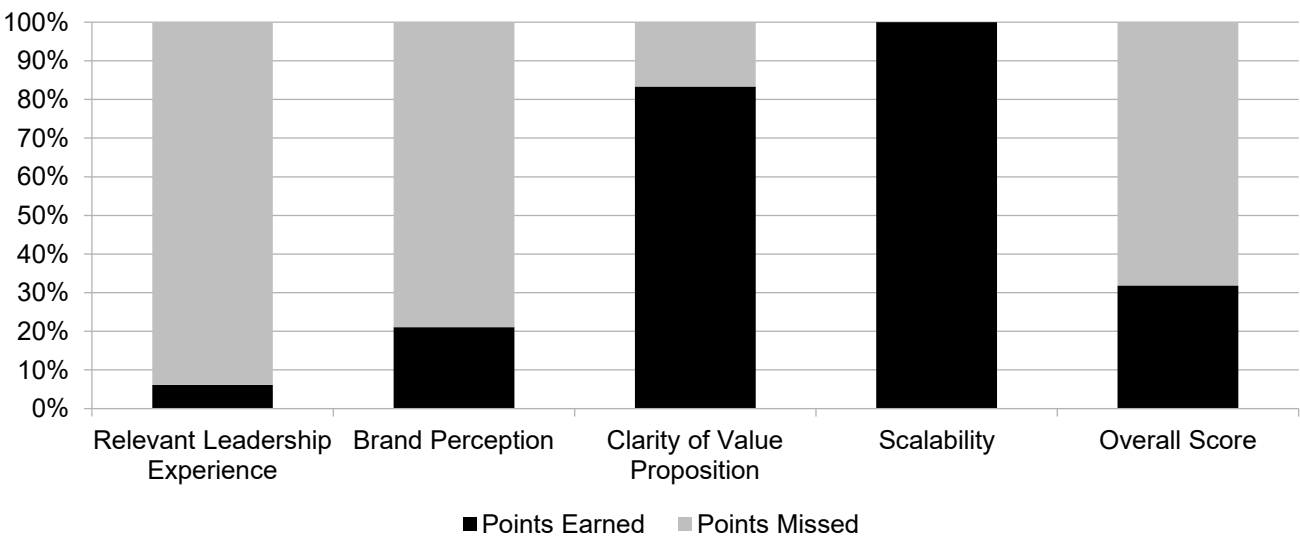
Recommended use of ratings

1 or 2 stars: Request client references before beginning discussions. If no references are available, request follow up in 6 months if there is an expected need for solution / servicesHave junior staff review available collateral

3 or 4 stars: Have small team of mid-level staff conduct limited introductory meeting

4 or 5 stars: Have mid-level staff conduct additional vettingInvite vendor for in depth discussion series, including senior staff

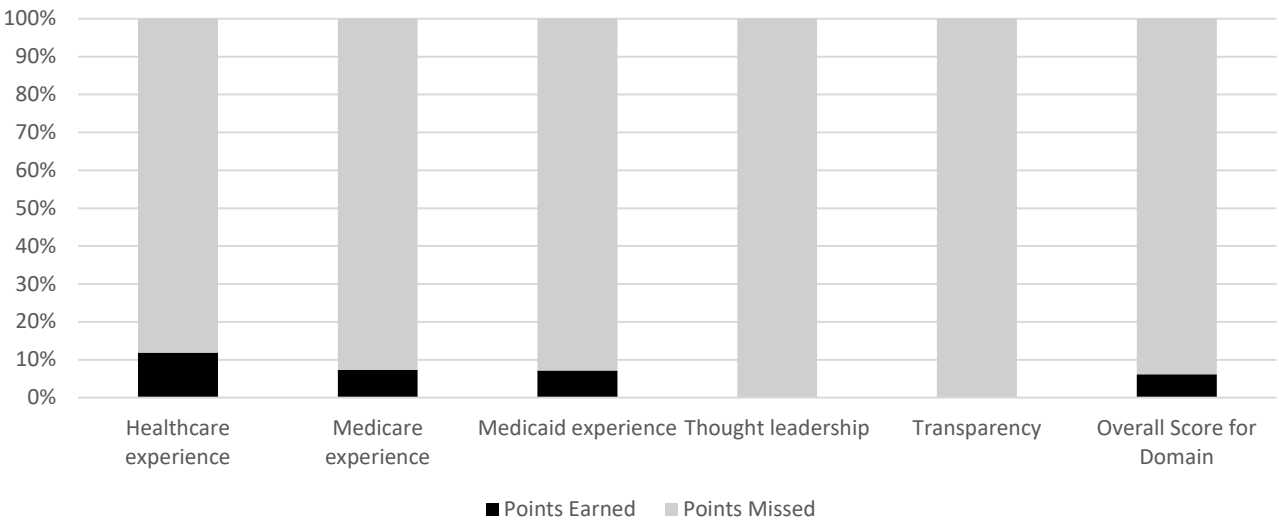
Overall Scoring



Overall summary

Powerful tech marketing company with success in Medicare possibly looking to make a play in Medicaid.
Some established business in Medicare related to payment process consulting / solutions.
Limited healthcare experience overall on leadership team. Most have technology or life/property insurance backgrou

Relevant Leadership Experience

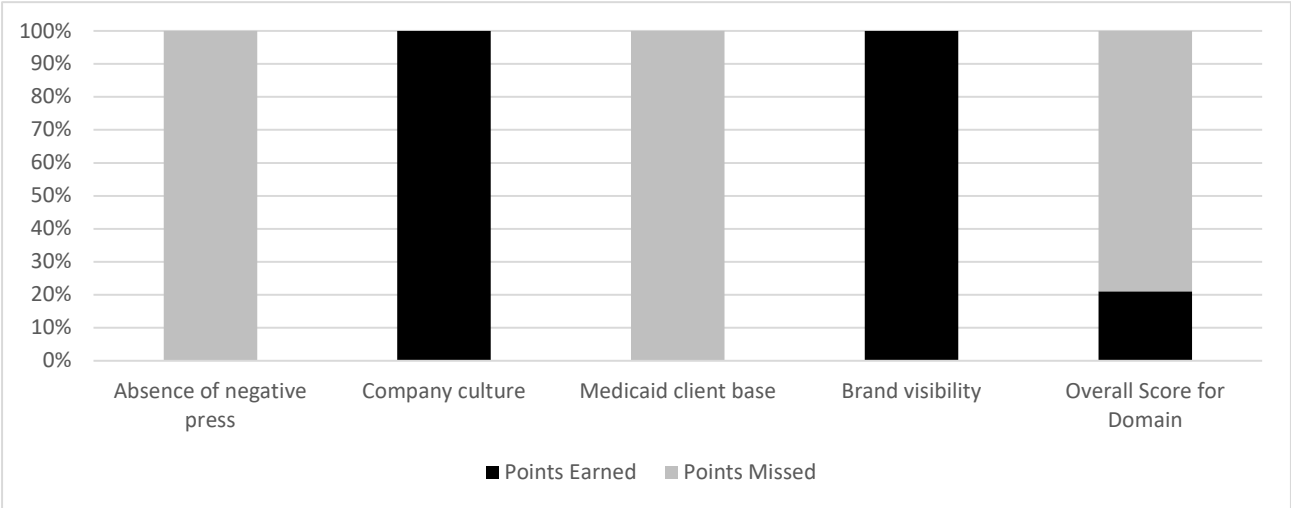


Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

Why this domain matters

- 1) All our clients tell us the number one failure point for new vendor partners is misunderstanding fundamentals of the Medicaid space.
- 2) Many firms misrepresent their understanding of the Medicaid space, usually due to an error of assuming a higher level of similarity to commercial and Medicare than is merited.

Brand Perception



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

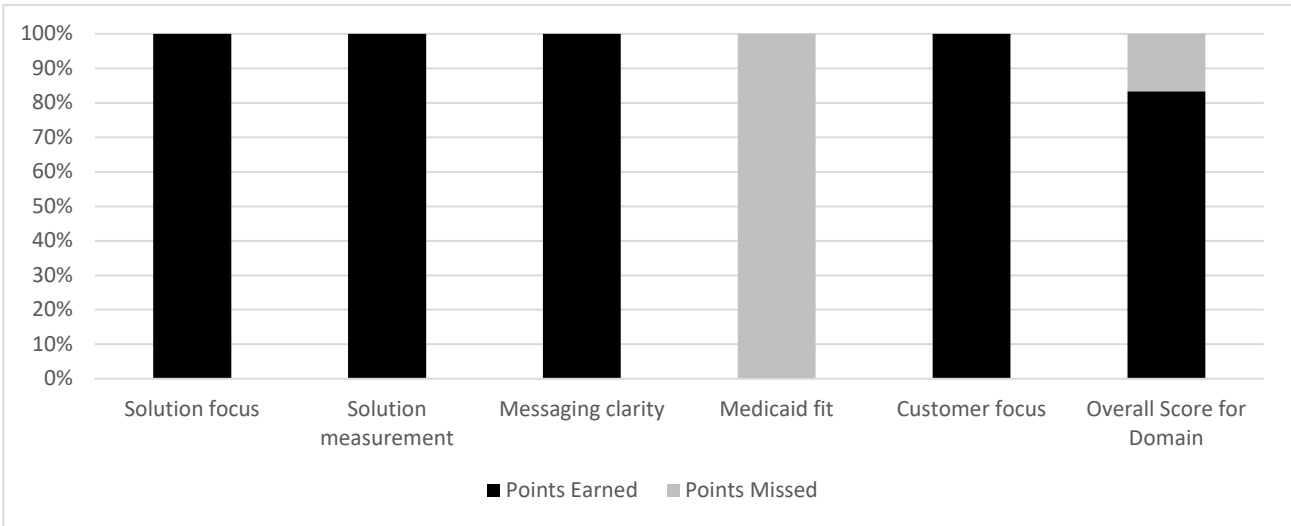
Analyst Notes

Negative press around
_site trackers found on CO exchange site
_withholding information related to struggling financial performance
_investigations in Europe over privacy violations
Medicare contracts identified, but no Medicaid client base identified
Exhibiting at NAMD 2019
Healthy company culture based on Glassdoor reviews

Why this domain matters

- 1) Vendors must work to create a percetion of their value. You need an independent assessment of what the marketplace thinks of the organization and its solutions/ services.
- 2) Many large partnering mistakes could have been avoided by simple screens for things like lawsuits and negative press.

Clarity of Value Proposition



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

Analyst Notes

Measuring impact on consumer engagement with advertising
Medicaid fit may be challenging given restrictions placed on messaging to Medicaid members

Why this domain matters

- 1) There are many non-unique solutions in the Medicaid space. It is important to quickly understand uniqueness so you can accurately evaluate your options.
- 2) The ability to tie solutions to specific outcome metrics is increasingly important in Medicaid payment systems. General calculations of "ROI" are insufficient.
- 3) Medicaid markets require solutions that are specific to the Medicaid space. Attempting to use a solution that was developed in another payer space without appropriate customization for Medicaid will create

Scalability



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

Analyst Notes

More than half of directors/managers have been at company more than 10 years
More than 90% of product staff have been at company more than 10 years
Minor attrition overall, but strong hiring outlook across the board with open reqs focusing on project management and sales

Why this domain matters

1) Most of the vendors we review are in earlier stages of their journey. They may or may not be equipped to take on a much larger project or client.

Funding Model

Note: This domain is not scored and is provided for context only.

Model / Stage

Publicly traded

Acquired by IPG for \$2.3B in 2018, but still publicly traded as ACXM

Why this domain matters

- 1) Many of our subscribers tell us that the type of funding model for the vendor plays a significant role in their strategy and the way they manage client accounts.
- 2) Our investor subscribers prefer a quick view of how the vendor is financed so that they can understand how this vendor compares to other portfolio companies.

Leadership Profiles

Dennis Self
CEO



LinkedIn Profile/Bio
<https://www.linkedin.com/in/deself>



CEO
Acoustic · Full-time
Jun 2020 – Present · 6 mos
Boston, Massachusetts, United States



Acxiom
6 yrs 5 mos



VP, CIO
Gilead Sciences
Oct 2011 – Sep 2013 · 2 yrs
Foster City, CA



SVP, CIO
Electronic Arts
Nov 2005 – Oct 2011 · 6 yrs
Redwood City, CA

Leadership Profiles

Clark Wooten
Operations Executive



LinkedIn Profile/Bio
<https://www.linkedin.com/in/clarkwooten/>



Senior Vice President - Insurance Services
Acxiom
Jun 2015 – Present · 5 yrs 6 mos



Senior Vice President / Vertical Practice Lead
KBM Group
Jan 2014 – Jun 2015 · 1 yr 6 mos



Vice President Insurance & Investment Services
Acxiom Corp.
Apr 1999 – Jan 2014 · 14 yrs 10 mos



Market Manager
Nationwide Insurance
Mar 1995 – Apr 1999 · 4 yrs 2 mos

Leadership Profiles

Janet Cinfio
Technology Executive



LinkedIn Profile/Bio
<https://www.linkedin.com/pub/janet-cinfio/0/488/a4a>



Acxiom
6 yrs 10 mos



SVP, Technology Operations and CIO
Jul 2015 – Present · 5 yrs 5 mos
Austin, TX



Advisory Board Member
InnoTech (Prospera Events)
2012 – Present · 8 yrs
Austin, Texas Area



Board
Girlstart
2013 – Present · 7 yrs



Electronic Arts (EA)
13 yrs 6 mos