**QUESTION 1**

1. Why did Verisk Analytics, a company working originally in the property and casualty insurance industry move so aggressively into healthcare insurance? What strengths did Verisk bring to the healthcare insurance market initially and how did it rapidly expand upon that base for competitive advantage?

**QUESTION 2**

1. What competitive competencies did Verisk Health bring to the market place and how did their capabilities in data analytics contribute to these competitive competencies?

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| **Competitive Competency** | **Data Management/Analytics Capabilities** |
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|  (add more lines as needed) |   |

**QUESTION 3**

1. One of the hot topics in the business literature today is so-called “big data.” It may be argued that the Verisk Analytics/Verisk Health is a study in big data management and business analytics. Do you agree with this statement? Defend your position:
	* Yes/No:\_\_\_\_\_\_\_\_\_\_\_\_
	* Your reasoning:

		1. (Add as many bullets as needed.)

**QUESTION 4**

1. Does the use of patient data at Verisk raise any legal and/or ethical issues and if so, how are these to be addressed?

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| **Legal Issues**  | **Ethical Issues** | **Mitigations** |
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