

HIPN GTM 100

Ranking Framework

Overview

The HIPN GTM 100 recognizes the most influential and impactful Go-To-Market (GTM) leaders shaping strategy, execution, and growth across the health plan, payer-tech, and healthcare services ecosystem.

The list is refreshed twice per year to reflect the evolving GTM landscape—capturing both sustained leadership and emerging impact.

The ranking is driven by a multi-factor evaluation of real-world GTM activity, market visibility, leadership influence, and peer nominations.

Publication Cadence

The HIPN GTM 100 is published on the following schedule each year:

- Spring Ranking – Nomination Deadline: March 15 | Publication: In April
- Fall Ranking – Nomination Deadline: August 15 | Publication: In September

Nominations after deadlines roll to the next cycle.

Eligibility

Nominees should be individuals actively responsible for go-to-market leadership, strategy, or execution within:

- Payer-tech and health-tech vendors
- Healthcare services organizations
- Advisory, consulting, or investment roles with GTM influence
- Health plans and payers

Nominees will be re-evaluated and re-ranked in successive cycles.

Ranking Methodology: Multi-Signal Evaluation Framework

1. Market Activity & GTM Momentum

A core component of the ranking is an analysis of observable GTM activity across the HIPN ecosystem, including:

- Customer wins and deployments
- Partnerships and collaborations
- Product launches and platform innovation
- M&A and expansion activity
- Industry awards and third-party recognition
- HIPN coverage presence

This analysis is intended to reflect which companies and GTM leadership are actively shaping the market in real time.

2. Leadership Scope, Role, & Influence

Candidates are evaluated based on the scope and visibility of their GTM leadership, including:

- Seniority and functional responsibility (e.g., CEO, CCO, CRO, CGO, and executive-level GTM ownership)
- External visibility and thought leadership
- Strength and reach of professional network

3. Peer Nominations

Peer nominations are an important supporting input.

- Input from HIPN GTM 100 inductees
- Input from HIPN GTM Watch subscribers
- Signal of market sentiment

Nominations serve as a qualitative signal of peer recognition, helping surface emerging leaders and market sentiment not fully captured through coverage data.

Scoring & Final Selection

Final rankings are determined through a composite evaluation of:

- GTM activity and momentum
- Leadership scope and influence
- Peer nomination input

The synthesis of these inputs identifies the top 100 GTM leaders for each cycle.

Review & Governance

- All data inputs are reviewed by HIPN editorial
- Qualitative judgment is applied where necessary
- Conflicts of interest are disclosed and managed
- Final rankings are approved prior to publication

Transparency & Integrity

The HIPN GTM 100 is designed to:

- Reflect real-world go-to-market impact
- Balance data-driven signals with editorial judgment
- Maintain credibility in a competitive market