The voice of wellness, prevention and chronic care management

Incorporating Innovations in Healthcare Business Models

9th Annual Healthcare Unbound

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The Continuum of Care

- HEALTHY
  - Health promotion
  - Biometric screening
  - Workplace Wellness
  - Prevention
  - Health risk assessment

- AT RISK
  - HIT solutions
  - Care Coordination
  - Physician Collaborations
  - Patient Advocacy

- CHRONIC
  - Intensive case management
  - Mobile health
  - Chronic Condition Management
  - Palliative care

- COMPLEX
  - Data analytics

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Essential Elements of Population Health Management

Address health needs at all points along the continuum of health and well being through:

• participation
• engagement
• targeted interventions

Maintain and/or improve the physical and psychosocial well being of individuals through cost-effective and tailored health solutions.

• Central leadership role of the physician
• Importance of patient engagement, education, activation
• Capacity expansion of care coordination through non-physician team members
Conceptual PHM Framework

PHM Program Elements

- Population Identification
- Health Assessment
- Risk Stratification
- Health Promotion and Wellness
- Health Risk Mgmt
- Care Coordination & Advocacy
- Care Mgmt
- Program Outcomes and Evaluation

Quality improvement reporting and feedback (loop)
Healthcare Reform
Moving Toward an Accountable Health Care System

Coverage for All

Payment Reform
- Align incentives
- Pay for Value
- Strengthen Primary Care

Improve Quality and Support Innovation

Tools to Rebuild and Restructure Health Care
Outcomes-driven care demands a delivery model that encourages/drives engagement across payers, providers, patients and care delivery sites through shared accountability and risk.

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Turning the Ship

Drivers:
- Health care costs
- Health reform
- Improved HIT
- Greater stakeholder alignment

Physician-managed health rather than health plan managed care

Creating need for new skill sets, policy, tools and competencies
- New models of care delivery and coordination
- Payment aligned with goals
- New tools for clinical alignment
- Better PHM capabilities
- Experience in performance management/data reporting
- Experience in population risk adjustment/risk mitigation
- Increased awareness of prevention and wellness value
- Educated, empowered patients
Post ACA World View

New Care Delivery and Payment Structures

• Medical Loss Ratio
  ▪ “Activities that Improve Health Care Quality”
  ▪ Payer Quality Improvement initiative
• CMMI Pilot Programs re: New Care Models
• Quality/Outcomes over Volume
• Focus on Prevention
• Increased Reliance on Technology
Innovative Health Care Business Models

Core Components:

Data Exchange

Bundled Services & Strategies

Layered Technologies & Applications

Tailored Services

Measurement & Analysis
Innovative Health Care Business Models

Core Component:
Interoperable, Secure, Ongoing, Real Time Data Exchange Across Technologies & Care Settings

Best Practices for Incorporating Data Exchange
➢ Increase fluid patient-provider and provider-provider communications in care delivery.
➢ Protect data exchange by a system that uses multiple levels of personal authentication.
➢ Real-time data capture and dissemination.

Value of Data Exchange
➢ Power care coordination, improve health outcomes and leverage shared-savings in new care delivery models.
➢ Increase administrative efficiencies and streamline workflow
➢ Improve patient and provider engagement
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Core Component:
Bundle Health Care Services, Care Management Strategies & Other Benefits

Best Practices for Bundled Services
- Remote monitoring technologies to guide patients through urgent changes in health status or transitions between care settings.
- Incorporate home and community care management services.
- Use telehealth services and mobile biometric screening applications to enhance efficiency and effectiveness of treatment plans, care management programs.

Value of Bundled Services
- Wrapping technology around traditional treatment and care management programs expands program capabilities.
- Reduces reliance on high cost care settings.
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**Core Component:**
Layer Health Technologies, Devices, Software and Mobile Applications

**Best Practices for Layering Health Technologies**
- Expand functional capacity of bundled services by adding updated software and mobile accessibility.

**Value of Layered Health Technologies**
- Cross pollination between devices, multiple software platforms and mobile tools expands health innovation cost savings through data portability.
- Powers core components on use of data and bundled services.
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**Core Component:**
Tailor Services to Meet Patient & Health Care Provider Needs

**Best Practices for Tailoring Services**
- Chronic condition surveillance technologies remotely send electronic prompts to care team members when a patient presents at an Emergency Room.
- Web-based access to payer formulary embedded within EHRs helps providers with Rx preferences.

**Value of Tailored Services**
- Customize innovations to expand cost-savings through quality improvement in care delivery.
- Increased focus on behavioral health needs results in increased patient engagement.
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Core Component:
Continuously Improve Measurement and Analysis Tools for Payers and Providers

Best Practices for Measurement and Analysis
- Algorithms that determine if a health outcome could have reasonably been prevented by care providers.

Value of Measurement and Analysis
- Measure prevention to gauge performance in care delivery.
- Use peer-to-peer analysis with risk adjusted benchmarks.
Remember These?

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Quality improvement reporting and feedback (loop)
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