



Payer/Provider Collaboration

Finding common ground in today's evolving healthcare landscape

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Joe O'Hara, Horizon BCBS of NJ

Matt Hoffman, MD, Utah HIN

A large, dark grey pyramid made of stone blocks, positioned on the right side of the slide.

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Introductions



Tom Howard

Partner



Joe O'Hara

Director of Healthcare
Marketplace
Innovations



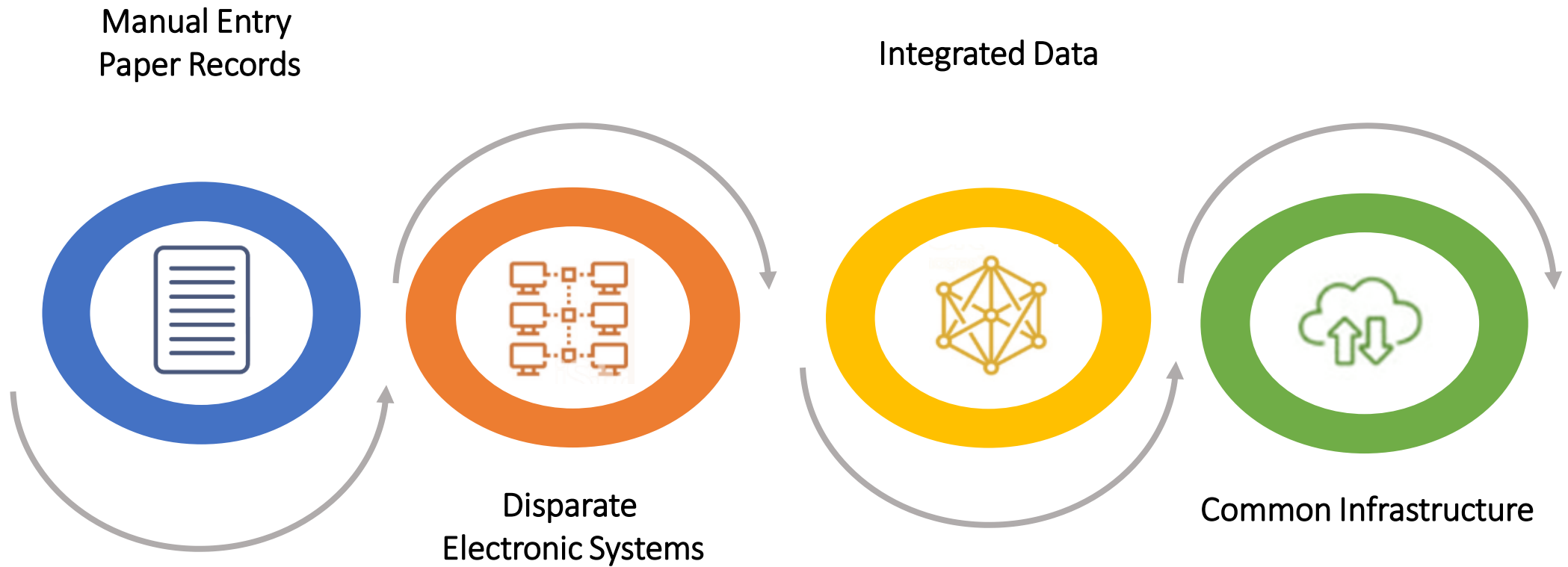
Matt Hoffman, MD

Chief Medical
Informatics Officer

Overview

- **Healthcare Data Evolution**
 - Where are we now and how did we get here?
- **Payer Perspective**
 - Horizon BCBS NJ Approach
- **Provider Perspective**
 - Utah Health Information Network Approach
- **Guided Discussion**
 - Overcoming Challenges and Realizing Opportunities

Healthcare Data Evolution

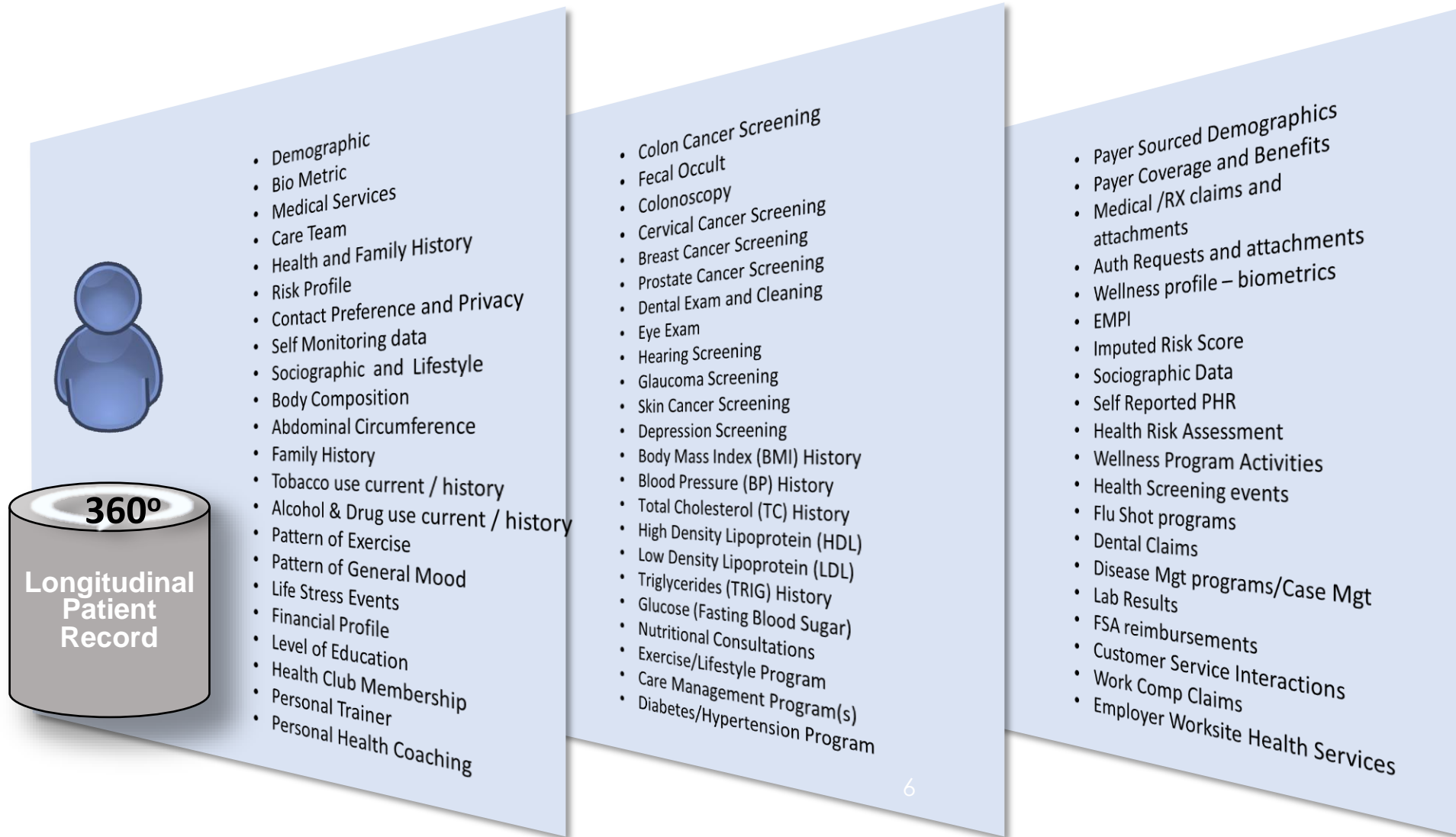


Where We Are Today



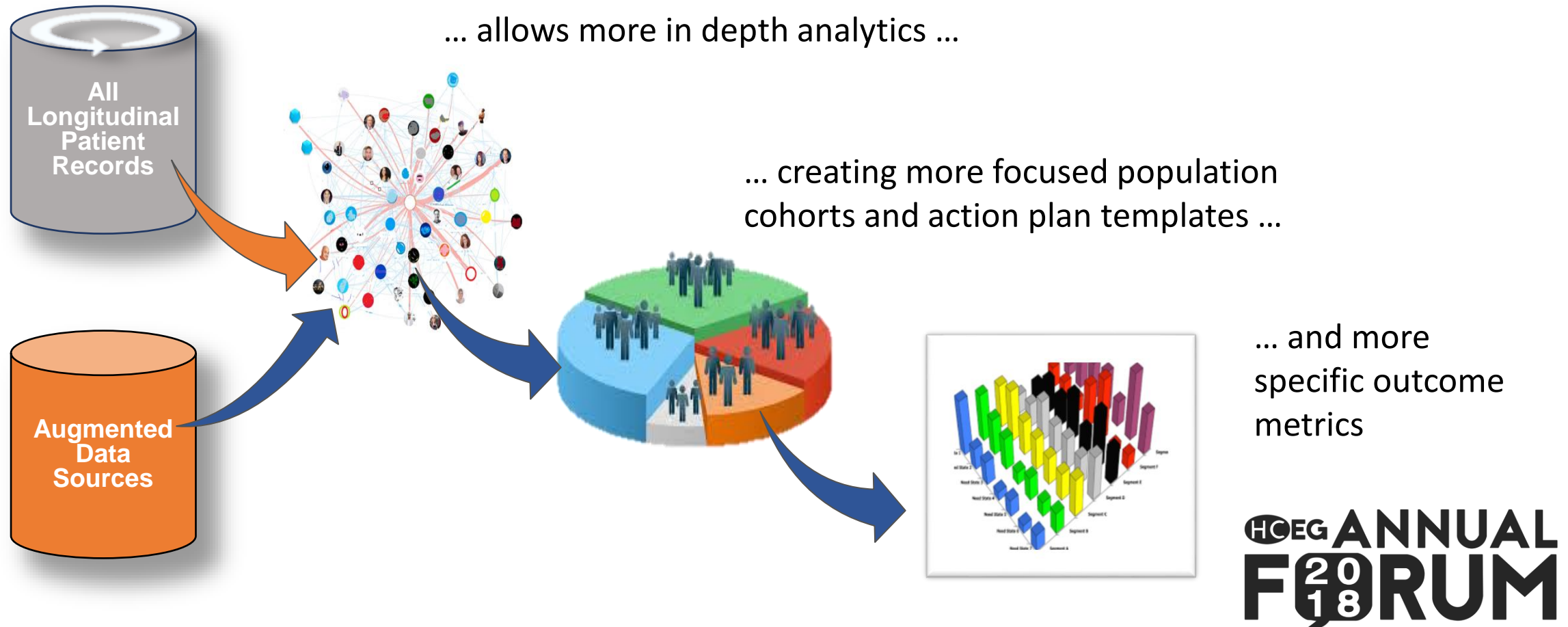
Payer Perspective

For personalized care, Care Teams need access a deep set of data



Personalized care via Focused Cohorts

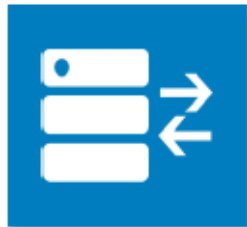
A rich set of data



Payer Approach

Horizon has invested in comprehensive technology capabilities to position our Alliance partners for success

Health Care Value Technology Platform



Data Exchange (HealthSphere)



Shared clinical and claims data for a longitudinal patient record



Shared Analytics



Comprehensive, shared database and decision-support tools



Platform Integration



Seamless integration with provider systems and workflow

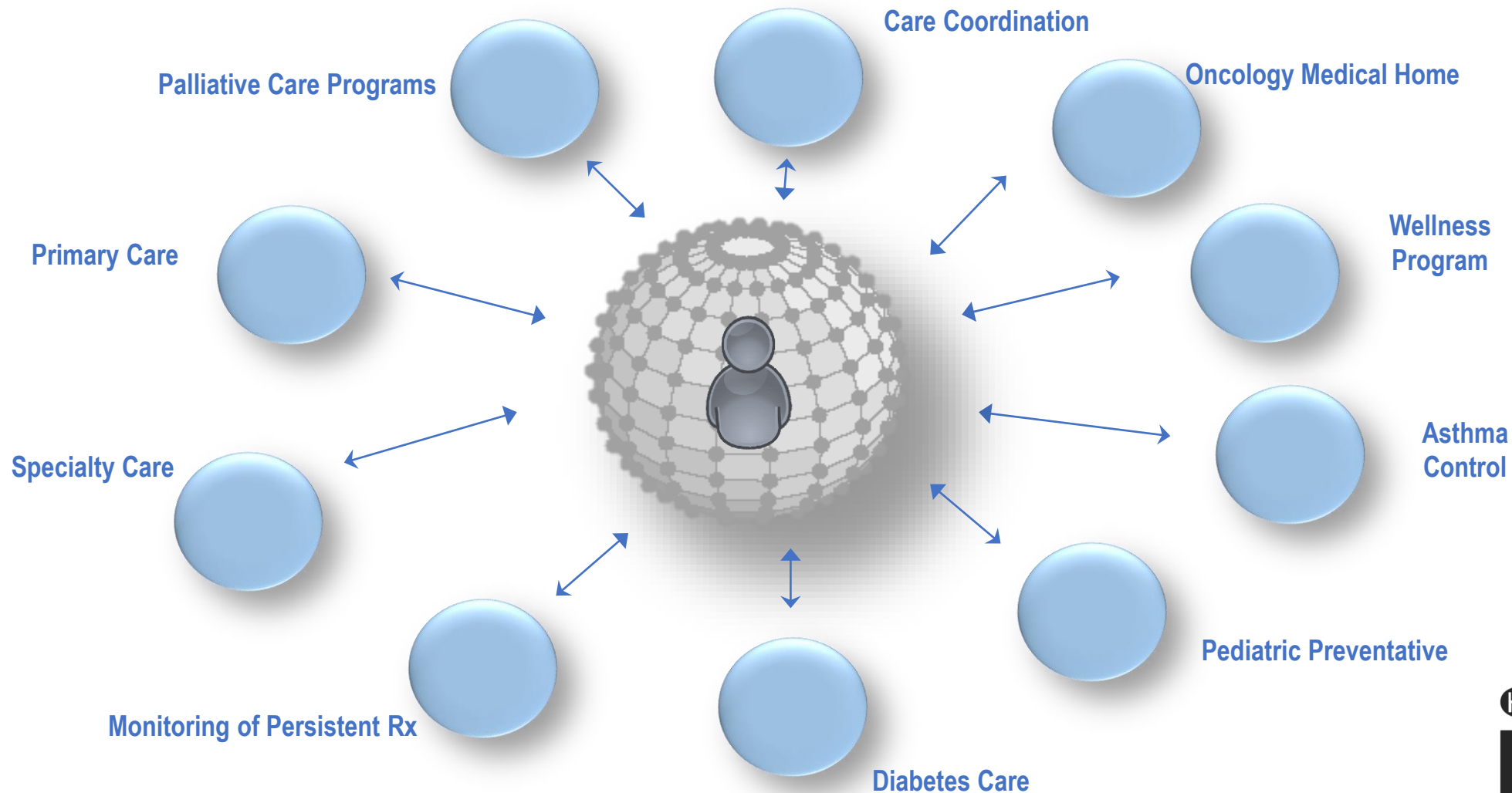


Integrated Care Management



Risk stratification, shared care plans and coordination tools

Health Care Value Technology Platform



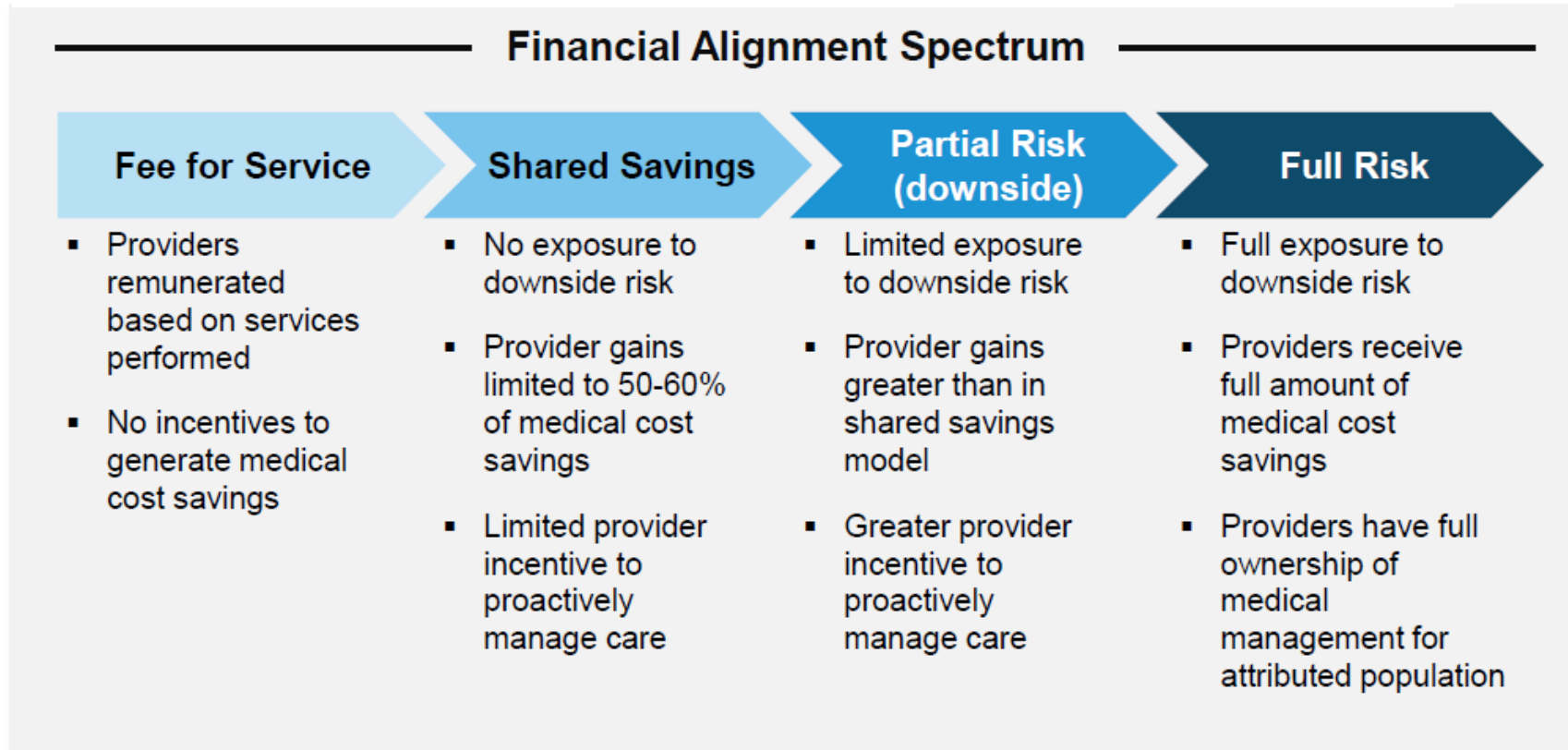
Partner Adoption

To accelerate partner adoption, Horizon is utilizing levers that mutually incentivize platform implementation and financial alignment:

- 1 Capability discounts for partners who align provider incentives
- 2 Bonuses to physicians for their use of Horizon's platform
- 3 Adoption of platform required for claims data access
- 4 Customized product offering tailored to partners' needs

Shared Savings Approach

We've seen positive results from shared savings and we're financially aligning our partners through downside risk



Provider Perspective



Convened by
the community
before HIPAA



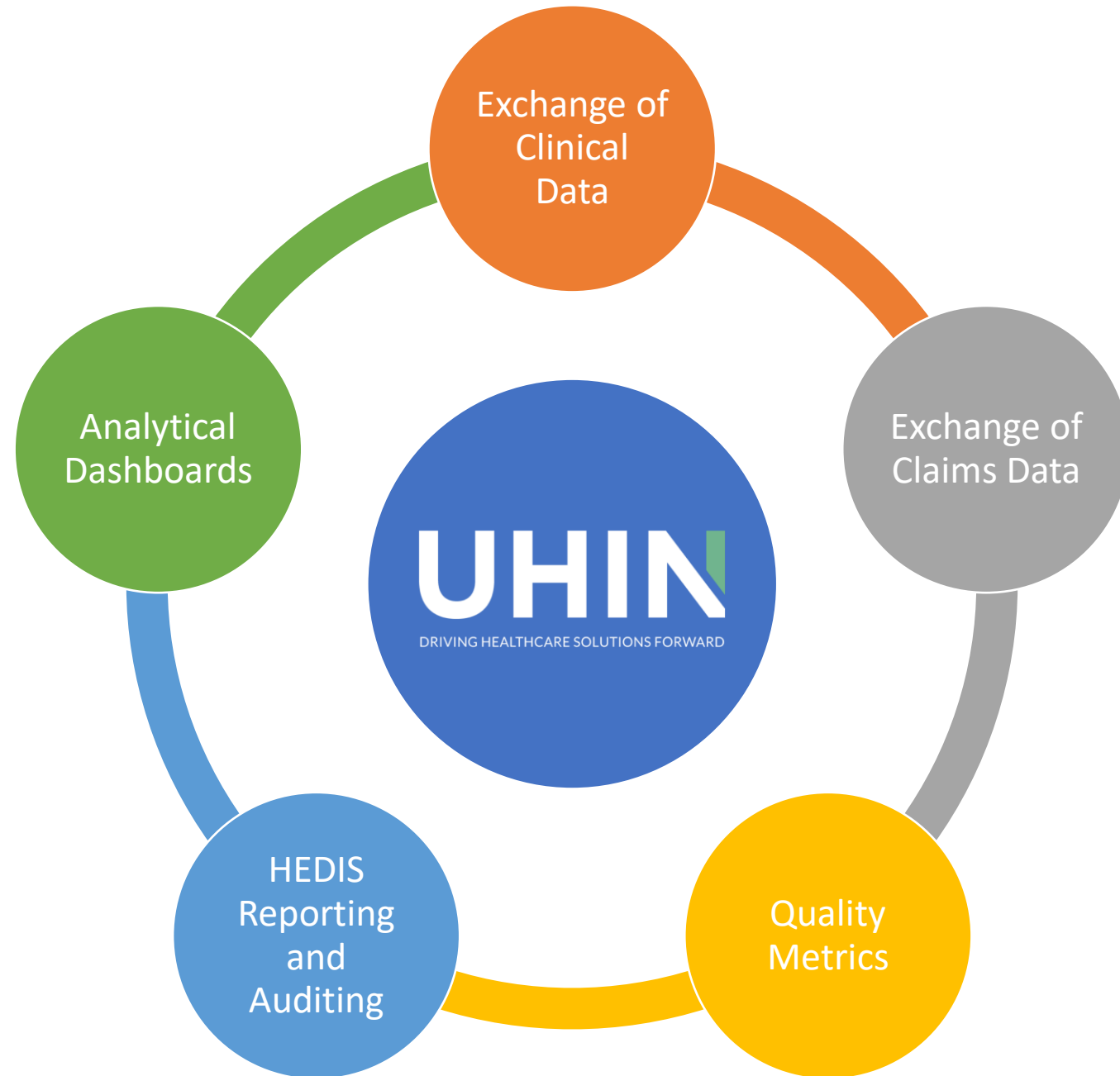
We serve providers,
payers, physicians,
hospitals, and more



Our goal has been to
reduce admin costs
for healthcare providers



Nationally-recognized
standards development
organization (SDO)



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