

Payer/Provider Collaboration

Finding common ground in today's evolving healthcare landscape

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Introductions





Tom Howard Partner









Joe O'Hara Director of Healthcare Marketplace **Innovations**





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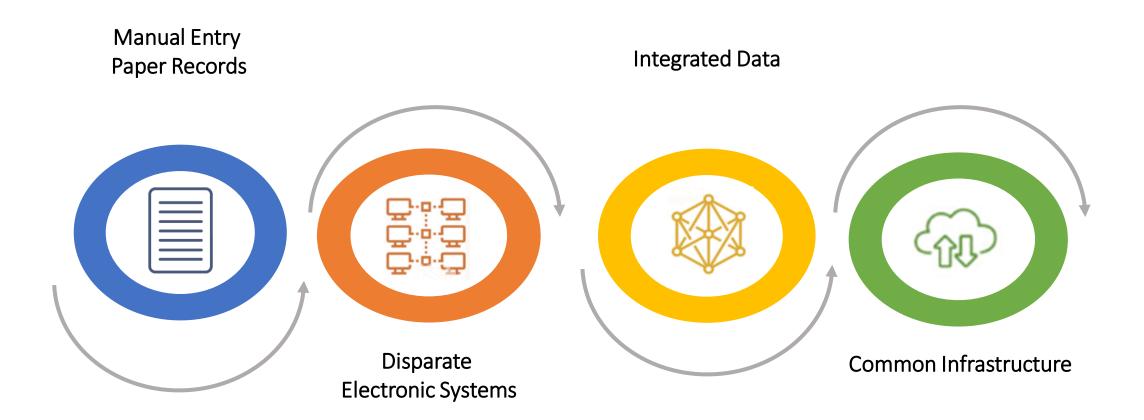


Overview

- 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

and wellness education materials.



Payer Perspective

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



360°

Longitudinal

Patient

Record

- Demographic
- Bio Metric
- Medical Services
- Care Team
- Health and Family History
- Risk Profile
- Contact Preference and Privacy
- Self Monitoring data
- Sociographic and Lifestyle
- Body Composition
- Abdominal Circumference
- Family History
- Tobacco use current / history
- Alcohol & Drug use current / history
- Pattern of Exercise
- Pattern of General Mood
- Life Stress Events
- Financial Profile
- Level of Education
- Health Club Membership Personal Trainer
- Personal Health Coaching

Colon Cancer Screening

- Fecal Occult
- Colonoscopy
- Cervical Cancer Screening
- Breast Cancer Screening
- Prostate Cancer Screening
- Dental Exam and Cleaning
- Eye Exam
- Hearing Screening
- Glaucoma Screening
- Skin Cancer Screening
- Depression Screening
- · Body Mass Index (BMI) History
- · Blood Pressure (BP) History
- Total Cholesterol (TC) History
- High Density Lipoprotein (HDL)
- Low Density Lipoprotein (LDL)
- Triglycerides (TRIG) History
- Glucose (Fasting Blood Sugar) Nutritional Consultations
- Exercise/Lifestyle Program
- Care Management Program(s) Diabetes/Hypertension Program

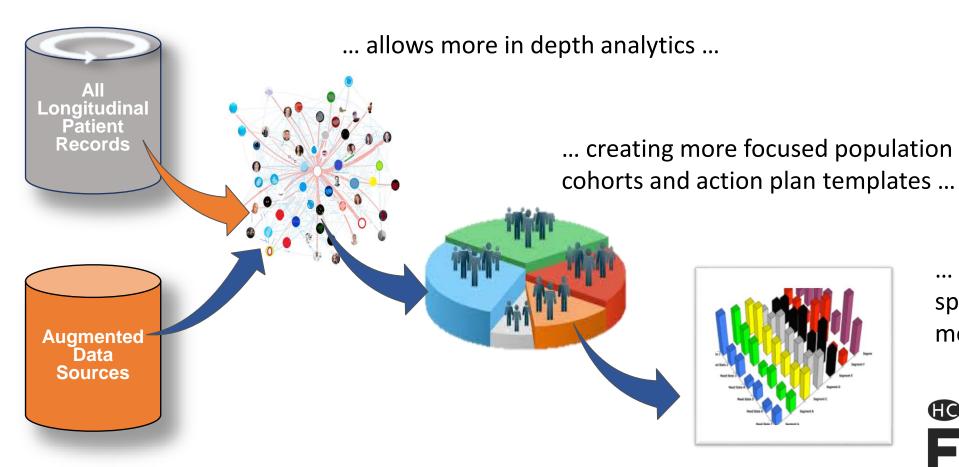
Payer Sourced Demographics

- Payer Coverage and Benefits
- Medical /RX claims and
- attachments
- Auth Requests and attachments
- Wellness profile biometrics
- EMPI
- Imputed Risk Score
- Sociographic Data
- Self Reported PHR
- · Health Risk Assessment
- Wellness Program Activities
- Health Screening events
- Flu Shot programs
- Dental Claims
- Disease Mgt programs/Case Mgt
- Lab Results
- FSA reimbursements
- Customer Service Interactions Work Comp Claims
- Employer Worksite Health Services



Personalized care via Focused Cohorts

A rich set of data

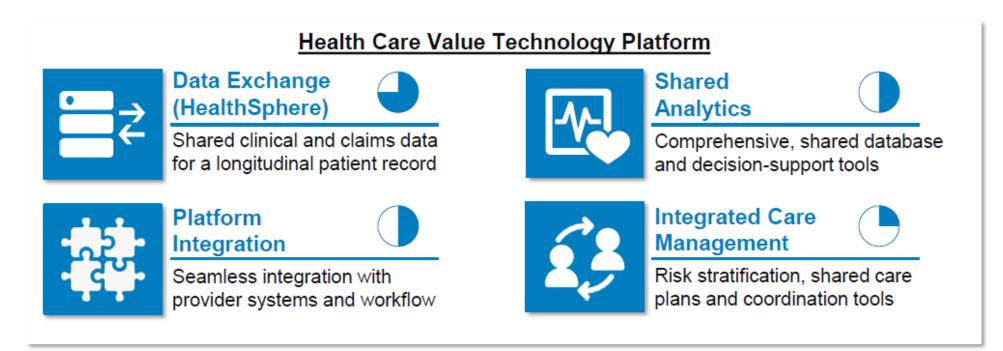


... and more specific outcome metrics



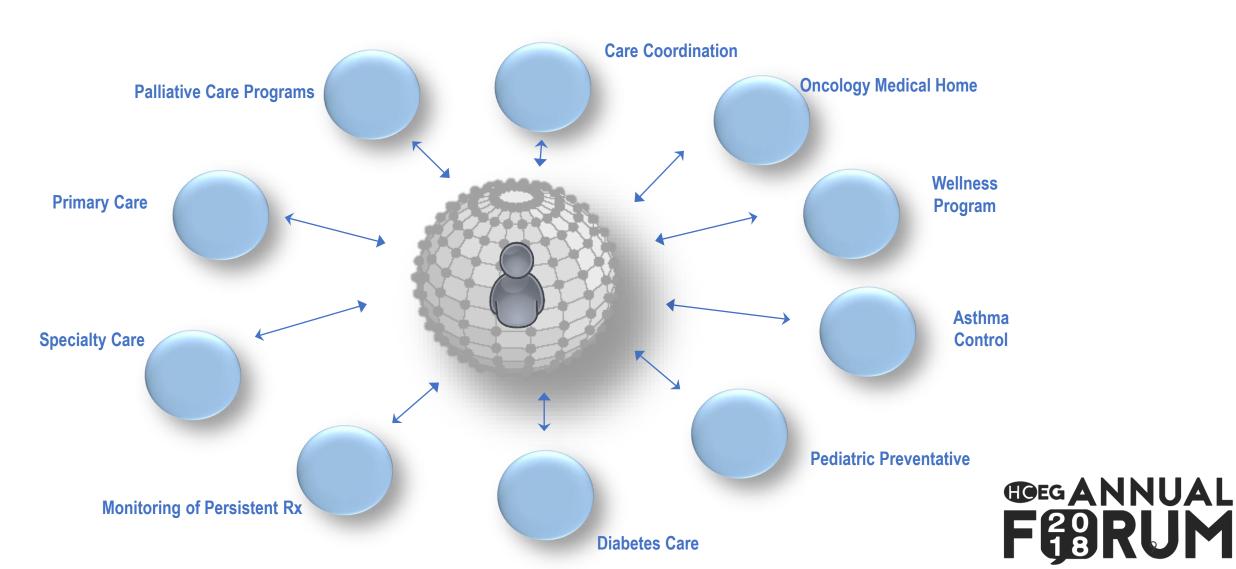
Payer Approach

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





Health Care Value Technology Platform



Partner Adoption

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

Capability discounts for partners who align provider incentives

- Adoption of platform required for claims data access
- Bonuses to physicians for their use of Horizon's platform
- 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

Financial Alignment Spectrum **Partial Risk Full Risk Shared Savings** Fee for Service (downside) Providers No exposure to Limited exposure Full exposure to downside risk to downside risk downside risk remunerated based on services Provider gains Providers receive Provider gains performed limited to 50-60% full amount of greater than in No incentives to of medical cost shared savings medical cost generate medical model savings savings cost savings Limited provider Greater provider Providers have full incentive to incentive to ownership of proactively proactively medical manage care management for manage care attributed population



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)







Payer/Provider Collaboration









