

SUPPORTING EMPLOYEES WITH CANCER: THE CANCER CARE HUDDLE

March 26, 2018

TODAY'S AGENDA

- What was the problem?
- Pfizer's Cancer Huddle
- Creating Value Together
- PinnacleCare's Approach
- How Can You Achieve Employee Centered Cancer Benefits
- What's Next

SPEAKERS



Miles Varn, MD
Chief Medical Officer
PinnacleCare



Michele Proscia
Director, U.S Health and
Insurance Benefits & Policy
Pfizer



Jeremy Nobel, MD, MPH
Medical Director
Northeast Business Group on
Health

THE PROBLEM WE WERE TRYING TO SOLVE

- Cancer has a significant impact on the lives of Pfizer colleagues, their families and their friends
- Through our benefits, we provide colleagues with tools and resources to assist those dealing with cancer to help ensure they find the right clinical support, are able to navigate our benefits and receive support for their workplace and psychosocial needs
- Too often, these resources go unused or we see multiple readmissions or avoidable emergency room use

The “cancer huddle” is our member-centric approach to supporting colleagues and their families on a cancer journey



PROJECT FRAMEWORK

○ Getting Started

- Data collection and analysis
- Review of current benefit strategies, including benefits communication and coordination among vendors

○ Creating and Vetting a Strawman

- Journey mapping and validation
- Vendor interviews
- Stakeholder engagement and feedback

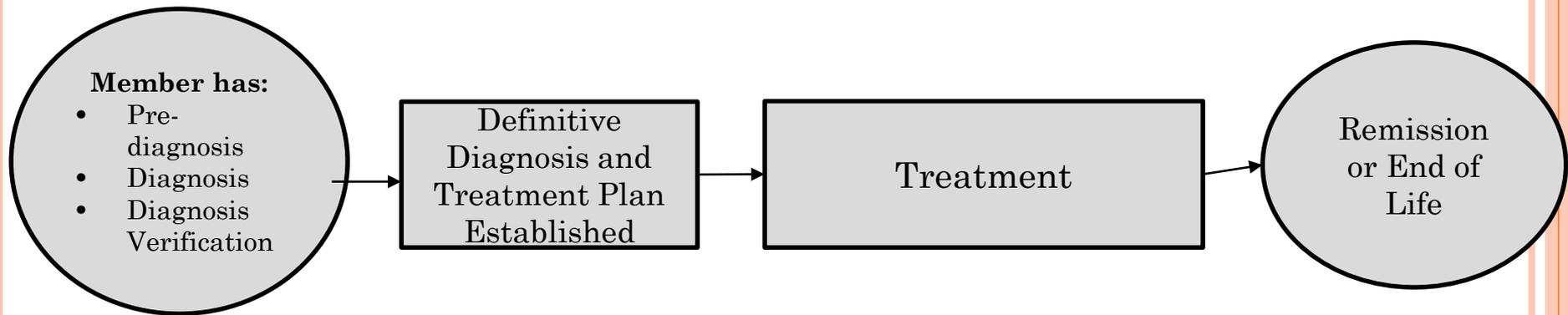
○ Vendor Summit and Launch

○ Huddle rollout

○ Assessment and refinement



OVERVIEW OF JOURNEY



PFIZER CANCER CARE HUDDLE

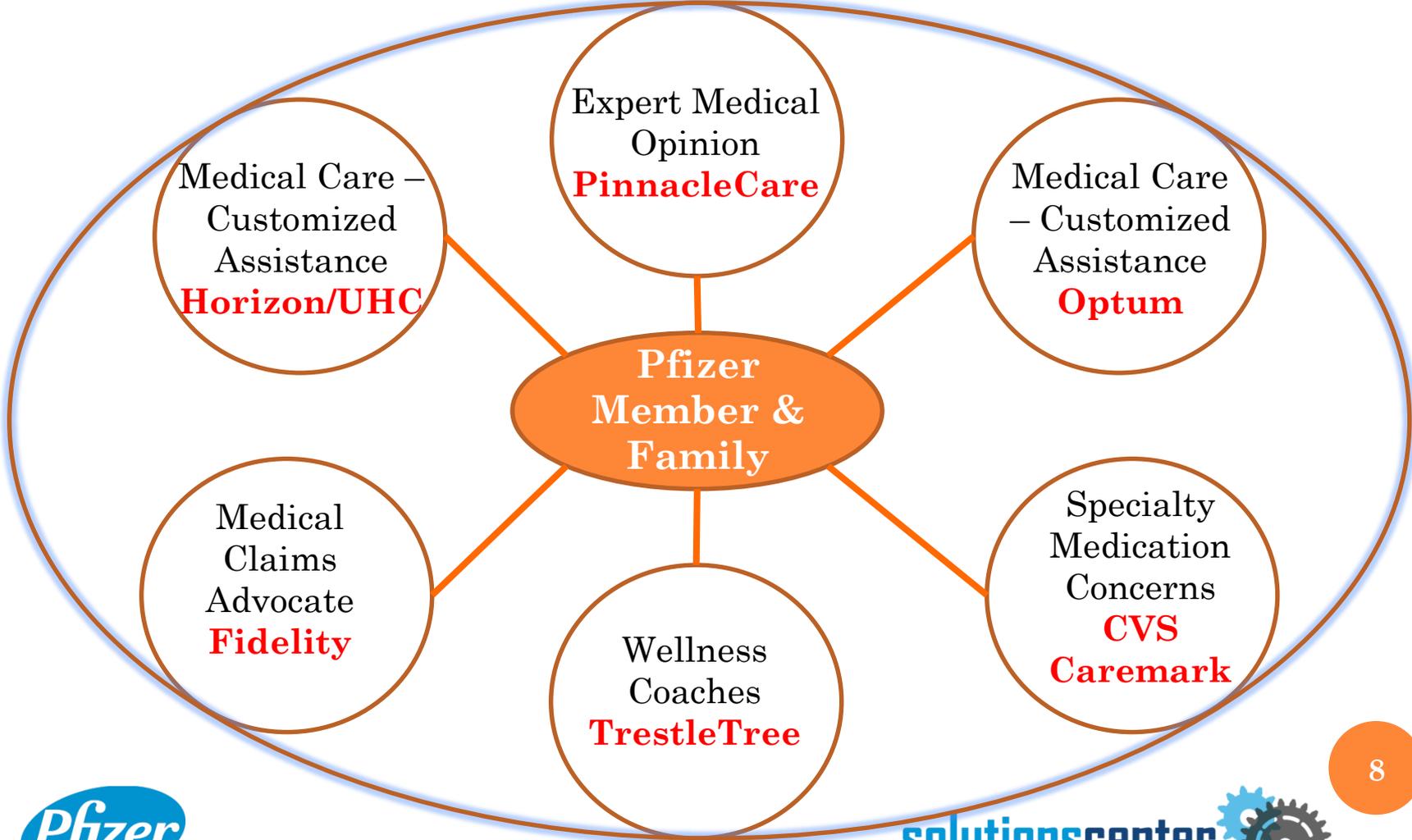
- The cancer huddle brings together our vendors to collaborate on a regular basis to discuss how a Pfizer member can be best supported in a coordinated process from a **clinical perspective**, **benefits perspective** and **psychosocial and life management perspective** – a sort of “benefits rounds” among the vendors and resources that Pfizer provides
- Through this effort, we have identified the opportunities to **create value for patients** and their loved ones – points in the journey where there is significant potential to improve quality of clinical care, extend/improve quality of life and reduce costs if support interventions occur – and have created a process – through the huddle – for our **vendor partners to work together to engage with patients at those key steps** to provide support and highlight those opportunities



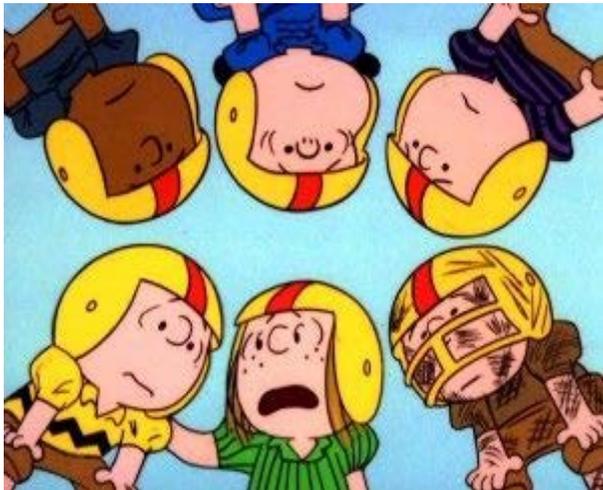
Regular ongoing communication between vendors

Quarterback Role

Cancer Huddle



HUDDLE AND QUARTERBACK CONCEPT



What the Huddle is all about...

Role of the Quarterback...

MISSION STATEMENT

Cancer is a frightening, confusing and stressful life experience for individuals and their families. We commit ourselves to creating a supportive, cohesive and streamlined member-centric experience for Pfizer members and their loved ones on a cancer journey.

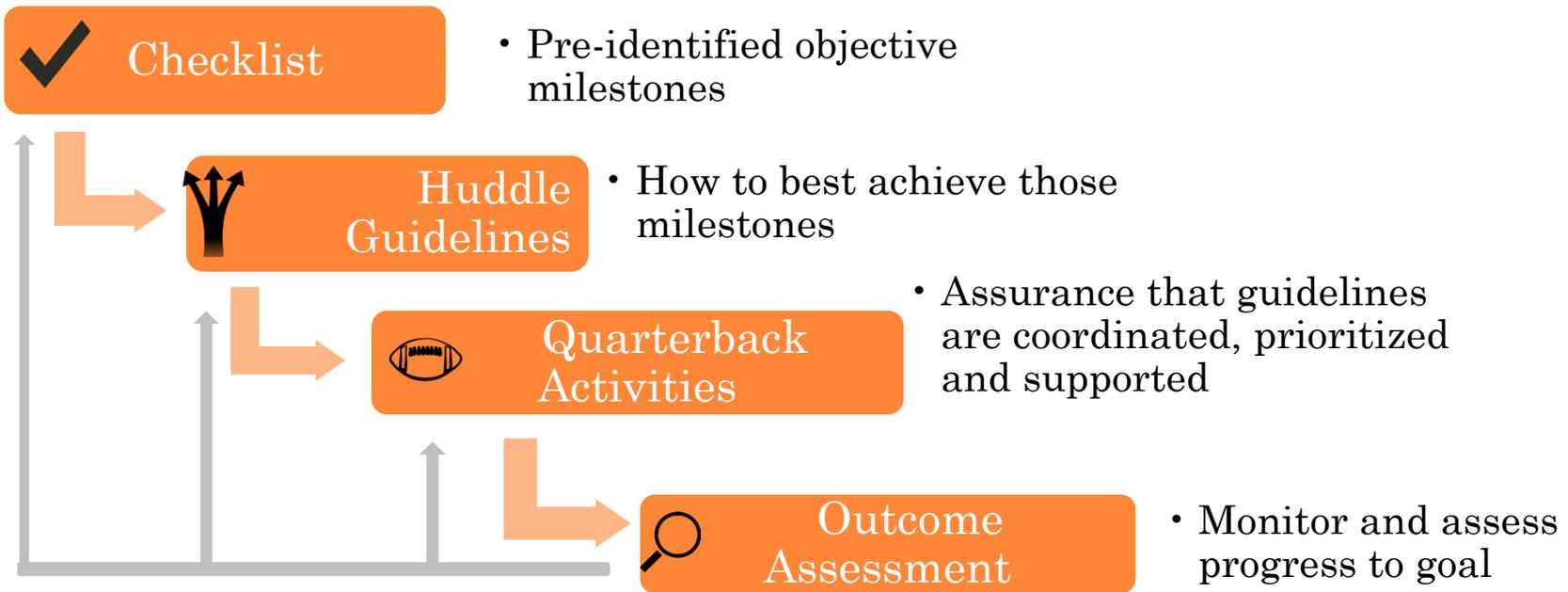


GUIDING PRINCIPLES

- Our utmost concern is the well-being of our members.
- The actions we take are in the interests of our members, not our own.
- We abandon competition in favor of collaboration toward our common goals.
- We aim for simplicity, ease and compassion in all interactions with members and among ourselves.
- Our services should enhance the relationship between the delivery system and member.
- We respect and trust one another and assume positive intent in all of our interactions.
- We identify ourselves as a team and not as individual players.
- Our collaboration and service model should be sustainable.
- Our success is a shared responsibility.
- We are committed to our mission and the goals we set, and we demonstrate that commitment through our presence and participation.



CREATING VALUE TOGETHER



CANCER CARE HUDDLE PLAYBOOK

Pfizer Benefits

*NEBGH Draft
February 2017*



CRITICAL COMPONENTS OF SUCCESS

- Getting vendors to collaborate
- Ongoing active coordination and among to achieve agreed to milestones
- Identifying value creation opportunities
- Employer partnerships with vendors
- Employee communication



HOW IT'S GOING





PINNACLECARE
PERSONAL HEALTH ADVISORY



Holistic Health Advisory for the Employee- centric Model of Cancer Care



PRESENTED BY:

Miles Varn, M.D.
Chief Medical Officer
PinnacleCare

About PinnacleCare

Founded in 2001

Leading concierge health advisory service
More than 2 million covered members, worldwide

Service Lines

Comprehensive Individual & Family Memberships
Executive (C-Suite) Benefits
Connection Group/Employer Benefits

Clinical Depth

CMO, Medical Directors & Client Advisors
30+ M.D. Ph.D. Medical Researchers
70+ renowned physician leaders (MAB)
130+ Medical Centers of Excellence nationwide
25,000+ vetted specialist physicians

Exceptional Member Experience

99% Members are extremely satisfied
77% change in treatment plan
76% of appointments scheduled on day requested
84 Net Promoter Score



PINNACLE CARE

Overview

As healthcare becomes more complex and technology driven, providing a high-touch, human experience will set apart the next-generation of innovative health service organizations.

Marketplace challenges

- Chaotic/ fragmented delivery systems; difficult to navigate and impossible to access
- Restrictions from payors-cost shifting and narrow networks
- Physician supply/demand issues
- Disjointed benefit coordination
 - Benefits added 1 by 1 as needs arise
 - Employees are being approached by multiple vendors – creates confusion

Providing a coordinated, collaborative approach to benefits navigation

Holistic View of Benefits

- PinnacleCare arms Pfizer with a powerful, employee-focused health care advisory program centered on a personalized experience
- Advisors help guide employees to the most appropriate, specialized medical care
- Advisors also help guide Pfizer members to appropriate benefit providers
- We help ensure Pfizer members aren't approached by multiple vendors
- By supporting employees along their cancer journey, Pfizer, advisors, and providers offer a strong team approach, helping employees in their most critical and vulnerable time of need.
- The ultimate goal is best clinical outcomes, with a high touch experience, coordinated benefit support and related hard and soft costs savings

Cancer huddle-coordinating benefits for optimal outcomes

- Tracking – reviewing outcomes data from all benefit providers
- Coordination of complementary and integrative resources to support overall wellness
- Working with case managers
 - seamless transfer for intelligence, facilitation, access to expert providers and for second opinions
 - Clinical trials
- Pharmacy-input regarding proper utilization and coverage of high cost medication
- Financial-resolve discrepancies in benefit coverage

Embracing employees with a cancer diagnosis

- Patients need a coordinated approach to ensure clinical, psychosocial and financial best outcomes
- Early, frequent communication is critical to success
- Education about benefits reduces redundancy and enhances engagement
- Dedicated health advisors for early and next step decision support; case managers for ongoing support
- Overall goal - beginning-to-end, holistic patient support

Proving your commitment to a healthy workforce

- Develop a plan design to up the ante on engagement
 - Precertification data mining
 - Early identification of those at risk of misdiagnosis or inappropriate treatment
 - Early engagement
- Help employees become engaged in their healthcare decisions



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ACHIEVING EMPLOYEE CENTERED CANCER BENEFITS

- What employers are striving for:
 - Earlier employee engagement with the array of cancer related benefits and supportive services available
 - Improved coordination of the many available benefits with authentic caring and support offered to the employee at all times
 - Assurance that each relevant benefit and service (including employer delivered onsite services) is used as effectively as possible for every employee who needs them



ACHIEVING EMPLOYEE CENTERED CANCER BENEFITS

- Essential components of successful solutions:
 - An employer-driven and vendor-shared ***vision*** that defines excellence in cancer benefit management
 - A ***commitment*** that transforms “best of breed” vendors into a collaborative coalition that puts the employee first in all care coordination scenarios
 - A ***mapping*** of all cancer related benefits and services available into a ***process*** (Huddle!) that can focus on “hot-spots” and achieve critical milestones
 - A ***measurement*** framework that documents outcomes while also improving the process over time



ACHIEVING EMPLOYEE CENTERED CANCER BENEFITS

- **What every employer can do right now to move things forward:**
 - Review cancer related claims data and employee feedback to assess challenge and opportunity
 - Engage current vendors to get their views of workable and transformational process improvement
 - Moving from “Knowledge to Action”:
 - Design a systematic process that includes milestones, accountabilities and measurement
 - Get started!



