

National Alliance

Shifting Mindsets to Improve High Value Benefit Design

June 3, 2021



Speakers



MODERATOR

Scott Conard, MD
Medical Director

National Alliance of Healthcare
Purchaser Coalitions



Ray Fabius, MD

Co-Founder and President
HealthNEXT



Stan Schwartz, MD

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Well OK



Andy Baskin, MD

Independent Consultant
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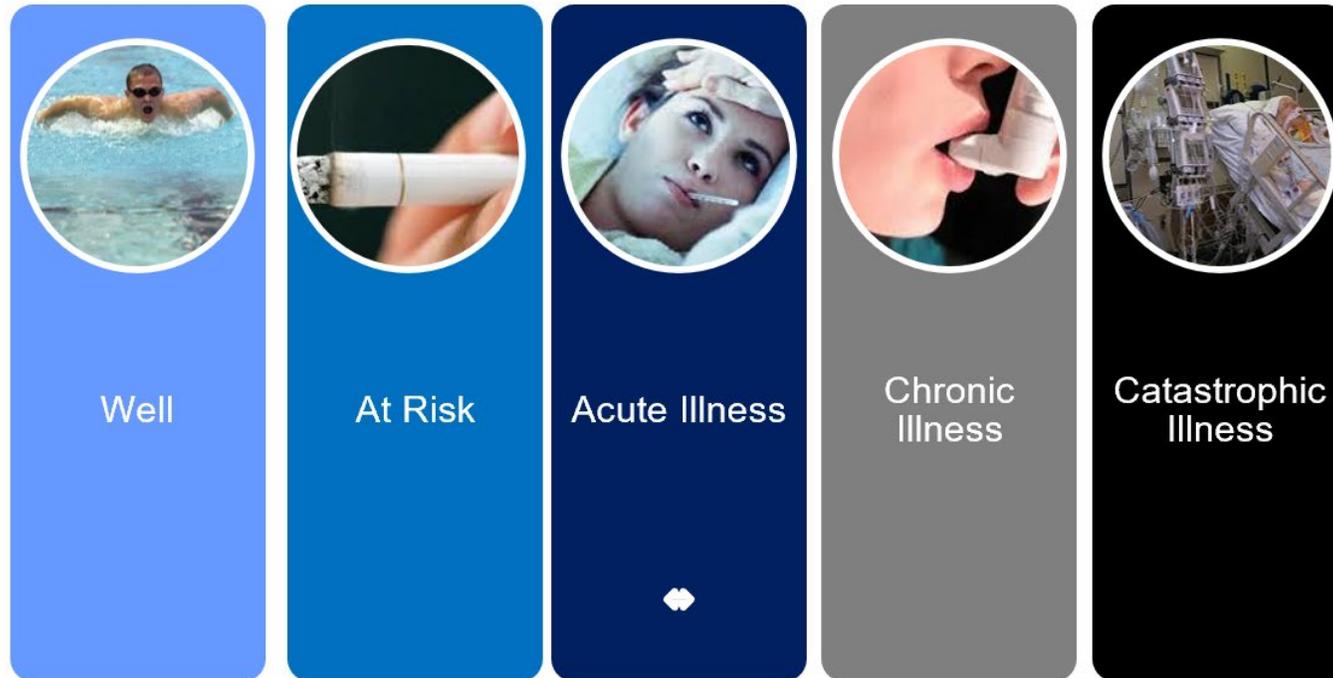
Benefit Design

Key Opportunities to Leverage Evidence

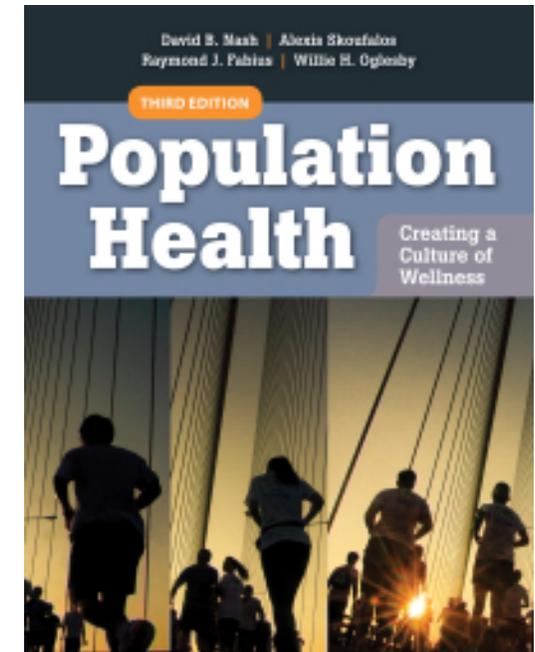
- **It's not about insurance design alone – the benefit package must support a culture of health, safety and wellbeing**
- **The elimination of the medically homeless**
 - Create incentives or possibly mandates to establish a medical home with a primary care practice
- **The promotion of Advanced Primary Care**
 - Educate and encourage the use of primary care practices that are patient centered medical homes
- **Build a comprehensive package that supports population health**
 - Keep the well well;
 - reduce health risks;
 - support those with chronic conditions;
 - get those who are struggling to centers of excellence
- **Build a comprehensive package the supports wellbeing**
 - Physical
 - Fanatical
 - Social
 - Emotional

“Applying Population Health Management Addresses the Root Cause of Rising Health Care Costs”

Managing Care Across the Continuum

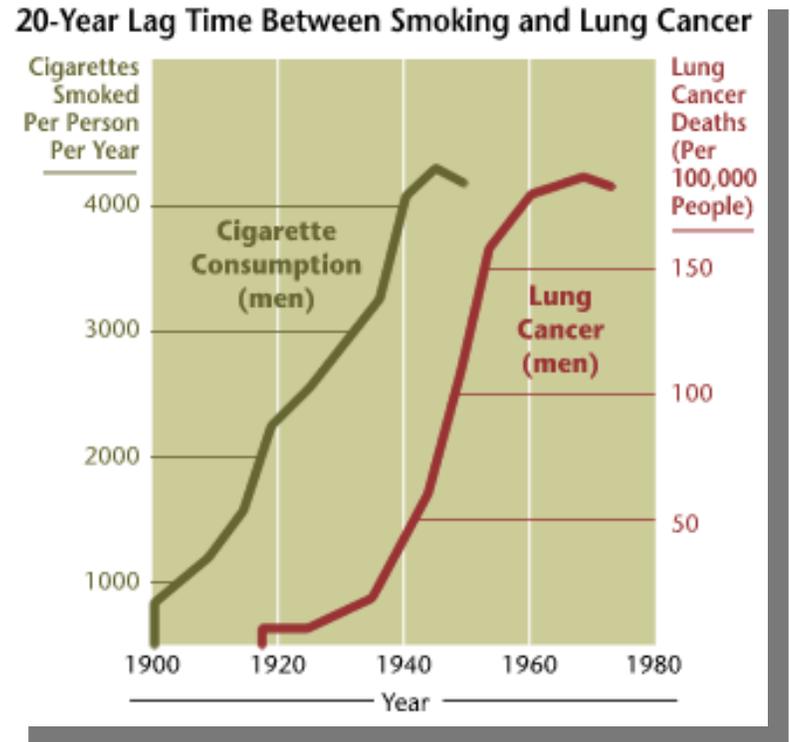
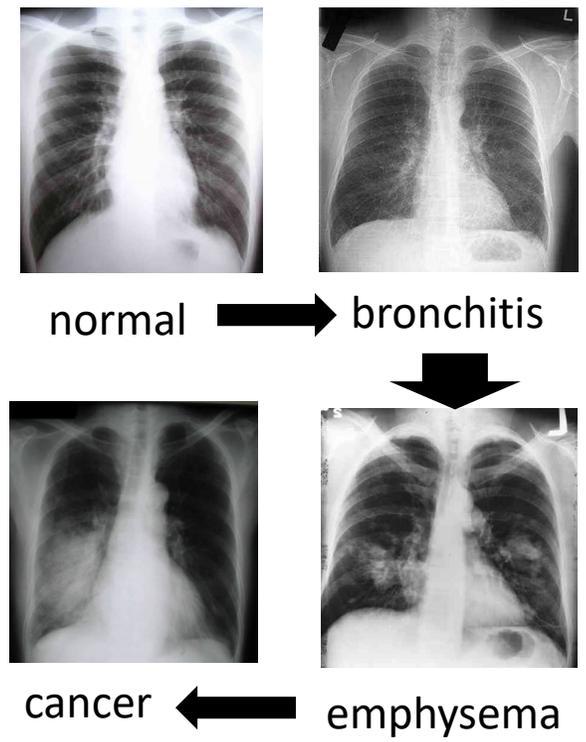


← Moving the Population Toward Wellness



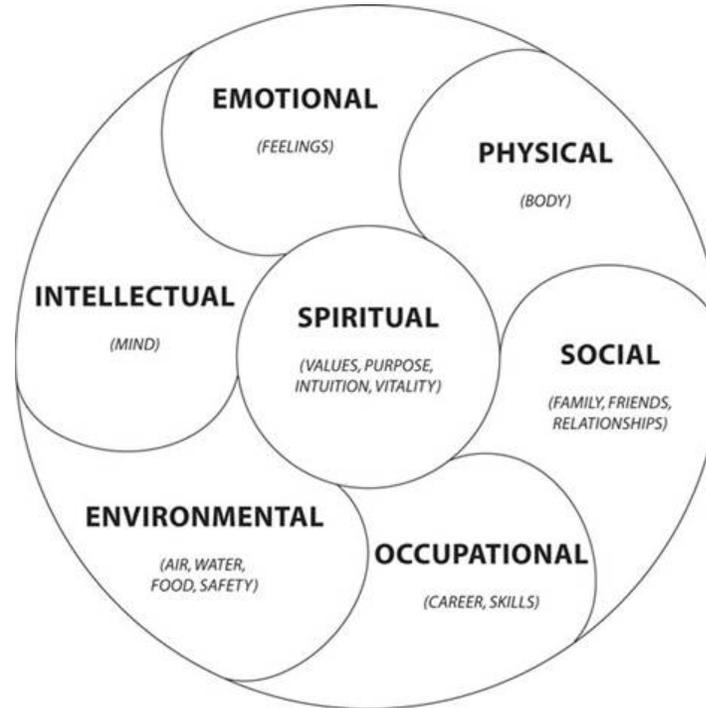
Insidious Progression of Disease:

SMOKING & ACUTE ILLNESS LEADS TO CHRONIC & CATASTROPHIC ILLNESS



“The Ultimate Result Should be a Culture of Health, Safety and Wellbeing”

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

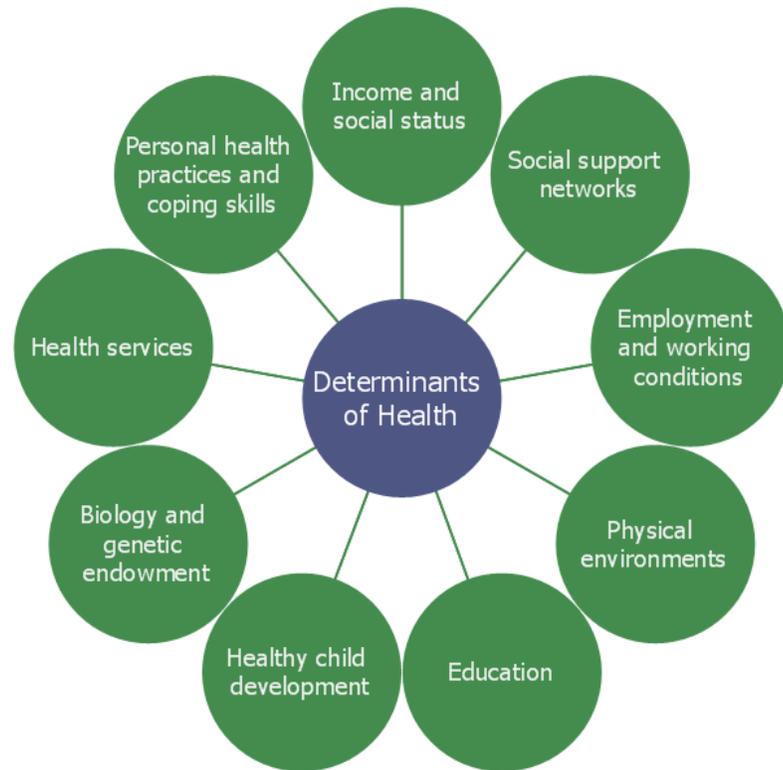


Source: <http://www.undstudenthealth.com>
Swenson, John A., M.D.

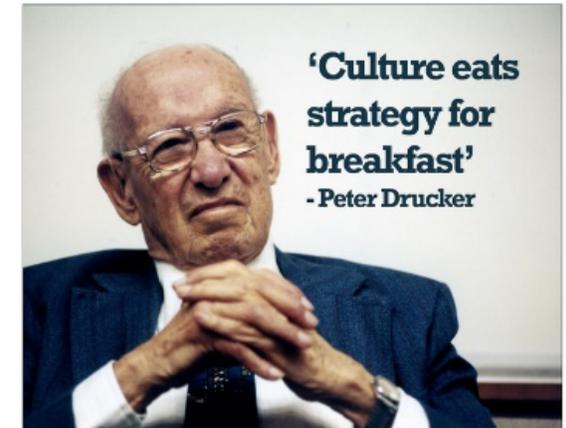
Social
Physical
Emotional
Career
Intellectual
Environmental
Spiritual



“The Workplace is Ideal for Promoting A Culture of Health, Safety & Wellbeing”



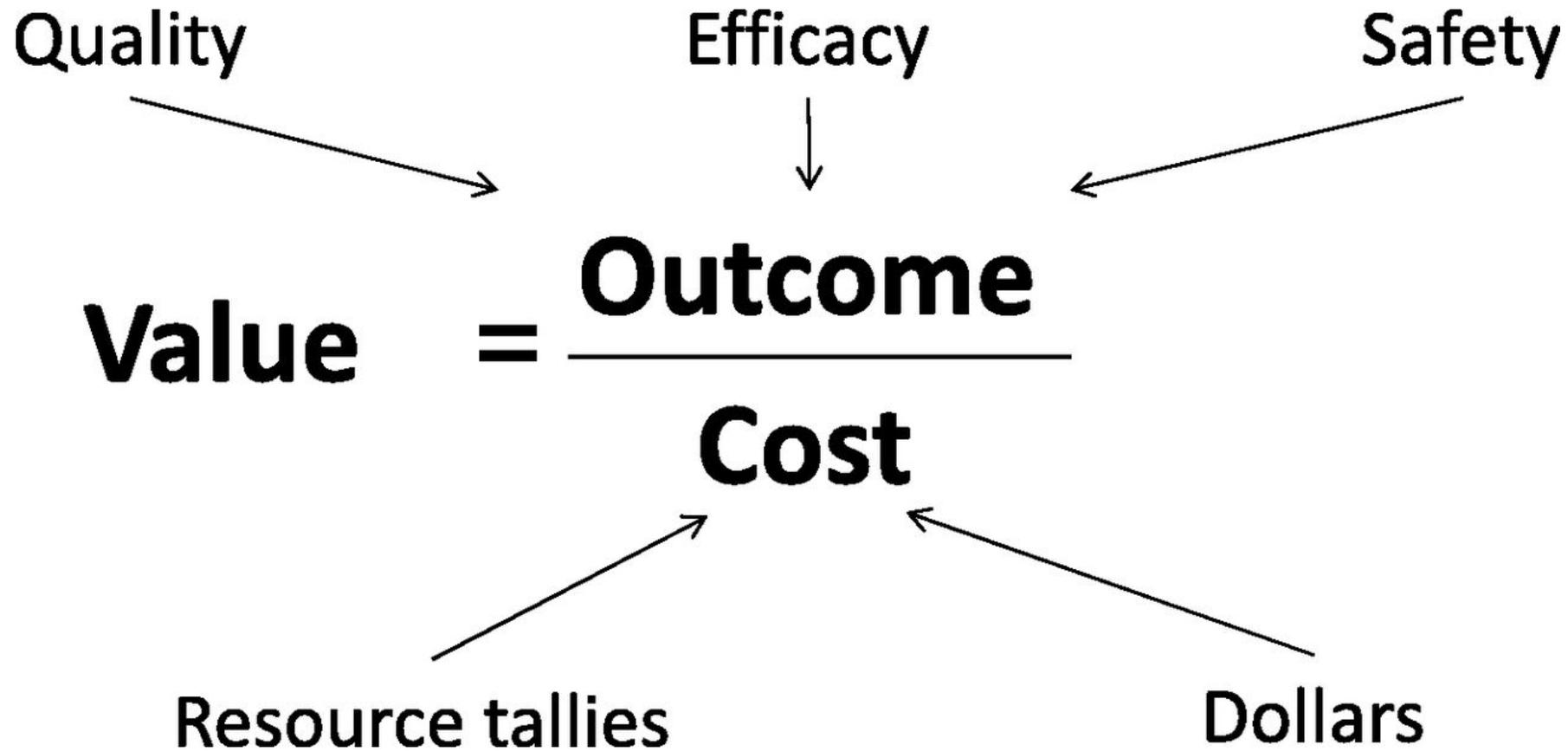
- ✓ Income
- ✓ Social Status
- ✓ Social Support
- ✓ Employment
- ✓ Environment
- ✓ Education / Career
- ✓ Intellectual
- ✓ Personal Health Practices
- ✓ Emotional / Coping skills
- ✓ Spiritual / Purposeful



Speakers



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*Dmitry Dukhovny, DeWayne M. Pursley, Haresh M. Kirpalani, Jeffrey H. Horbar and John A. F. Zupancic
Pediatrics March 2016, 137 (3) e20150312; DOI: <https://doi.org/10.1542/peds.2015-0312>*

Necessary elements to base benefits on value

Evidence-based medicine

- best science with consideration to personal ethics and desires as well as coverage

Right treatment at the right place at the right time

Effective guidance: Directed vs self-directed

Primary Care Considerations

- Traditional vs Advanced
- Guidance and navigation by intention
- Accountability
 - To whom? For what?
- Accessibility
- Measurability
- Clearing obstacles
- Payment model

Challenges

- A true understanding of your own population's health/risk/needs
 - Is your primary care
 - Quick/cheap/attractive/good enough?
 - New drivers of healthcare...and the digital medical home?
 - The twentysomething: family doc vs untested models
 - If $\text{value} = (\text{quality}/\text{cost})$, how to determine quality and cost?
 - Separate tool for every problem with no coordination (the ROI promise)
-

Learning more:

Advanced Primary Care Purchaser Playbook by National Alliance (coming soon)

<https://www.nationalacademies.org/our-work/implementing-high-quality-primary-care>

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Value Based Insurance Design (VBID): Practical considerations

- Eliminate or decrease member cost sharing for high value services
 - Preventive services
 - Cancer screening tests
 - Preventive medications
 - Annual examinations
 - Primary care physician visits
 - Medications for chronic illnesses
- Increase member cost sharing (or eliminate coverage) for low value services
 - Few services are always of low value (e.G., Vit. D testing, tonsillectomy)
- Fairness?
- Discriminatory?

Accept the fact that it will not be perfect and might generate some noise.

Questions?



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Upcoming Webinars & Events

DOL MH Parity Enforcement - Implications for Plan Sponsors and The Path Forward

June 17 | 2 p.m.-3 p.m. (EDT)

Mental Health Index – U.S. Worker Edition April Results

June 18 | noon-12:30 p.m. (EDT)



Health Policy, Price & Performance
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COVID-19's Lasting Legacy

2021



LEADERSHIP SUMMITS

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ANNUAL FORUM

NOVEMBER 8-10, 2021

Crystal Gateway Marriott
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Arlington, VA 22202