National Alliance

Shifting Mindsets to Improve High Value Benefit Design

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Speakers

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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 that supports wellbeing
  - Physical
  - Fanatical
  - Social
  - Emotional
“Applying Population Health Management Addresses the Root Cause of Rising Health Care Costs”

Managing Care Across the Continuum

Well | At Risk | Acute Illness | Chronic Illness | Catastrophic Illness

Moving the Population Toward Wellness
Insidious Progression of Disease:
SMOKING & ACUTE ILLNESS LEADS TO CHRONIC & CATASTROPHIC ILLNESS

normal \rightarrow \text{bronchitis} \rightarrow \text{cancer} \leftarrow \text{emphysema}

20-Year Lag Time Between Smoking and Lung Cancer

- Cigarette Consumption (men)
- Lung Cancer (men)

Year
1900 1920 1940 1960 1980

Cigarettes Smoked Per Person Per Year

Lung Cancer Deaths (Per 100,000 People)
“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.
“The Workplace is Ideal for Promoting A Culture of Health, Safety & Wellbeing”
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Value = \frac{Outcome}{Cost}

Quality \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad
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 value=(quality/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)