



Plug n Play for Value™

DATA DESIGN DELIVERY REFINEMENT
VALUE-BASED HEALTH

Battle Creek MI Plug and Play
EXTERNAL REPORT

The Center for Health Value Innovation wishes to thank Integrated Health Partners and the Calhoun County Pathways to Health collaborative for the opportunity to present the concepts of value based (VB) design for improved health outcomes and cost efficiency.

We wish to thank the collaborative teams for their time and talent in coordinating the workshop—and exploring additional ways to work together in the future.

The Center is only as good as the innovators, such as the members of the collaborative teams, who are committed to providing evidence of the quality and cost-efficiency of value-based health designs. Together, we can improve the health of individuals and the financial sustainability of health care purchasers.

To your health!
Center for Health Value Innovation

12545 Olive St Suite 232 St. Louis, MO 63141
Phone:314.422.4385
www.vbhealth.org





Executive Summary

DATA ■ DESIGN ■ DELIVERY ■ BENEFIT
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Overview of Report

- This report highlights the key findings, small group and large group learning, and potential next steps from the Plug n Play for Value™ presented to an invited list of clients and guests
- Addenda include the invitation, attendees, and agenda
- Lead organizations for planning the day were Integrated Health Partners and the Center for Health Value Innovation.
- Sponsors of the Plug and Play for Value™ included Novo Nordisk, Pfizer, and Set Seg.

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Overview of the Day

- Ruth Clark, Executive Director of Integrated Health Partners, welcomed the group and framed the day
 - Learn from Pitney Bowes and each other
 - Develop new models for incentive-base designs for the patient centered collaborative community for learning/sharing/doing
- Cyndy Nayer of the Center for Health Value Innovation provided context
 - Michigan health status based upon national/regional health indicators
 - Results of pre-survey plus outline of the day
 - 2 modules were chosen for building competency:
 - Data Drives Decisions
 - Aligning Benefits and Incentives for Value
- Attendees (divided into small groups at tables) considered key concepts
 - Each group considered the topic and a needs/action plan
 - Report-back from small workgroups was given to the full group
- David Hom provided feedback on the possible improvements / considerations using the PB and other strategic advisors' experiences

Key messages: Data, Design, Delivery, Refinement



The Plug n Play for Value™ Engagement

- Understand the geographic and employer-centric imperatives for change
 - In Michigan: cost inflation and total health management concepts
 - Largest unemployment
 - Unstable economy
 - Big 3 VEBA being developed—will be largest purchaser of health care after the US Government
 - Also in Michigan: patient centered collaborative care initiatives have created a platform of competency and expectations to drive innovation
- Understand the employer-specific drivers for change
 - Accomplished through conference calls
 - Enhanced by pre-workshop survey completed by attendees and analyzed by the Center to assess:
 - Data available and segmented for priorities
 - Alignment of benefits philosophy to corporate goals
 - Trends of cost/health drivers; ability/competency to make changes
 - Support of upper management
- Train for framework of investment decision-making, then understand the key pull-through strategies necessary to support the shift to VB design
 - 2 modules were guided by facilitators
 - David Hom provided feedback to the module reports;
 - Webinars and follow-up “Theatre of Operation” will be facilitated by the Center to develop value-based incentive designs to improve quality and health indicators



Key Takeaways

- The model—including self-insured and fully-insured clients/guests, with active participation by the 5 health plans—was challenging yet engaging
 - Fostered immediate dialogue between attendees and with facilitators
 - Created actionable next steps in health management
- The attendees were mostly self-insured, with a few fully-insured companies, 5 health plans, and TPAs/consultants, which led to at-the-moment discussions regarding potential change
- Respondents to the pre-survey have a lot of information and condition management programs, but the info and results are not integrated for a Total Health Management perspective
 - Attendees are also competent in aligning data to drive change
- Attendees need help in identifying opportunities and using new tools/resources for management—not unlike other markets who are changing
 - Data integration and/or prioritization for better visibility of total health costs
 - Connection to other employers who have succeeded in investing in the health of their workforces
 - Tools for improved collaboration and contracting with key vendors/health plans, and disease management organizations
 - A guide and a peer group for sustainable change and reinforcement of principles



Key Takeaways, continued

- The Interactive Format was well-received
 - Expansion of the storyline beyond Pitney Bowes experience reinforced the value of value-based designs
 - Onsite and at-the-moment feedback refined actionable steps
- The seminar can be used as the starting point for the data aggregation and community models for value-based designs that reinforce and support the Integrated Health Partners' collaborative efforts
 - Identify emerging risk as well as opportunities to share rewards with quality-based clinicians
 - Harness some of the best practices that the Center has identified to support the innovations that are developed in Battle Creek
 - Amplify the successes and challenges for the community-at-large, and create mentors who can guide other communities across the State
- The Calhoun County Pathways to Health, with guidance from the IHP leadership, can be a focal point for collaboration
 - Working with the Center for data collection and interpretation
 - Providing ongoing communication for community-based health improvement
 - Attracting others into the collaborative community and therefore amplifying the value-based successes along with the Center



Potential Next Steps

Respondents indicated 3 top-line items for continuing value-based innovation

- Send the slides (they were sent immediately)
- Build the collaborative incentive-based and data-driven models that can be tested in the community
- Tools and templates to build business cases for their companies and to influence others to join the Pathways to Health patient-centered collaborative.

As a response, the Center suggests the following:

- Begin sharing data, including claims, utilization, and quality indicators, to identify opportunities to change behaviors and support the Pathways collaborative
- Create ongoing communication with Center leaders for rapid response to members, national inquiries, etc.
- Create communication site/outreach that will highlight ongoing movement and leaders/peers who can mentor Michigan companies

For more information, please contact the Center at www.vbhealth.org





Addendum

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**Workshop Invitation, Attendees
and Agenda**

Invitation

[For HR and Benefits Professionals with their consultant/broker & carrier/TPA account manager](#)



CENTER FOR HEALTH VALUE INNOVATION



Program: **Plug and Play for Value™**
Interactive Design Workshop on Benefit Plan Design

Date: April 24, 2008

Time: 11:30AM - 4:00PM

Location: McCamly Plaza Hotel Executive Conference Center, Battle Creek, MI
50 Capital Avenue, BC 49017

Facilitated by: The Center for Health Value Innovation (CHVI) with David Hom and Cyndy Nayer*

About CHVI: The Center is a 501(c) (3) non-profit enterprise with the mission to provide the evidence that value-based designs result in improved health and reduced cost trend.

*Prior to co-founding the Center for Health Value Innovation, David Hom was Vice President of Strategic Initiatives /Human Resources at Pitney Bowes. Mr. Hom has developed an integrated health care strategy that focused on increased adherence, health improvement and disability management.

Cyndy Nayer, co-founder and President of the Center, is an expert in population health improvement and is the former Chair of the Missouri Governor's Council on Physical Fitness and Health.

Workshop Components:

Two modules with information, interactive problem solving in small groups, and feedback from the experts on problem solving and viability:

1. Data Drives Decisions
2. Aligning Benefits and Incentives

Cost: Compliments of Integrated Health Partners

RSVP OR QUESTIONS: By April 18 to April Kuehn at 269-660-3850; fax 269-660-3859;
e-mail: kuehna@trinity-health.org

We gratefully acknowledge the following sponsors for their support of this workshop



Attendees

Karen	Barnes		DENSO Manufacturing Michigan Inc
Carrie	Boer		ASMO
Greg	Bond	Human Resources Section Manager	Il Stanley
James	Brown		Pfizer
Penny	Campbell	Human Resources	Region 3B Area Agency on Aging at Burnham Brook
Del	Chenault		Clark Hill
Ruth	Clark	Executive Director	Integrated Health Partners
Benjamin	Cohen		Kushner & Company
Rick	Dettloff		Pfizer
Debbie	Dickson	Account Manager	Blue Cross Blue Shield of Michigan
Brian	Egezing		Pfizer
Kathy	Flynn		Novo Nordisk
Carl	Fry	Organizational Consultant	SET SEG
Pat	Garrett	President & CEO	Battle Creek Health System
Dr Ravi	Govila		Aetna
Bill	Greer	VP Comp and HR	Kellogg
Vickie	Gross	Senior Network Account	United Healthcare
Donna	Hedreck		Novo Nordisk
Jeff	Hoerle		Priority Health
Michelle	Hull	Human Resource Manager	RalCorp/Ralston Foods
Barbara	Kaplan Machlis, PharmD	Senior Director, Global Medical National Employer Medical Liaison	Pfizer Inc.
Gary	Kushner	President and CEO	Kushner & Company
Barbara	Ley	Manager, Corporation Services	DENSO Manufacturing Michigan Inc
Jean	Mayhugh		Novo Nordisk
Kelley	Monterusso		Blue Cross Blue Shield of Michigan
Jennifer	Peattie	HR Specialist, Compensation and Benefits	W. K. Kellogg Foundation
John	Peters		Blue Cross Blue Shield of Michigan
Sophia	Quinn	Sales Manager	Blue Cross Blue Shield of Michigan
Karen	Rial		Partners Insurance Agency
Sue	Rodia	Employee Benefits Analyst	PERRIGO
Nancy	Ruhl	AVP of Health Management Services	Health Alliance Plan
Jeff	Tenerowicz		Blue Cross Blue Shield of Michigan
Ken	Tsuyiyama		City of Battle Creek
Todd	Turcotte		DENSO Manufacturing Michigan Inc
Monish	Vasedva		ASMO
Wendee	Woods	Assistant County Administrator	Calhoun County
Bill	Young		Novo Nordisk



Our Agenda

- Setting the Stage/ Survey Report
- Overview of Pitney Bowes Model
- Data Drives Decisions
 - Concepts, questions, business planning
 - Report Back
- Aligning Benefits and Incentives for Value
 - Case Studies
 - Concepts, questions, business planning
 - Report Back
- Final Thoughts and Evaluation



For further information, please contact

Cyndy Nayer

314.422.4385

cyndyn@vbhealth.org

Greg Judd

203.231.1372

gjudd@vbhealth.org

www.vbhealth.org

