



Plug n Play for Value™

DATA DESIGN DELIVERY IMPLEMENT
VALUE-BASED HEALTH

Columbus Ohio Plug and Play

September 24, 2008

EXTERNAL REPORT

The Center for Health Value Innovation wishes to thank Employers Health Coalition of Ohio and the Employer Health Care Alliance 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 efforts of the GlaxoSmithKline, Merck Novartis, Pfizer, Procter and Gamble, and sanofi-aventis 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 outcomes of health care purchasers.

To your health!

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Executive Summary

DATA ■ DESIGN ■ DELIVERY ■ REFINEMENT
VALUE-BASED HEALTH

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
- Lead organizations for planning the day were Employer Health Coalition of Ohio, Employer Health Care Alliance, and the Center for Health Value Innovation.
- Sponsors of the Plug and Play for Value™ were (in alphabetical order) GlaxoSmithKline, Merck, Novartis, Pfizer, Procter and Gamble, and sanofi-aventis.

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Overview of the Day

- Chris Goff and Sharron DiMario, Executive Directors of coalitions, welcomed the group and framed the day
 - Learn from Pitney Bowes, Caterpillar 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
 - Ohio 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, Mike Taylor, and Cyndy Nayer provided feedback on the possible improvements / considerations using the Pitney Bowes, Caterpillar 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 Ohio: sophisticated audience with competencies in health management including pharmacy benefit and quality indicators at the community level
 - Small to medium employers hit hard with health cost inflation
 - Escalating health cost drivers: smoking, obesity, diabetes, cardiovascular disease
 - State employee benefits system is facing the same pressures as private sector employers
 - Also in Ohio: municipalities as employers are interested in modeling value-based designs both as employers and as models for change
- 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, Mike Taylor MD and Cyndy Nayer provided feedback to the module reports;
 - Follow up will be provided through the Center and collaboration with the 2 coalitions.



Key Takeaways

- The model—including self-insured and fully-insured clients/guests, with active participation by 2 health plans and other services consultants—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, including 2 health plans, an out-of-state employer with full team participation, 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 quantification 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 Ohio coalitions' 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 Ohio
 - Amplify the successes and challenges for the community-at-large, and create mentors who can guide other communities across the State
- The 2 Ohio Coalition can be a joint 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 already on-hand)
- 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 Ohio Collaboration efforts for community health improvement

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 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 willing companies

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



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