



# Plug n Play for Value™

DATA DESIGN DELIVERY REFINEMENT  
VALUE-BASED HEALTH

Memphis Plug and Play  
June 4, 2008  
EXTERNAL REPORT

The Center for Health Value Innovation wishes to thank Memphis Business Group on Health 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 sanofi-aventis team 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**

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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
- Addenda include the invitation, attendees, and agenda
- Lead organizations for planning the day were Memphis Business Group on Health and the Center for Health Value Innovation.
- Sponsor of the Plug and Play was sanofi-aventis

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# Overview of the Day

- Cristie Travis, Executive Director of Memphis Business Group on Health, 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
  - Tennessee 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 Tennessee: cost inflation and total health management concepts
    - Small to medium employers hit hard with health cost inflation
    - Escalating health cost drivers: asthma, diabetes, cardiovascular disease
    - State employee benefits system is facing the same pressures as private sector employers
  - Also in Tennessee: health systems as employers are interested in modeling value-based designs both as employers and as contractors 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 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 3 health plans and the State Benefits System—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, 3 health plans, 2 health systems, 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 Memphis Business Group on Health 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 Memphis
  - Amplify the successes and challenges for the community-at-large, and create mentors who can guide other communities across the State
- The Memphis Business Group on Health 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 Memphis Business Group on Health 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 MBGH 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 Memphis companies

For more information, please contact the Center at [www.vbhealth.org](http://www.vbhealth.org)



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