



Plug n Play for Value™

DATA DESIGN DELIVERY REFINEMENT
VALUE-BASED HEALTH

Oregon Plug and Play
EXTERNAL REPORT

The Center for Health Value Innovation wishes to thank the Oregon Coalition of Health Care Purchasers 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

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Executive Summary

DATA ■ DESIGN ■ DELIVERY ■ REFINEMENT
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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, the evaluation and collected comments from participants.
- Sponsors of the Plug and Play for Value™ included Pfizer, Merck, Providence Health Plans, Wyeth Health Systems, Regence BlueCross BlueShield of Oregon and Complementary Healthcare Plans. [over 100 people attended]
- Sponsors of the Senior Management Breakfast were Pfizer and Merck [85 people attended; it was “sold out”]

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Overview of the Day

- Barbara Prowe, Executive Director of OCHCP, welcomed the group and framed the day
 - Learn from Pitney Bowes and each other
 - Create collaborative community for learning/sharing/doing
- Cyndy Nayer of the Center for Health Value Innovation provided context
 - Oregon health status based upon national/regional health indicators
 - Results of pre-survey plus outline of the day
 - 3 modules were chosen for consideration:
 - Data Drives Decisions
 - Aligning Benefits and Incentives for Value
 - Collaborating with your Health Plan/TPA and PBM for value
- Attendees (divided into small groups at tables with one representative from the Oregon Coalition at each table) 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
- Ken Van Osdol shared the SAIF Corporation experience

Key messages: Data, Design, Delivery, Refinement



The Plug n Play for Value™ Engagement

- Understand the geographic and employer-centric imperatives for change
 - In Oregon: cost inflation and total health management concepts
 - Also in Oregon: quality and transparency 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
 - 3 modules were guided by facilitators
 - David Hom provided feedback to the module reports; Ken van Osdol of SAIF Corporation provided the “peer” report of how his company worked with Providence Health Plans to create the value-based design that he needed
 - Creation of an affinity group for implementation/potential design change for 2009



Key Takeaways

- The model—including self-insured and fully-insured clients/guests—was challenging yet engaging
 - Fostered immediate dialogue between attendees and with facilitators
 - Created actionable next steps in health management
 - Will need more guidance for the smaller companies in the Oregon markets
- The attendees were a mix of self-insured and fully-insured companies and their 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 sharpened
 - Consider more full-group engagement
 - Train host facilitators to drive the small group work
 - Create a “straw-company” benchmark for attendees to work through [this will be dependent upon submission of claims, etc.]
 - Provide structure with “frequently asked questions”
 - Focus Q/A so that agenda scheduling can be met
- The Oregon Coalition 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)
 - Connection to others through the sponsored Affinity Group, and
 - Tools and templates to inform their decisions.

As a response, the Center suggests the following:

- Create a data benchmark for the coalition/members that can serve as a starting point for measuring progress
- Immediately coordinate the Affinity Group (a peer-driven social network for employers) that supports collaborative learning and efforts that propel value-based designs
- 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 Oregon companies

For more information, please contact the Center at <http://vbhealth.org>



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