



Plug n Play for Value™

Report to sanofi-aventis on
11/27 & 28 Seattle Program Activities

Provided by
Center for Health Value Innovation

December 13, 2007

We wish to thank the sanofi team for the time and talent it devoted to developing this event.

The Center for Health Value Innovation achieves success through the energies of innovators - like the members of sanofi's team - who are committed to our mission of providing evidence of the quality and cost-efficiency of value-based health designs.

Together, we can support investment in the health of individuals through methods that employers, health systems, and health care providers find financially sustainable.

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Executive Summary



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Overview of Report

- This report highlights the key findings, small group and large group learnings, and potential next steps from the Plug n Play for Value™ presented to sanofi's invited guests at the Boeing Museum of Flight.
- Addenda include the invitation, the evaluation, collected comments from participants, and information gleaned from the presentation and feedback from the 11/27/07 Kibble & Prentice program
- The Center wishes to thank Sanofi for the opportunity to present the concepts of Value-Based thinking for improved health outcomes and cost efficiency.

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The Plug n Play for Value™ Engagement

- Understand the geographic and employer-centric imperatives for change
 - In Seattle: identifying ways health care affordability may be addressed by approaching the challenge as a matter of investing in health
- Understand the employer-specific drivers for change
 - Accomplished through conference calls among sanofi and Center team members, and pre-seminar assessment surveys completed by a small group of program attendees to determine:
 - Alignment of benefits philosophy to corporate goals
 - Trends of cost/health drivers; ability/competency to make changes
 - Support of upper management
- Train to use the framework of health investment decision-making, then understand the key pull-through strategies necessary to support the shift to VB design
 - Attendees worked through 3 Plug and Play modules, guided by Center facilitators
 - David Hom provided feedback on the module reports
 - Additional discussion questions and steps for implementation/potential design projects for action in 2008 - implementation in 2009



Key Takeaways

- Several participants indicated the interactive program revealed the strategic depth of value-based design approaches to them for the first time (“it’s more than co-pay reduction?”)
- Participants also found the opportunity to work through modeling exercises with executives from a variety of market participants (employers, health plans, health systems, providers of ancillary services) deepened their understanding of ways in which strategy & policy can be moved to practice, either within organizations or in concert with others (employers with health plans, health plans with PBMs, and so on)
- Participants left with newfound practical, ‘gut-level’ understanding of opportunities for industry players to align their health investment actions more effectively for people/patients/organizations. The ‘common vocabulary’ is more than narratives, presentations, and good intentions.
- Participants urged tailoring interactive sessions to permit more in-group interaction (longer work sessions) with special attention to ‘growing’ the case study with additional detail, issues to be considered over the course of the day.



Potential Next Steps

- Create a “users’ group” or affinity group, potentially through an innovative broker/consultant, that can act as a focal point for the shift to value-based designs.
- Create a data benchmark for the attendees that can serve as a starting point for measuring progress.
- Create a social network for employers that supports collaborative learnings and efforts that propel value-based designs
- Create ongoing communication with employer decision leaders for rapid response to members, national inquiries, etc.

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