Kansas City

Population Health Management:

How WE Can Make a Difference

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KC HIMSS

Disclosures

- Medical Director, Blue KC
- Family Physician
  - Private Practice
  - Academics
  - Administration

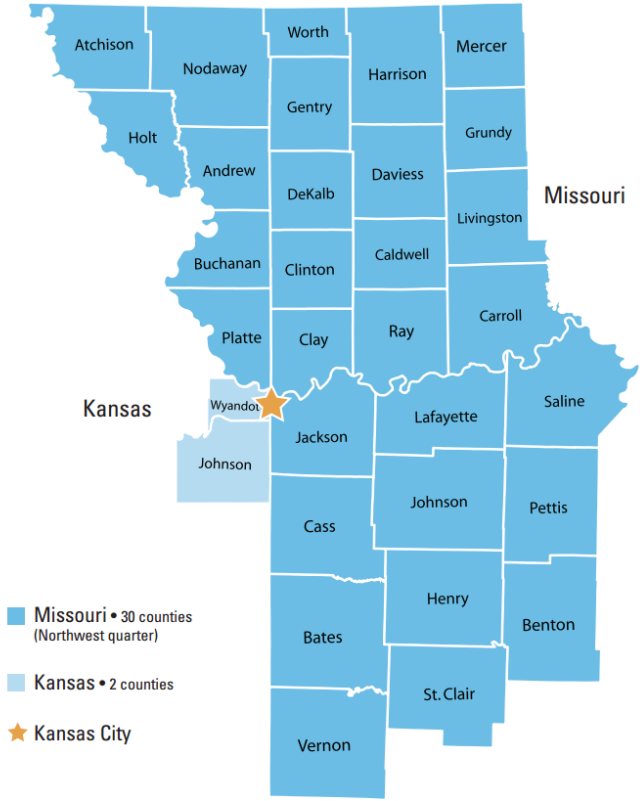
Overview of Blue KC

1 Of 34 Blue plans

1 Million members

1K Employees at Blue KC

$1.8 Million in community giving in 2016



32 county service area

30 counties in Northwest Missouri

2 counties in Kansas

What does “Population Health” mean to you?

Combination of public health and healthcare

Individual outcomes vs. outcomes as part of a distinct group

Patient panels, diagnoses, demographics, socio-economic, family unit, communities

Population Health

Social and physical implications

What other factors have impact on wellness?

Disparities in healthcare

Movement from episodic, acute care to longitudinal, focused relationships with measurable outcomes

Population Health Management

The outcome of healthier people, produced when there's aligned payment and benefit structures, and actionable information leveraged by engaged care teams to facilitate physician and health system accountability in the effective management of a population.

Guiding Principles

WE ACT
as a trusted partner and guide in identifying innovative solutions that deliver value to all of our customers – members, employers and providers.

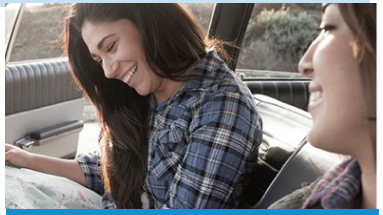
WE EMPOWER
providers and patients to achieve the patient's best health at the lowest cost

WE ALIGN
products and benefit designs with provider payment strategies.

WE ACT
as change agents in the community as necessary to drive value for our customers and across our community.

WE ENCOURAGE,
recognize and reward strong primary care with our providers, members and employers.

WE ANALYZE
and understand healthcare data to identify improvement opportunities across providers, members and employers.



WE REWARD
patient engagement and individual health improvement efforts of our members.

WE DEMONSTRATE
value to our employers.

WE ADVOCATE
for and incentivize integrated care across the delivery system regardless of ownership.

WE BALANCE
innovation with fiduciary responsibility

Driving Transformative Change

Blue Ribbon Panel

Blue KC's Medical Home Advanced Primary Care Programs

Comprehensive Primary Care Plus (CPC+)

Healthier People, Higher Quality, Smarter Spending

Kansas City

Results at a Glance

$12.31

Medical Home patients cost $12.31 PMPM less on average than non-Medical Home patients.*

$2.00

An increase of $2 PMPM in savings over 2015 performance.

*Risk adjusted

9% less Inpatient Use

12% less Outpatient Use

23% less ED use

Higher Cancer Screening and Diabetes Compliance

As compared to non-Medical Home performance

Today's health plan* members *are not the members we've covered in the past. They require more care management than ever.

Assumptions: Necessary Data Elements

Prevention

- Predictive value of “heading off” chronic disease
- Identify those at risk
- Encourage evaluation

Identification

- Evidence based, cost effective treatment
- Metrics, outcomes

Coordination of care

Education

Population Health Initiatives to Improve Patient Care

Evaluate the high cost of care

- Unnecessary, inefficient testing (labs, procedures, prescriptions) that do not lead to improvements in outcomes

Examine data to identify areas of intervention

- Different physician provider groups
  - High performing efficient vs low performing inefficient

Choosing Wisely, CDC guidelines, USPSTF

Educational opportunities

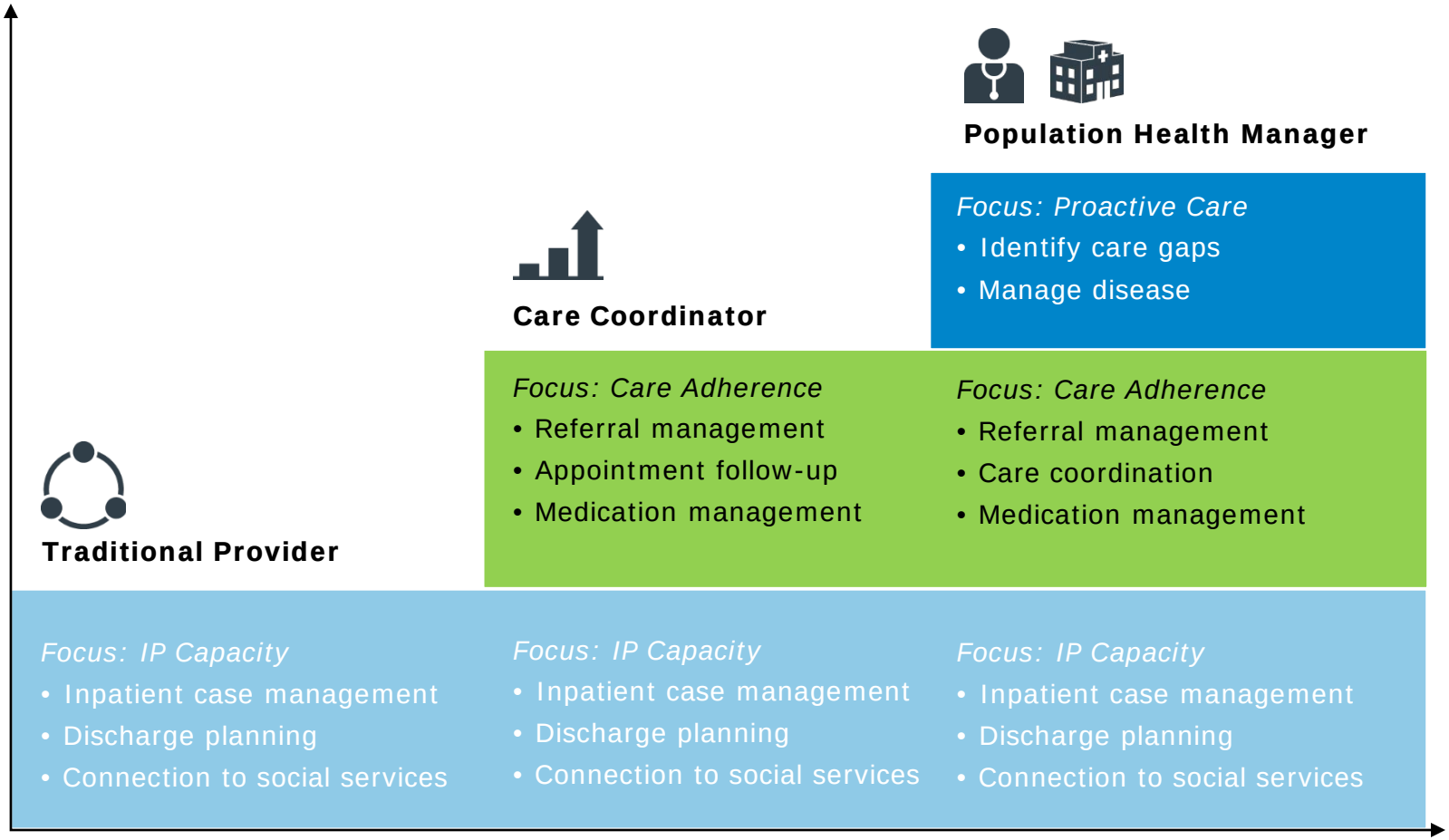
Staff Need:
Different and Enhanced Skill Sets

- Analytics
  - How to capture the data
  - How to review the data
  - How to identify trends
  - What to do with the trends
- Intervention opportunities
  - Education (for the member, provider, patient, Blue KC staff…)
  - Telephonics vs. in person vs. e-mail vs…
- Communication skills
- Identifying and addressing barriers

As Providers assume greater risk, payers and providers must partner collaboratively and effectively, jointly planning population health strategies that work for the unique needs and capabilities of that practice or system.

Aggressively Taking on Responsibilities

Expanding Provider Care Management Roles



Source: Advisory Board research and analysis

QUESTIONS?

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THANK YOU