

FINDING THE VALUE IN HIGH-VALUE PRIMARY CARE

Tuesday, May 21, 2019 • Madison, Wis.

AGENDA

8 - 8:30 a.m.	Registration, Breakfast & Sponsorship Showcase
8:30 - 8:35 a.m.	Welcome and Opening Remarks, Cheryl DeMars
8:35 - 9 a.m.	Health Transformation Awards 2019
9 - 10 a.m.	Keynote Speaker: Dr. Rishi Manchanda, The 'Upstream' Effect
10 - 10:15 a.m.	Networking Break & Sponsorship Showcase
10:15 - 11:15 a.m.	Moving Upstream: The Role for Employers
11:15 - 11:30 a.m.	Closing Comments and Adjourn

KEYNOTE SPEAKER



Rishi Manchanda, MD, MPH

Public Health Innovator, Author of *The Upstream Doctors* & Evangelist of The Upstreamist Movement

Dr. Rishi Manchanda shares breakthrough solutions to reinvigorate primary care in the U.S. and protect the future of our health by addressing the social and environmental conditions at the source of illness.

A leader at the forefront of a new generation of health care practitioners, Dr. Manchanda is transforming conventional care with a decidedly holistic approach to diagnosis and treatment. Credited with coining the term "upstreamist," his philosophy focuses on identifying and treating the underlying issues that plague comprehensive patient health.

In his popular TED talk and accompanying TED book, *The Upstream Doctors*, Dr. Manchanda shows that the future of our health, and our health care system, depends on supporting the doctors, nurses and other health care practitioners who look at the root cause of illness to improve patient health, rather than simply going for quick-fix symptomatic relief.

On stage, he illustrates his vision for reimagined treatment and offers a fascinating look inside local and global health care systems. With inspiring anecdotes and insightful perspective, Dr. Manchanda galvanizes physicians to look outside the clinic walls to remedy an ailing system, one patient at a time.

HEALTH TRANSFORMATION AWARDS 2019

NOVO HEALTH

NOVO Health is transforming the way health care is delivered and reimbursed. Their direct contracting model offers employer-partners transparent, bundled pricing on over 60 outpatient medical procedures.



Published, bundled pricing is a hallmark of NOVO Health. This enables employers and consumers to know, in advance, what the cost will be and to compare prices with other providers. Additionally, NOVO Health supports independent physicians, enabling them to compete successfully in an industry that is undergoing rapid consolidation.

NOVO Health's systematic, process-oriented approach to delivering care has transformed the health care experience from expensive, fragmented and difficult to access, to caring, coordinated, affordable, accessible and transparent. Their model encourages employee engagement which educates and empowers consumers to make better decisions about their own health and the care they receive.

Based on NOVO Health's analysis, they have saved self-insured companies an average of 30 percent on specialist services. Injured employees return to work an average of 20 days faster.

NOVO Health is being recognized for multiple reasons that include exploring new approaches to delivering and paying for care as well as improving the quality of care using a systematic, process-oriented approach that can be adapted by other organizations. They are also recognized for collaborating with other organizations to develop innovative solutions to significant health care problems and advancing our understanding of how to engage consumers in making better decisions about their care.

PROMEGA CORPORATION

Promega Corporation is an innovator in designing and implementing a Caregiver Leave policy as part of their employee health benefits.

Caregiver Leave can apply to parents of newborns or older children, a spouse or partner, or aging parents. While the person being cared for is often the focus of attention, there is growing realization that caregivers also need support. The scope of employee need was not well known, so rolling out this benefit required a leap of faith.

On Jan. 1, 2018, Promega implemented Caregiver Leave benefits that include paid time off for employees providing supportive care to an immediate family member with a serious medical condition. Full-time or part-time regular, U.S.-based Promega employees are eligible for up to two weeks of paid time off over a designated 12-month rolling period for ongoing situations.

In the first year, 120 employees, or 12 percent of those eligible, utilized Caregiver Leave time. Time off requests varied from a few hours to more than 80 hours. A slight majority of those using the benefit were caring for an aging or seriously ill parent. Other common benefit uses were bonding with a newborn or caring for a seriously ill child or spouse.

Promega continues to expand its Caregiver Leave resources based on insights gained from the program's first year. In 2019, the company added social service resources, bereavement and grief assistance, onsite workplace counseling services, aid with connecting to organizations that specialize in aging and disabilities, peer-to-peer support networks for caregivers and a "Circle of Caring" network initiated by fellow employees.

Promega is being recognized for providing extraordinary leadership among employers related to health benefits, specifically by representing employers' interests and/or developing a consensus on important issues among a significant number of employers.



MARILYN BARTLETT AND THE MONTANA STATE EMPLOYEE HEALTH PLAN

Marilyn Bartlett is responsible for turning around the Montana State Employee Health Plan by drastically improving financial performance with no reduction in benefits or increase in costs to plan participants.

After an initial evaluation of the prices paid to doctors and hospitals, Bartlett's investigation revealed dramatic and inexplicable variation in health care charges. The data showed that the Montana State Employee Health Plan was paying far more than the rates paid by Medicare - in some cases up to six times more than Medicare.

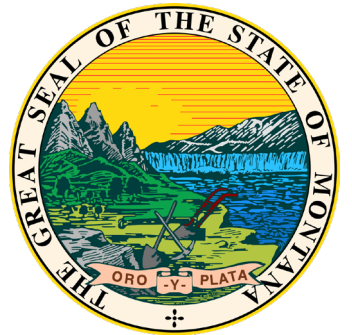
Bartlett used Medicare rates to benchmark and reset hospital payments to pay a fair price for health care - estimated at 220 to 250 percent of what Medicare pays. Getting hospitals to accept this reduction in fees took determination plus a willingness to withstand conflict at all levels. Resolving to exclude hospitals that refused to accept the new rates made the difference in the end, but taking this position created significant tension.

Additional strategies were added to complement the state's referenced-based contracting model. These included:

- Moving to a transparent, pass-through pharmacy benefit, saving \$7.4 million in just the first year.
- Changing the retiree prescription benefit vendor to allow access to CMS reinsurance and larger pharmacy discounts, saving \$2.8 million the first year.
- Terminating wellness vendor contracts that were redundant, saving \$5.5 million annually.
- Negotiating an 18 percent reduction in onsite clinic administrative fees.
- Refocusing staff on managing vendor contracts instead of delivering services themselves, resulting in a 23 percent reduction in FTEs.
- Implementing an online benefit enrollment and administration system for increased efficiency, saving \$1.5 million the first year.
- Refocusing onsite clinics to provide primary care and act as a gateway to other health care services. Clinic staff bonuses are now based on health outcomes.
- Designing and implementing a medication therapy management program in partnership with the Montana Independent Pharmacists and the University of Montana Pharmacy School.

In 2014, the state's benefit plan was projected to be \$9 million in the hole by December 2017. With the changes spearheaded by Bartlett, this grim forecast did not become a reality. By December 2017, the state's benefit plan reserves generated a surplus of \$112 million. Some of these funds were used to provide enhanced benefits for enrollees. In addition, \$25.4 million was repurposed as funding for the future state budget.

Bartlett and the Montana State Employee Health Plan are being recognized for exploring new approaches to paying for care. They are also advancing our understanding of how to engage consumers in making better decisions about their care.



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