

# National Alliance

## *Shifting Mindsets to Improve High Value Benefit Design*

June 3, 2021



# Speakers



## **MODERATOR**

**Scott Conard, MD**  
**Medical Director**

National Alliance of Healthcare  
Purchaser Coalitions



**Ray Fabius, MD**

Co-Founder and President  
HealthNEXT



**Stan Schwartz, MD**

**President & CEO**  
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**Andy Baskin, MD**

Independent Consultant  
(Former VP Aetna)

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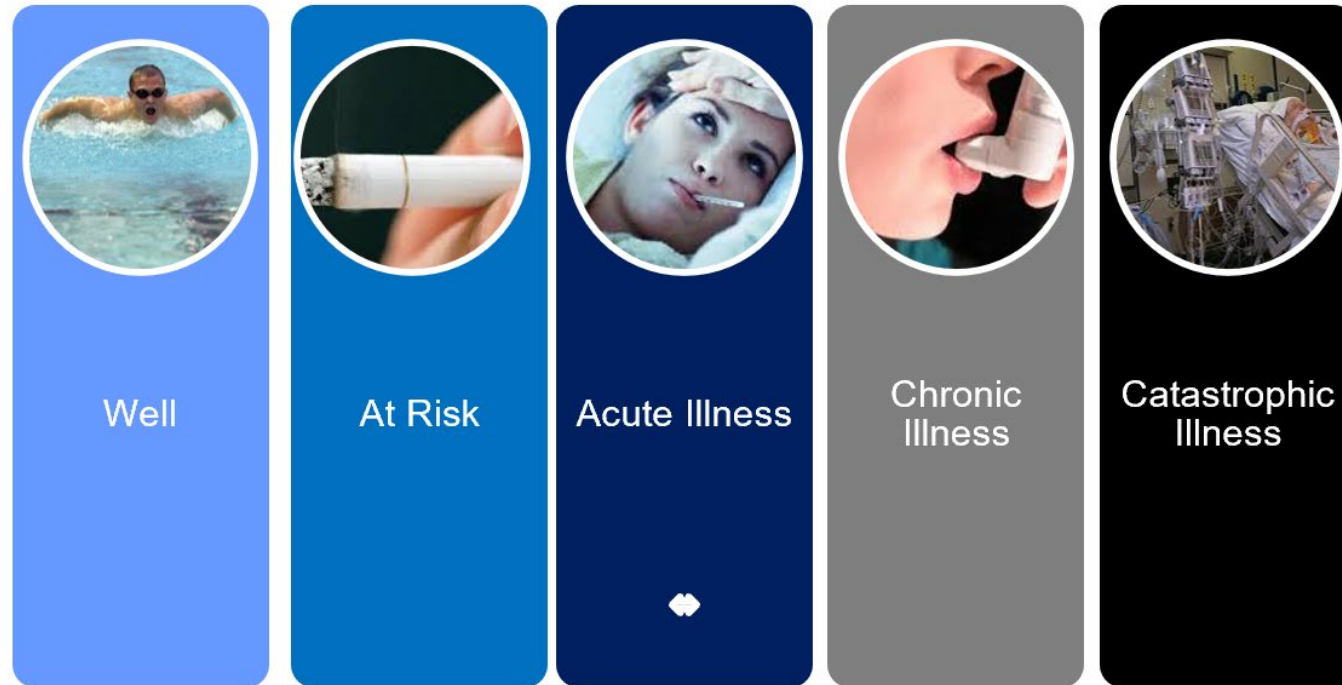
# Benefit Design

## Key Opportunities to Leverage Evidence

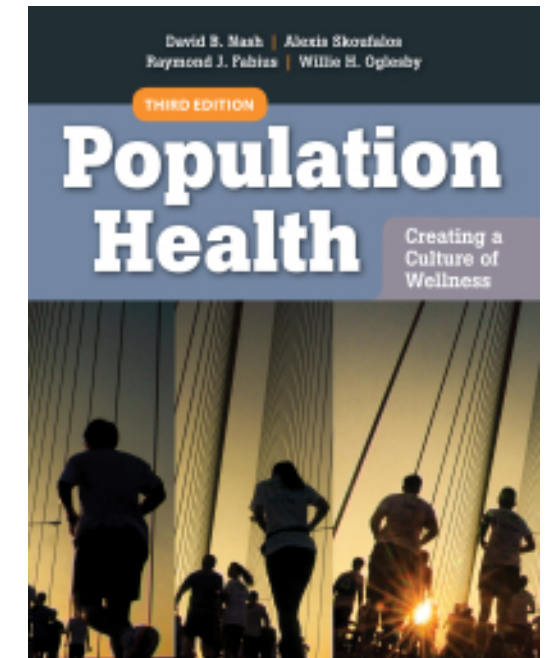
- It's not about insurance design alone – the benefit package must support a culture of health, safety and wellbeing
- The elimination of the medically homeless
  - Create incentives or possibly mandates to establish a medical home with a primary care practice
- The promotion of Advanced Primary Care
  - Educate and encourage the use of primary care practices that are patient centered medical homes
- Build a comprehensive package that supports population health
  - Keep the well well;
  - reduce health risks;
  - support those with chronic conditions;
  - get those who are struggling to centers of excellence
- Build a comprehensive package the supports wellbeing
  - Physical
  - Fanatical
  - Social
  - Emotional

# *“Applying Population Health Management Addresses the Root Cause of Rising Health Care Costs”*

## *Managing Care Across the Continuum*

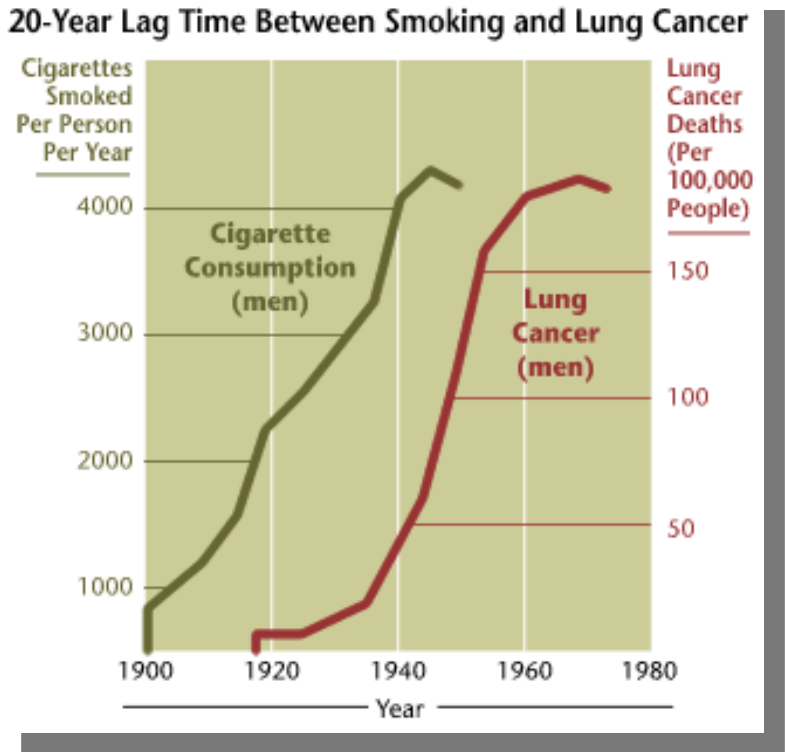
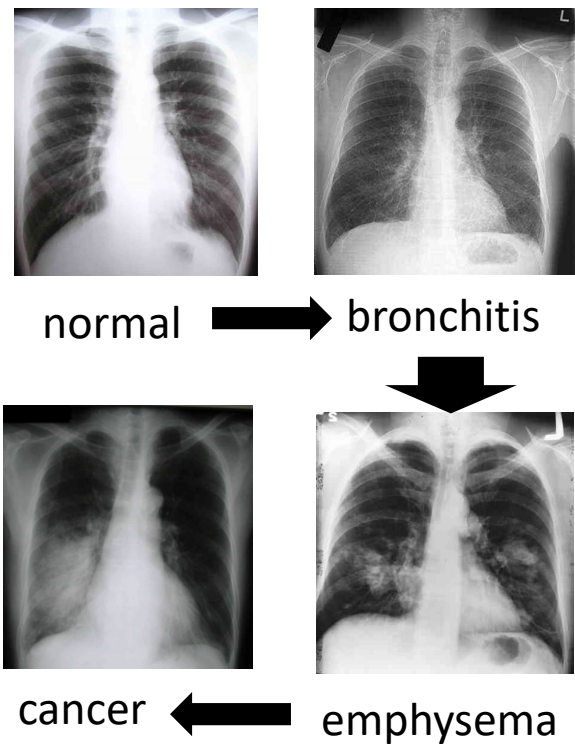


← Moving the Population Toward Wellness



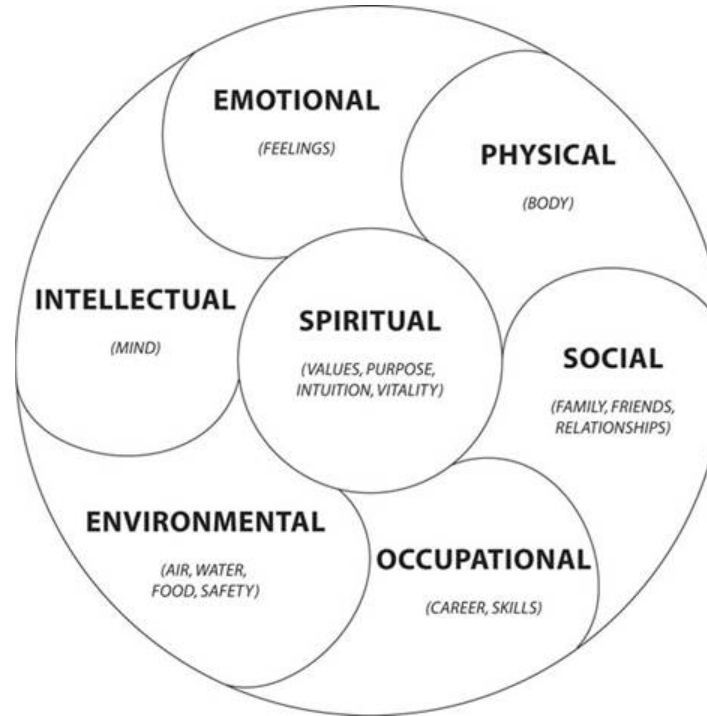
# Insidious Progression of Disease:

*SMOKING & ACUTE ILLNESS LEADS TO CHRONIC & CATASTROPHIC ILLNESS*



# *“The Ultimate Result Should be a Culture of Health, Safety and Wellbeing”*

*Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.*



Source: <http://www.undstudenthealth.com>  
Swenson, John A., M.D.

**Social**  
**Physical**  
**Emotional**  
**Career**  
**Intellectual**  
**Environmental**  
**Spiritual**



## ***“The Workplace is Ideal for Promoting A Culture of Health, Safety & Wellbeing”***



- ✓ Income
- ✓ Social Status
- ✓ Social Support
- ✓ Employment
- ✓ Environment
- ✓ Education / Career
- ✓ Intellectual
- ✓ Personal Health Practices
- ✓ Emotional / Coping skills
- ✓ Spiritual / Purposeful

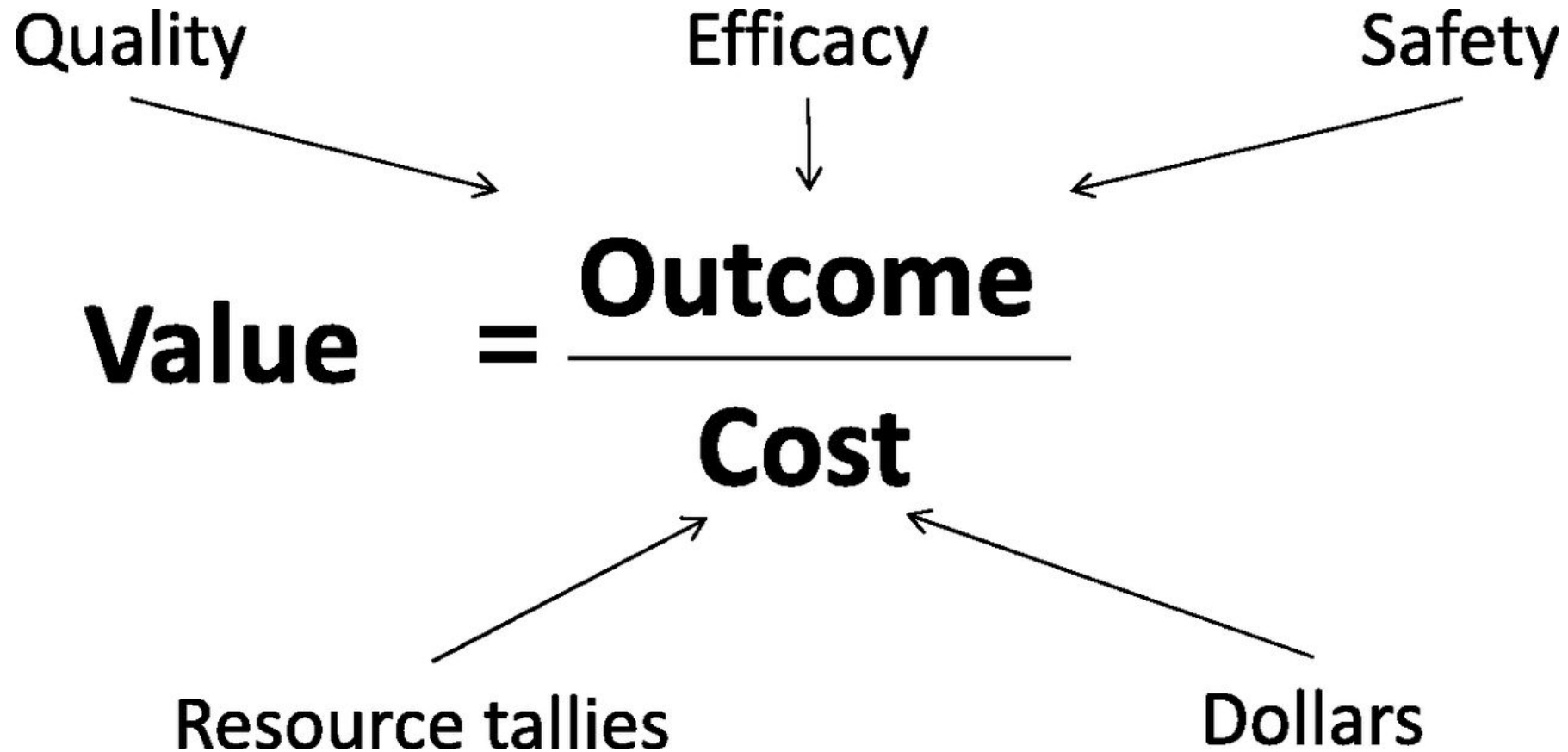




# Speakers



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*Dmitry Dukhovny, DeWayne M. Pursley, Haresh M. Kirpalani, Jeffrey H. Horbar and John A. F. Zupancic  
Pediatrics March 2016, 137 (3) e20150312; DOI: <https://doi.org/10.1542/peds.2015-0312>*

# Necessary elements to base benefits on value

Evidence-based medicine

- best science with consideration to personal ethics and desires as well as coverage

Right treatment at the right place at the right time

Effective guidance: Directed vs self-directed

# Primary Care Considerations

- Traditional vs Advanced
- Guidance and navigation by intention
- Accountability
  - To whom? For what?
- Accessibility
- Measurability
- Clearing obstacles
- Payment model

# Challenges

- A true understanding of your own population's health/risk/needs
- Is your primary care
  - Quick/cheap/attractive/good enough?
- New drivers of healthcare...and the digital medical home?
- The twentysomething: family doc vs untested models
- If value=(quality/cost), how to determine quality and cost?
- Separate tool for every problem with no coordination (the ROI promise)

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Learning more:

*Advanced Primary Care Purchaser Playbook by National Alliance (coming soon)*

<https://www.nationalacademies.org/our-work/implementing-high-quality-primary-care>

# Speakers



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# Value Based Insurance Design (VBID): Practical considerations

- Eliminate or decrease member cost sharing for high value services
  - Preventive services
    - Cancer screening tests
    - Preventive medications
    - Annual examinations
  - Primary care physician visits
  - Medications for chronic illnesses
- Increase member cost sharing (or eliminate coverage) for low value services
  - Few services are always of low value (e.G., Vit. D testing, tonsillectomy)
- Fairness?
- Discriminatory?

**Accept the fact that it will not be perfect and might generate some noise.**

# Questions?



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## Upcoming Webinars & Events

**DOL MH Parity Enforcement - Implications for Plan Sponsors and The Path Forward**

**June 17** | 2 p.m.-3 p.m. (EDT)

**Mental Health Index – U.S. Worker Edition April Results**

**June 18** | noon-12:30 p.m. (EDT)



Health Policy, Price & Performance  
Virtual Work, Health & Value  
COVID-19's Lasting Legacy

**2021**

 **National Alliance**  
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**LEADERSHIP SUMMITS**

**JUNE 7-8, 2021 | VIRTUAL EVENT**



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**ANNUAL FORUM**

**NOVEMBER 8-10, 2021**

Crystal Gateway Marriott  
1700 Richmond Highway  
Arlington, VA 22202