

**consumer**medical

# Creating Engaged Healthcare Consumers to Optimize Quality and Lower Costs

## **LVBCH Associate Showcase**

*Friday, March 23, 2018*

*9:30 a.m. – 10:00 a.m.*

## **Dave Lucarelli**

*Vice President, Employer Solutions*



# PRESENTATION AGENDA

- **Why consumerism matters more than ever**
- **Five factors that drive quality and cost**
- **Innovative engagement strategies drove measurable savings and outcomes**

# consumermedical

## COMPANY SNAPSHOT

A **Medical Ally** that empowers employees and their families to engage and optimize medical decisions at every point of their healthcare journey

**Medical Decision Support**

**Surgery Decision Support**

**Expert Medical Opinion**

**Claims Advocacy (optional)**

**100%** customers referenceable

*Clients include:*

- FedEx
- Honeywell
- Lockheed Martin
- Ingersoll Rand
- The Hartford
- Corning
- Cigna (House)
- HCSC (House)
- PPL
- Saint-Gobain
- Hyatt
- RR Donnelley
- Johnson Controls
- MasterCard
- SCA/Essity
- Anthem (House)

Experienced with proven results for

**21 years**

**Industry-Leading Engagement**

(5-10x norm)

**High Satisfaction**

("wow benefit")

**\$4:1 ROI**

(with claims-based validation)

**100% Fees at Risk**

**Over 2.5 Million**

consumers covered

**When facing a serious illness, this is  
what the healthcare system looks like  
to your employees**

# PEOPLE DON'T KNOW WHAT THEY DON'T KNOW

**90%** of consumers lack health literacy skills.

U.S. Department of Education

Only **11%** of insured consumers use provider quality information when selecting a doctor.

NORC Center for Public Affairs and Robert Wood Johnson Foundation

**7 in 10** consumers report they would take a doctor's recommendation **despite having their own doubts.**

Altarum Institute Survey of Consumer Health Care Opinions

**53%** of consumers say they're unhappy with their medical decisions because **they don't have the right information and guidance.**

Lab42 study, proprietary research. N=1,000; nationwide scope.

# NOT ALL DOCTORS ARE CREATED EQUAL

## VARIATION IN QUALITY

**15 YEARS** It can take  
for best-evidence medicine  
to be adopted in practice.

New England Journal of Medicine

**30%** of conditions have a  
known best practice  
but it's only followed  
half the time.

New England Journal of Medicine

**7-10%**

of patients are misdiagnosed.

Cleveland Clinic

How you will be treated is likely dependent  
on where you live. For example, in  
Santa Barbara, CA a patient is

**6 TIMES MORE  
LIKELY**  
to have back surgery than in  
the Bronx, NY.

Dartmouth Atlas

# PEOPLE DON'T KNOW WHAT THEY DON'T KNOW

70%

of Americans don't think they  
need a 2<sup>nd</sup> opinion\*

*\* Gallup Health and Healthcare Survey*

# FIVE FACTORS DRIVE QUALITY AND COSTS

## The 5 Drivers of **QUALITY CARE**<sup>TM</sup>





# PROBLEM OR OPPORTUNITY?

**10%** of members



**70%** of costs



- Musculoskeletal
- Oncology
- Cardiology
- Maternity
- Diabetes
- Obesity
- Nervous System

*Concentration of Health Care Spending NIHCM Foundation Data Brief, July 2012*

# MEDICAL ALLY TEAM

Claims  
Ally

Physician  
Ally

Nurse  
Ally

Research  
Ally

Expert  
Opinion Ally





## MEDICAL DECISION SUPPORT

Evidence-based, expert guidance.  
Clinically relevant information.  
Confidence – for all conditions.

- Physician-led support for any medical condition or diagnosis
- Research materials curated for each individual
- Individualized support for each participant's unique circumstances, questions, and decisions
- Assistance throughout the entire healthcare journey, as often as needed
- Integration with other vendors to help employees optimize benefits

# ELIMINATING THE UNNECESSARY - WITH SURGICAL PRECISION

Inappropriate surgeries are costly—to employees and companies. We're tackling the most common offenders head-on.

- **Up to 43%** avoid unnecessary surgeries or procedures
- **\$26,125** per case savings from avoided surgery



**LOWER BACK  
SURGERY**

**KNEE  
REPLACEMENT**

**WEIGHT LOSS  
(OBESITY)**

**HIP  
REPLACEMENT**

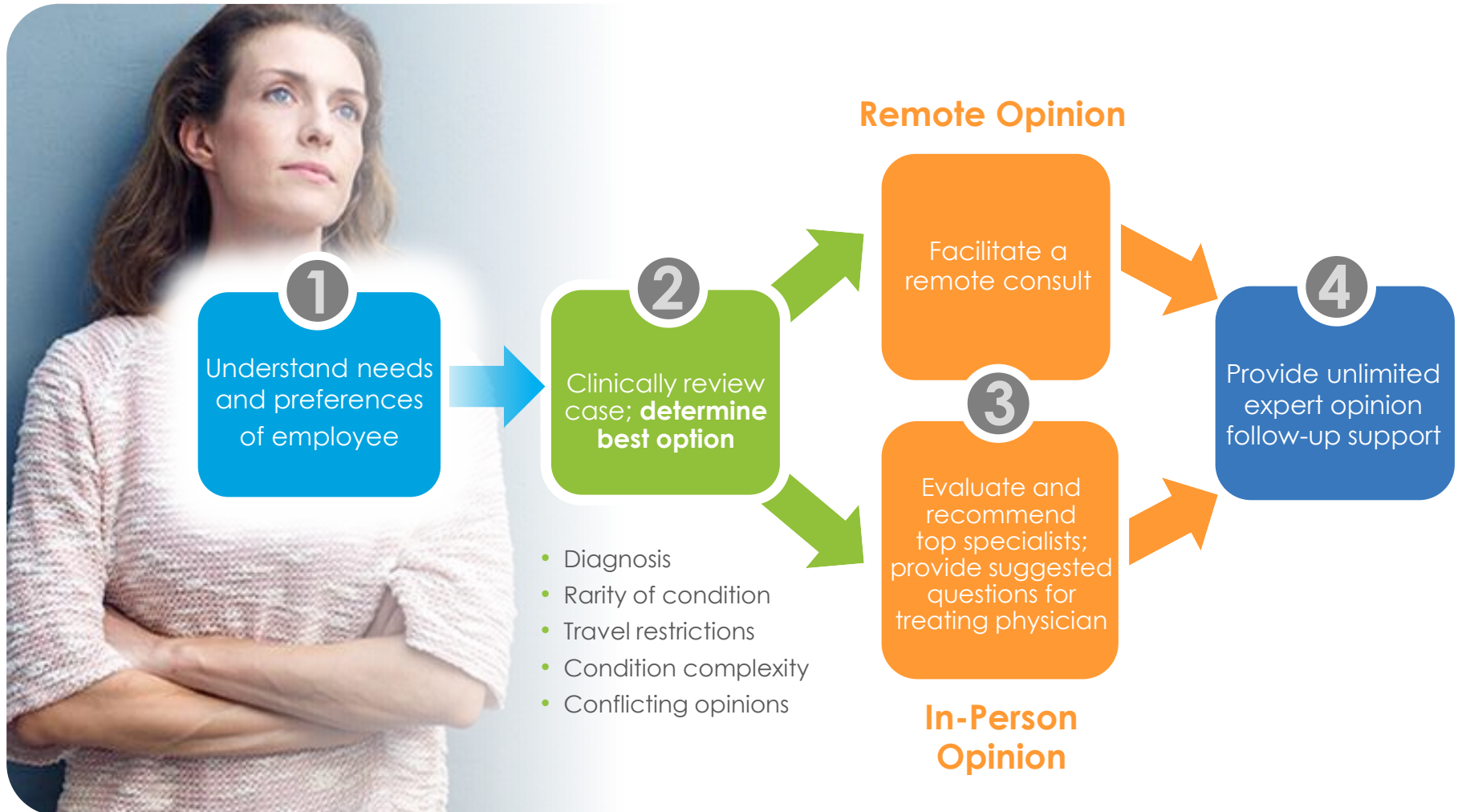
**HYSTERECTOMY**

If their doctor recommends any of the following elective surgeries, we'll give your employees a **\$400 incentive** just for talking to us about alternative treatment options.

*ConsumerMedical claims-based validated results.*

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# ALLY EXPERT OPINION – PROCESS FLOW



# THE ART AND SCIENCE OF FINDING THE RIGHT PHYSICIAN

## Quantifiable Data

5 billion inpatient, outpatient, and claims the last 5 years; 95% of the active providers across the U.S.



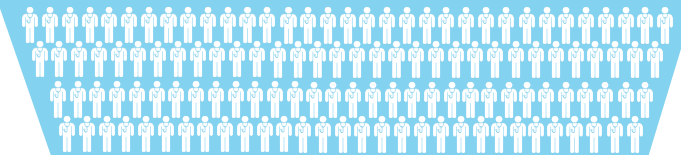
Commercial Claims Data



Medicare Quality Data

## Physician Experience

Local peer measurements on volume, variety, severity by specialty, and condition



## Patient Outcomes

Readmission rates, surgical site infection rates, length of stay, and other outcomes – at the procedure level



## Patient Risk Factors

Adjusted scores for providers who treat higher-risk patients



## Telephonic Verification

Confirmation of actual experience, insurance coverage, and new patient/appointment availability



## Elite Expert Matching

Meet the participants unique needs. Premium Network/COE integration-enabled.



# WE DON'T BUILD YOUR NETWORK, WE MAKE IT BETTER

ConsumerMedical identifies the highest quality providers within your networks and matches them to unique employee needs and preferences.



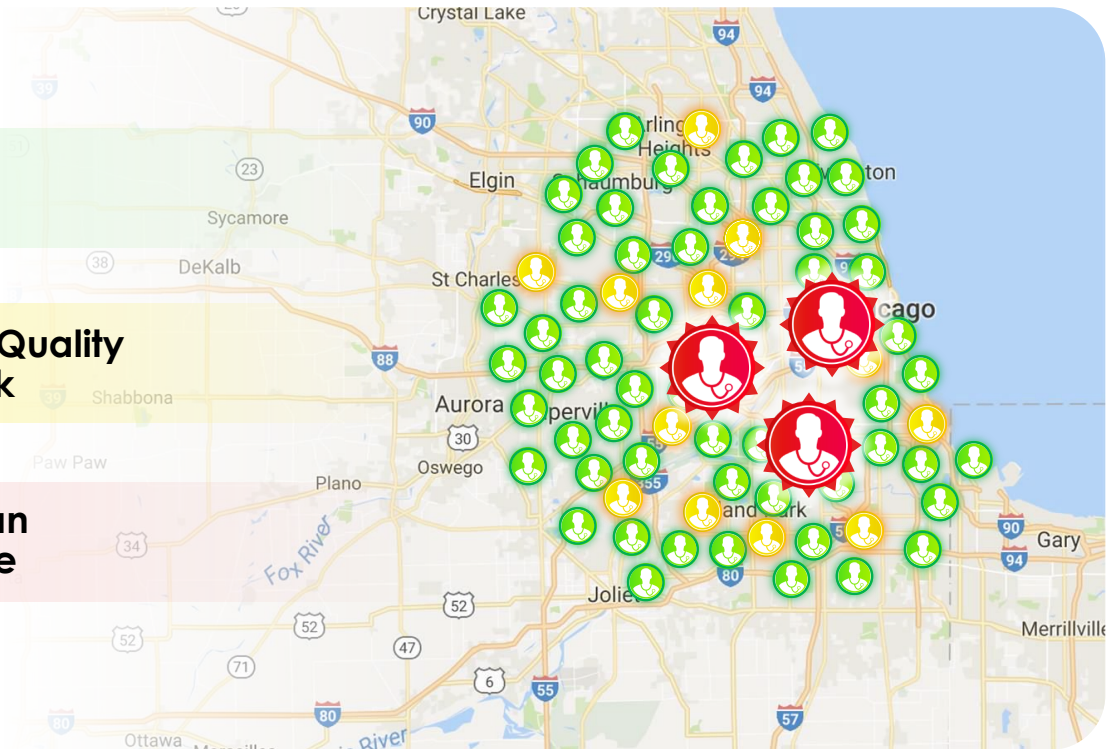
**PPO Network**



**Health Plan High-Quality Physician Network**



**The Right Physician for Your Employee**



# REMOTE 2<sup>ND</sup> OPINIONS

In partnership with both Cleveland Clinic and Partners Healthcare, the ConsumerMedical Remote Expert Opinion solution enables participants to consult with highly trained specialists to confirm their current diagnosis and treatment plans, consider alternative treatment options, and make more informed choices about their health.

## CM Remote Expert Opinion features

- ✓ Fully integrated into CM workflow
- ✓ Medical records collection option
- ✓ Detailed review of previous records and pathology (if appropriate)
- ✓ Pre-consult questions for expert
- ✓ Post-consult questions for expert
- ✓ Comprehensive, personalized consult
- ✓ Recommendations on future care



**MyConsult**<sup>®</sup>  
Your First Choice For a Second Opinion<sup>®</sup>

- One of America's Top 5 Hospitals
- Over 15 years of REO experience
- Dedicated specialists chosen from a network of over 3,000 physicians
- Covers over 1,400 diagnoses
- National and international presence



- Includes top hospitals in the United States, including Massachusetts General Hospital, Brigham and Women's Hospital, Dana Farber Cancer Institute, Spaulding Rehabilitation Hospital, and McLean Hospital.



# YOU NEED TO ENGAGE TO ENGAGE

**Onsite Events**

**Home Mailings**

**Newsletter Content**

**Patient Portal Content**

**Open Enrollment Guide**

**Disability Packets**

**Clinical Content Handouts**

**E-Brochures**

**\$400 incentive for  
Elective Surgery**

**Early ID/Predictive Modeling**

**Education On Variation In Quality**

**Employee Referrals**

**Secure member portal**

- Personalized support
- Education and research
- Information kits

**Communication channels**

- Phone
- Web portal
- Live online chat
- Secure text

**On-Site Clinics**

**Lunch & Learns**

**Marketing campaigns**

- Customized communications
- Launch welcome kit
- Email blasts
- Direct mail
- Multi-media objects
- Intranet/newsletter content
- Co-branded corporate communications

**Bundled incentives**

- Best practice program design

**Onsite events & health fairs**

- In-person engagement

**Partner integration**

- Cross-referrals

# CARROTS AND STICKS WORK

## Engagement Rates on Elective Surgery



**Maintained a 98% satisfaction rate with penalty**

Source: CM – 2014-2015

# COMBINE INBOUND WITH OUTBOUND ENGAGEMENT

**Predictive  
Algorithm**

**+**

**Multi-Modal  
Outreach**

**= Higher  
Engagement  
& Better  
Outcomes**

## **Targeted Surgeries:**

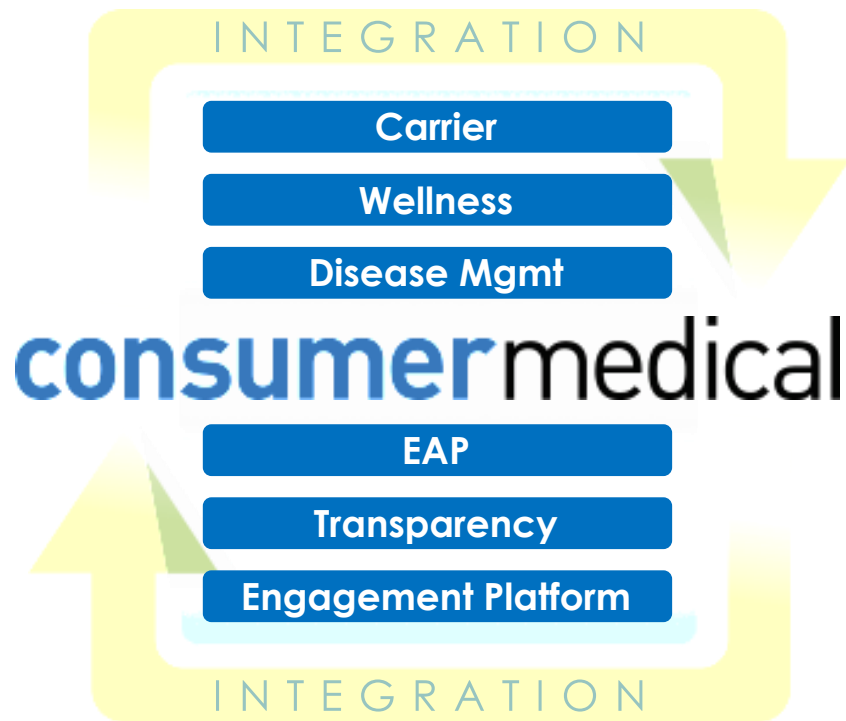
- Knee & Hip Replacement
- Lower Back Surgery
- Hysterectomy
- Obesity/Weight Loss Surgery

**\$26,125 per avoided procedure  
\$11,000 per participant**

***Identify roughly 50% of surgeries before they occur***

# INTEGRATION

**ConsumerMedical integrates across our clients' health benefits ecosystems**, including platforms like **Evive** and **Castlight**. This enables benefits coordination, maximum cross-referrals and leveraging of rewards and wellness programs to their fullest.



- Knowledge of all benefits
- Clinical referral triggers:
  - *Secure email*
  - *Warm transfers*
- Understanding employee values and preferences
- Sharing of vendor contact info and materials
- Referral activity reporting
- Clinical data exchange at regular intervals
- Vendor cross-training
- Case reviews

# RESULTS



## Delivering a highly successful program



- ✓ **High Engagement**
- ✓ **High Satisfaction**
- ✓ **Improved Quality and Outcomes**
- ✓ **Real Savings**
- ✓ **Behavior Change**



# Thank You!

**Dave Lucarelli**

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