

Executive Leadership Series – Winter 2009 Driving Health Plan Performance in the Age of Reform

Program Recap

February 12 – 13, 2009
Don CeSar Beach Resort
3400 Gulf Boulevard, St. Pete Beach, FL - USA

Health Integrated's Winter Executive Leadership Series event took place at the Don CeSar Beach Resort in St. Petersburg Beach, Florida. The event included highly interactive discussions on anticipated changes in healthcare policy and their impact on health plans as well as a collaborative forum on the design, development and integration of a Patient-Centered Medical Home. Participants in all manner of health plan leadership including CEO, CMO and leaders of medical and care management representing Medicaid, Medicare and Commercial health plans came from across the country to attend the event.



Following a networking reception the night before, Day One of the event, entitled **Healthcare Policy Movements and their Impact on Health Plans in 2009 and Beyond**, dug deep into anticipated changes in healthcare public policy in the age of Obama.

- Dr. Sam Toney, CMO of Health Integrated, began the day with an overview of the program and then presented on the rise in healthcare costs being largely driven by the chronically ill and that the chronically ill with psychosocial challenges in particular are disproportionately costly. A balanced approach taking into consideration medical, psychological and social health can improve these individuals quality of life while lowering healthcare costs.
- Mike Forrester, PhD, Executive VP of Synthesis Operations at Health Integrated, then discussed the new Mental Health Parity law and its impact and implications on health plans.
- Julie Barnes, Deputy Director, Health Policy Program, New America Foundation, then presented on the politics of healthcare, the political context of reform and the four key elements of federal proposals: bipartisan support; access to quality, affordable health coverage; improvement in the quality of patient care and efficiency of the delivery system; and sustainable financing.
- Jennifer Babcock, Deputy of Policy, Association for Community Affiliated Plans, talked about current healthcare trends affecting Safety Net Plans.
- Dr. Terry Fouts, CMO of Mede, concluded the session by speaking on the value of data analytics as we move into reform. He cited the importance of data being democratic (available to all in a timely manner) and providing transparency across all stakeholders.

After an afternoon of golf or time at the spa or the beach, the day concluded with a networking reception and fantastic dinner at the Black Palm restaurant.

Day Two, entitled **Bringing it Home: Incorporating PCMH into an Integrated Health Management Strategy**, was an interactive discussion that focused on some of the most pressing issues around PCMH, including program structure, provider selection, reimbursement, engagement, identification and measurement. The session included insights from key stakeholders in the provider and payor worlds.

- Victor Dragon, Sr. VP, Solutions Group, Health Integrated began the session by discussing the challenges one faces in establishing a PCMH program and the concept of iPCMH – an integrated approach that includes technology platform solutions as well as the inclusion of psychosocial support in the PCMH model.
- Margaret Rowland, MD, CMO, CareOregon, discussed CareOregon’s own experience and results in launching a PCMH pilot. In its third year, CareOregon’s program began with the question not being “Should we do it?”, but rather “How can we not do it?”. The foundational components include: customer driven care, team based care, proactive panel health improvement, integrated behavioral health and barrier free access.
- James Barr, MD, Medical Director, Partners in Care, Inc., also spoke of the inner workings of an ongoing PCMH program. Dr. Barr discussed physician selection and engagement, provider reimbursement models, program management, including system design and critical success factors such as “readiness” of physician practices, infrastructure needs, and scope of program at outset
- Terry Fouts, MD, CMO of Mede, presented on the use of analytics to understand the impact of a PCMH program and the ability to drill down to the performance of specific provider practices as they move from episodic care to comprehensive and holistic care.
- Chris Valerian, DO, Executive Medical Director, Health Integrated, then presented on some findings from a pre-event survey taken by the attendees. These included an overall cautious approach to PCMH but heavy interest in learning more and that the main benefits desired were improved quality of care and life first, then cost savings.

Health Integrated also announced its PCMH collaborative forum, which includes:

- **Online email forum**
 - Group and private distribution messaging
 - Large group of clinicians focused on building medical home
- **Quarterly consensus driven discussion**
 - Content driven via survey request
 - Hour session with NCQA guest speaker planned
- **Materials and industry updates**
 - Track and update on industry collaborative programs and share content and results
 - Materials for RFP or client requests will be generically available
 - Readiness assessment tool and other materials as requested
- **Access to Drs. Toney, Valerian and Barr as well as other peers in the group**

For more information about participating in the PCMH collaborative forum, please contact Tom Joyer, Vice President, Business Development, Health Integrated at 773-910-8010 or email tjoyer@healthintegrated.com.

Lastly, Health Integrated announced its Executive Leadership Series – Summer 2009. Please save the date for July 28 and 29 in Chicago. In addition to timely topics on healthcare, a highlight will be a trip to Wrigley Field to watch the Chicago Cubs. Please be sure to join us. For more information, contact Dawn Shivers, Health Integrated, 813.388.4061 or email executiveleadershipseries@healthintegrated.com.