

The NBCH eValue8 Initiative

Leveraging Purchaser Standards to Improve Performance

Wichita Business Coalition on Health Care

NBCH

- **Membership of 60 employer-led coalitions across the country**
 - Represents over 7,000 employers and 34 million employees and their dependents
- **Focus:** Community-based health care reform

• The Voice of America's employers through local coalitions

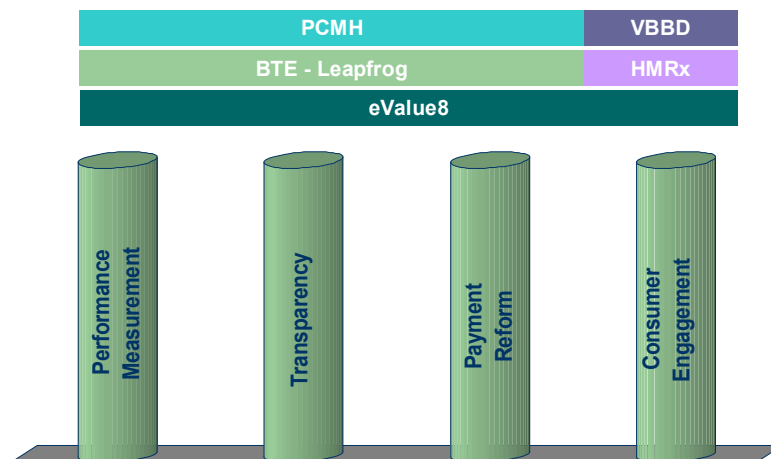


NBCH Suite of VBP Programs

Support for Stakeholder Improvement:

- **eValue8 (Health Plans)**
- Bridges to Excellence (Physicians)
- Leapfrog (Hospitals)
- HealthMapRx (Consumers & Purchasers)
- Seed Grants to Members (Open)
- CDC-Supported Community Health Partners (Population)
- Purchaser Guides
 - Patient-Centered Medical Home
 - Value-Based Benefit Design
- Also: College for Advanced Management of Health Benefits

Four Pillars of Value-Based Purchasing



eValue8 Purpose Simply Stated

eValue8 Measures and Motivates

Use of health plan resources and information to

- Improve and maintain beneficiary health status
- Improve health care

eValue8 Content

• Clinical Sections

- . Prevention and Health Promotion
- . Chronic Disease Management (Coronary Artery Disease, Diabetes)
- . Behavioral Health
- . Pharmaceutical Management

• Non-Clinical Sections

- . Plan Profile
(Accreditation, reporting, contracting, plan design)
- . Consumer Engagement
- . Provider Measurement
- . Patient-Centered Medical Home

What Distinguishes eValue8 From Other RFIs?

- Highly interactive placing plans face-to-face with important customers
 - . Coalition led
 - . Verified responses
 - . Site visits with multiple purchasers discussing strengths and weaknesses
 - . Follow-up to track progress
- Provide a data repository of benchmarking data for over 150 health plans nationally
- A springboard for coalition agenda and inter-plan alignment

eValue8: A Dialogue with Health Plans

- Purchasers Contract with Plans to Administer Substantial Funds
 - . Purchasers have a fiduciary responsibility to define their expectations and measure performance
- Plans Are The Gateway to Providers and Plan Design
 - . They hold the contracts with providers
 - . Their actions carry the weight of hundreds of employers in every market
 - . => By working with plans, purchasers and coalitions multiply the influence of their limited plan membership
- Plans and Purchasers Can Work Together to Activate VBP Strategies
 - . Health and productivity management
 - . Value-Based Benefit Design
 - . Patient-Centered Medical Home
 - . Payment Reform

eValue8 Connecting Points With VBBD

- What are the plan's capabilities and active uses of VBBD?
 - . Has the plan distinguished high value services (e.g. value-based formulary)
 - . Is the plan currently administering designs that align financial incentives?
 - For what specific conditions
 - For what specific drugs and services
 - What specific financial elements (co-pays, deductibles, premium reduction, rewards)
 - Can incentive alignment be tied to individuals needing those services?
 - Can the alignment be tied to beneficiary behavior (e.g. participating in coaching, adhering to care guidelines)

eValue8 Connecting Points With VBBD

- What other supportive features are in place that support VBBD?
 - . Is the plan administering consumer incentives that reach beyond clinical treatments and healthy behaviors
 - Tiered networks distinguishing better performing doctors and hospitals
 - Use of interactive shared decision support
 - . Does the plan provide consumer tools
 - Provider directories that distinguish performance
 - Self management tools, including personal health records
 - Reminders for due and overdue services
 - Evidence based treatment decision support
 - Wellness and disease management coaching
 - . What communication strategies are used and how is the program promoted?
 - . Does the plan coordinate with the member's physician
 - . Is the plan connecting its resources and information
 - Through electronic integration
 - By leveraging information to drive health (e.g. alerting doctors, coaches, PHR about gaps in care)

eValue8 Connecting Points With PCMH

- Noteworthy about Patient-Centered Medical Homes
 - . Promoted by the medical profession
 - . Essential elements
 - Practice can track adherence to clinical guidelines
 - Electronic communication with patients
 - Integrates coaching/case management
 - Linked to payment reform
 - . Emerging element: Fully capable+electronic records
 - . Still largely consisting of pilots
- eValue8 Incorporates RFI Content from the NBCH Guide

eValue8 Connecting Points With PCMH

- Is the Plan Engaged with PCMH?
 - . Connected with or initiating a pilot
 - . What are the practice certifications to qualify?
- What Practice Capabilities Are Uniformly Present?
 - . Patient tracking & use of gap+information
 - . ePrescribing
 - . Care management
 - . Electronic communication
- How is the Plan Supporting and Evaluating Practices?
 - . Education
 - . Case management support
 - . How Has Reimbursement been Modified?
 - . What measures are used to evaluate performance?
- How are Consumers Supported?
 - . What Value-based design elements are present?
 - . What consumer tools?
- How Is the Program Promoted and Evaluated?

eValue8 Connecting Points With PCMH

- In Short:
 - . PCMH expectations mirror plan expectations
 - . It is only due to the lack of these capabilities at the practice level, that purchasers look to plans to provide them
 - . BUT Plans still need to be partners with and support practices
 - Practices will be in variable states of sophistication
 - Plans will continue to have resources and information that practices need (e.g., plan design synchronization, gaps in pharmacy fills)

How Can Purchasers Use eValue8 Results?

- Mechanisms of Accountability
 - . Contractual language
 - . Performance guarantees
 - . Performance ranking and premium share alignment
 - . Monitoring over time
- What to Focus on
 - . Start With End Goals: Health and Productivity of Employees
 - . Primary markers (outcomes)
 - Biometric
 - Disease-specific (e.g. HbA1c, LDL, BP)
 - Preventive services
 - Waste and overuse
 - . Primary drivers (structure and process)
 - Adherence to clinical guidelines
 - Leveraging information about Gaps in care
 - Provider support and payment reform
 - Transparency and provider performance
 - Value-based design and consumer incentives & tools

How Can Purchasers Use eValue8 Results?

- Align Results Reporting At All Levels
 - . Plan
 - . PCMH
 - . VBBD
 - . Internal health and productivity strategies

Benefits to Coalition and Community

- A Springboard for Community Collaboration
 - . Michigan . 3 Coalition partnership
 - Health Plan Safety Council
 - Michigan Quality Improvement Consortium Agenda
 - Pharmacy Safety Project
 - . HealthCare 21, TN
 - Endorsement Program
 - Bi-annual with progress measurement between
 - Power of plan selection by member purchasers
 - . NYBGH
 - Multi-Plan HEDIS Project
 - . Performance reporting at the practice level
 - Behavioral Health Workgroup
 - . Focus on increasing screening and treatment of depression
 - . Multiple-plan screening message to doctors
 - . National carrier began paying for PHQ-9 administration

Benefits to Coalition and Community

- A Springboard for Community Collaboration (Continued)
 - . MidAtlantic
 - Diabetes project & AHRQ support
 - Multiple plan link to emergency departments and alcohol overuse with grant funding pending
 - . Minnesota
 - Collaboration
 - . BTE
 - . Community Measurement
 - . Move to clinic site level
 - . NCQA Pilot to report at practice level
 - . Diamond depression performance measurement
 - Raise the bar on Hospital performance:
 - . Results on LF
 - . Never events

Questions, Discussion

Further Information

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