



Population Health Management

How Understanding Your Claims Data Can Positively Impact
Your Bottom Line & Employee Health

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Population Health Management

“Population health management refers to the process of improving clinical health outcomes of a defined group of individuals through improved care coordination and patient engagement supported by appropriate financial and care models.”

—American Hospital Association

Health Care Reality

Employer Health Plans

- Struggle to control costs
- Fear large annual renewal increases
- Pray for good results

Employees

- Go to the wrong provider for care
- Wait too long to get care while their health risk increases
- Only use the ER
- Do not follow thru with recommended care/prescriptions
- Are uneducated, confused, or intimidated by the healthcare system

Health Care Reality

Costs and Care are **out of control**



What are the Solutions to Control Cost?

1. Employee health measurement of their current health status
2. Employee engagement, coaching, and education
3. Take away all barriers to primary care services by providing easy access to care
 - No Copay or out-of-pocket cost
 - No need to schedule an appointment
 - Walk-in with a short wait time
 - Referrals to correct providers for higher levels of care beyond primary care

**Do you offer a
wellness plan with
any incentives?**

You are performing
population health
management.

Population Health Management is not new

- Concept has been in place since the 1980s
- Has proven track record of improving health outcomes & reducing claims
- Problems have been cost & complexity
 - Data Management
 - Coaching Interaction
 - Member Engagement
 - Heavy Lifting by HR departments to manage
- These challenges have limited most employers to offer only simple wellness programs

The Challenges

Most Programs have been Voluntary

Require Health Risk Assessments

Member Reluctance
Information Accuracy
Time Consuming
Difficult to Aggregate Results



Ongoing Challenges

Engagement of At-Risk Members
Tracking data
Consistent Member Engagement



Costly



Challenges **Solved**

Artificial Intelligence

Enhanced Algorithms

Predictive Analysis



Simplified & Automated

Data Collection

Data Analysis

Patient Management

Pharmaceutical Management

Member Engagement,
Tracking & Coaching

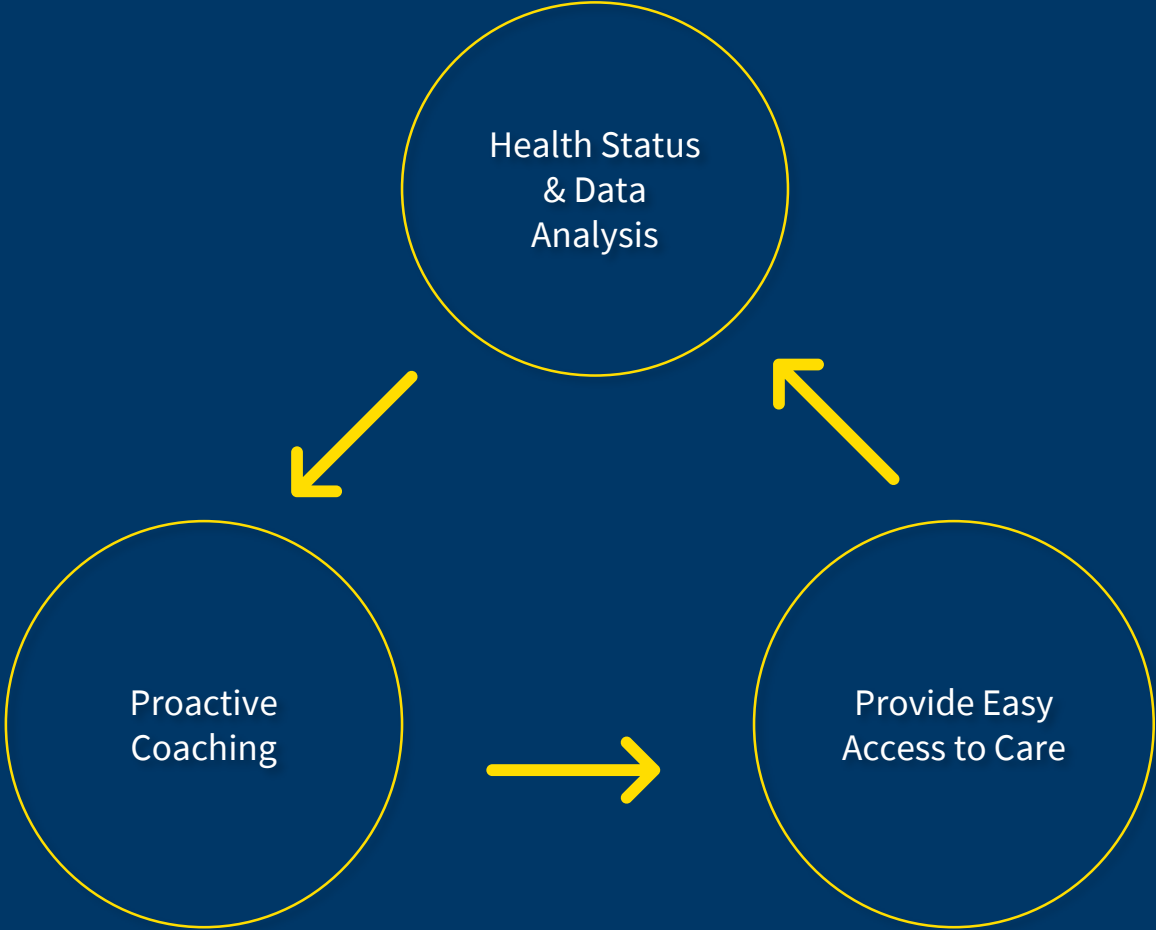


Results

Lowered Costs

Reduced Management &
Administrative Challenges

Population Health Management in Action



Where are we now?

Who are we caring for?

What is their health status?

What does their health care future look like?










Understanding your employee group and their health status

- Identify member's health status from their **claims data** over the last 2+ years
- Members are grouped into levels based on their health assessment
- This classification is a vital first step in reducing healthcare spend
- Allows for information to be gathered on **entire population**

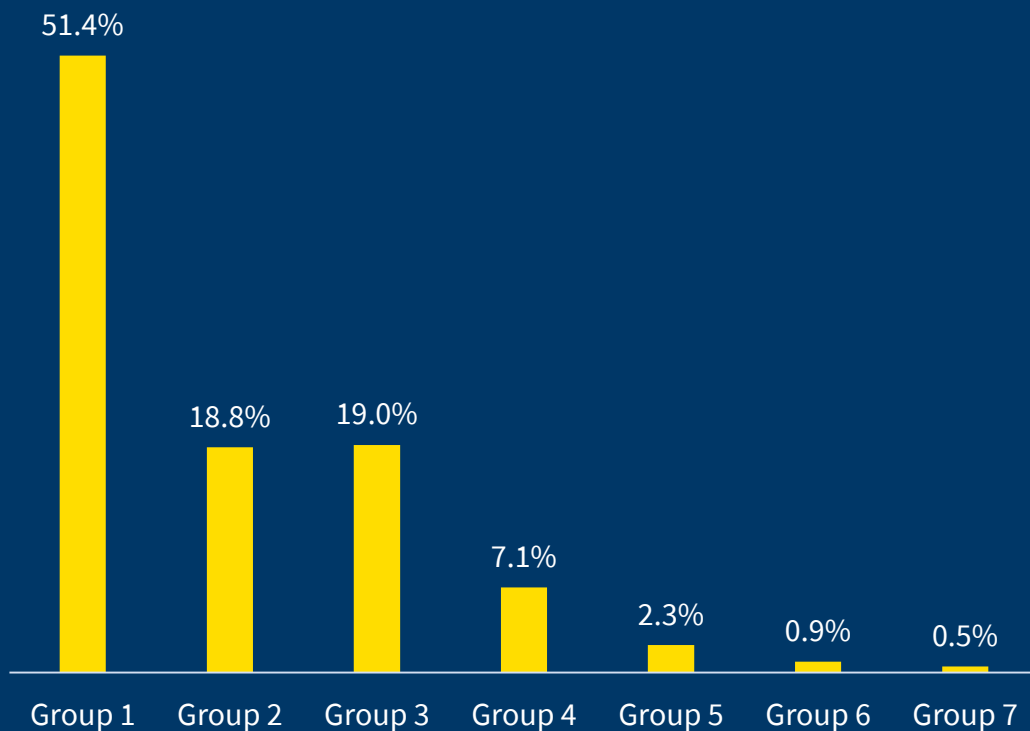
This is called “Health Condition Stratification”

Chronic conditions can include diabetes, high blood pressure, heart disease, high cholesterol, arthritis, obesity, etc.

	Group 1	No chronic conditions and less than \$1500 in medical expenditures per 12 months
	Group 2	No chronic conditions and \$1500 or more in medical expenditures per 12 months
	Group 3	One chronic condition
	Group 4	Two chronic conditions
	Group 5	Three chronic conditions
	Group 6	Four chronic conditions
	Group 7	Five or more chronic conditions

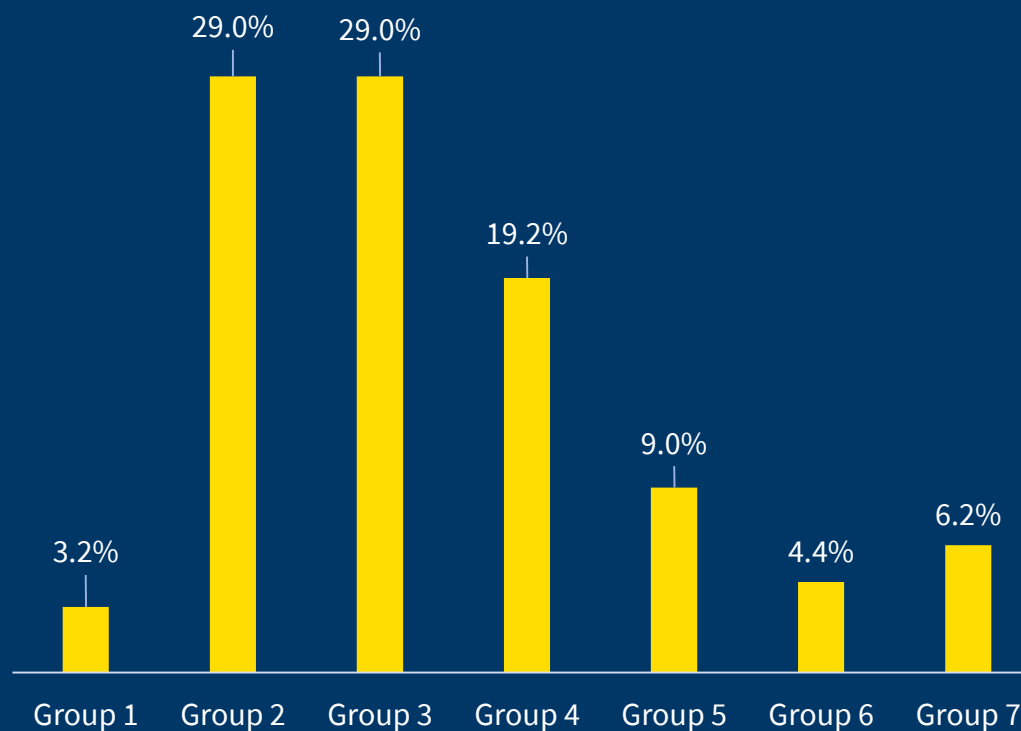
An Example of a Group

Member Population By Group



96% of Members

% of Total Medical Spend by Group



80% of Spend

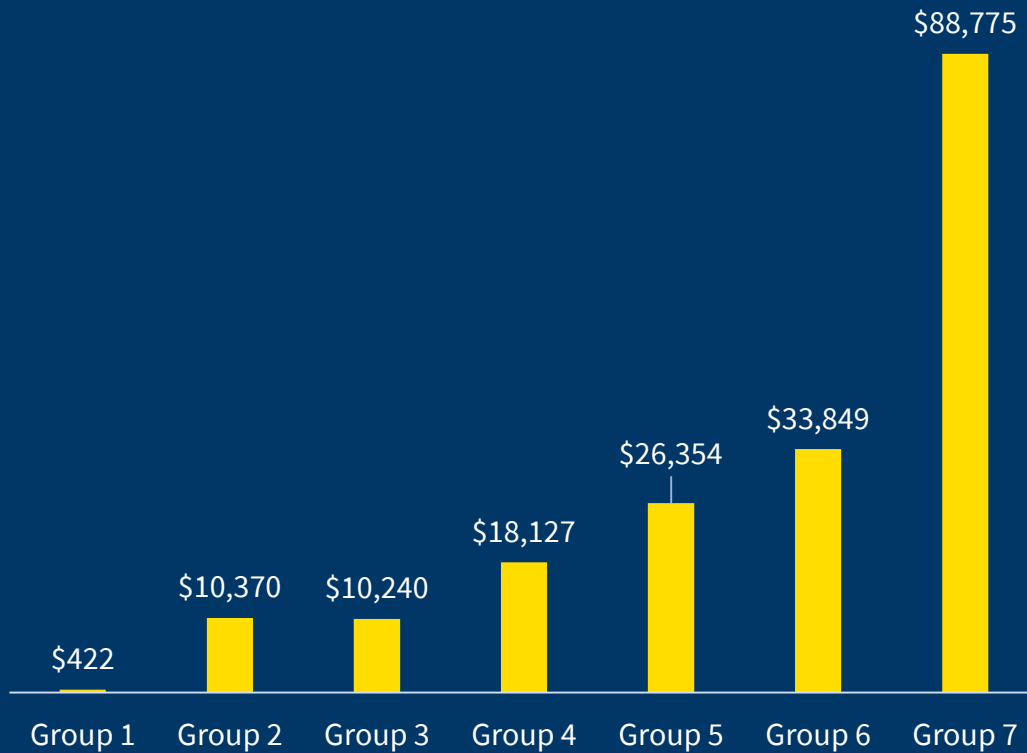


**Under current healthcare
proactive, focus has been on
those in groups 6 & 7**

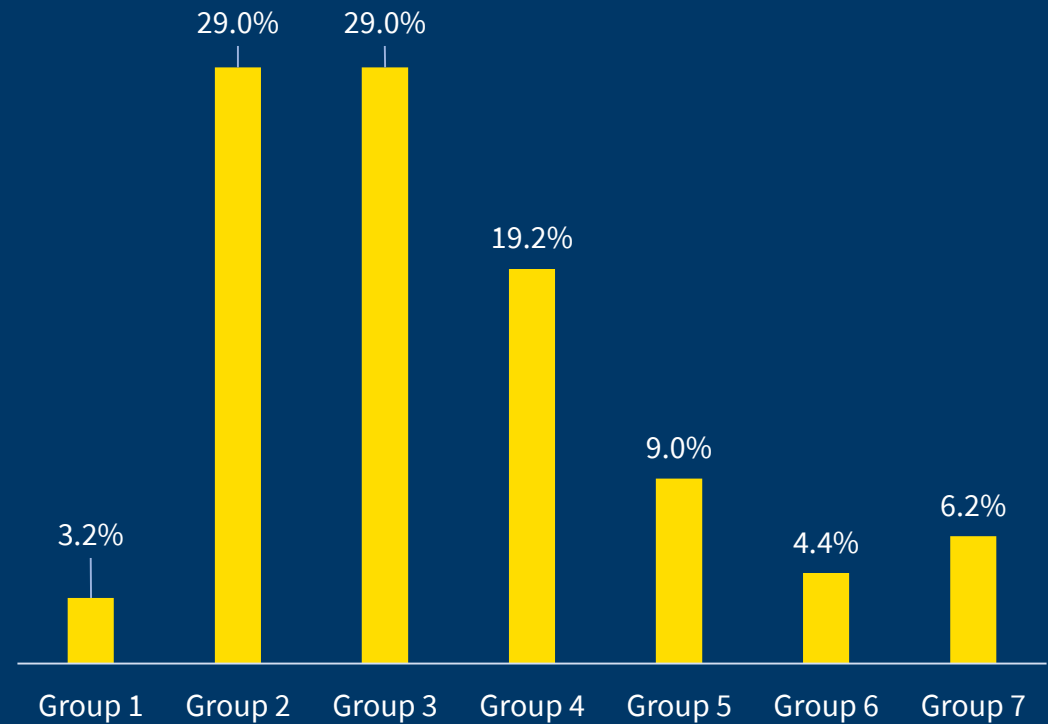
Why?

Eye Popping Costs Per Member

Average Spend **by Employee** by Group

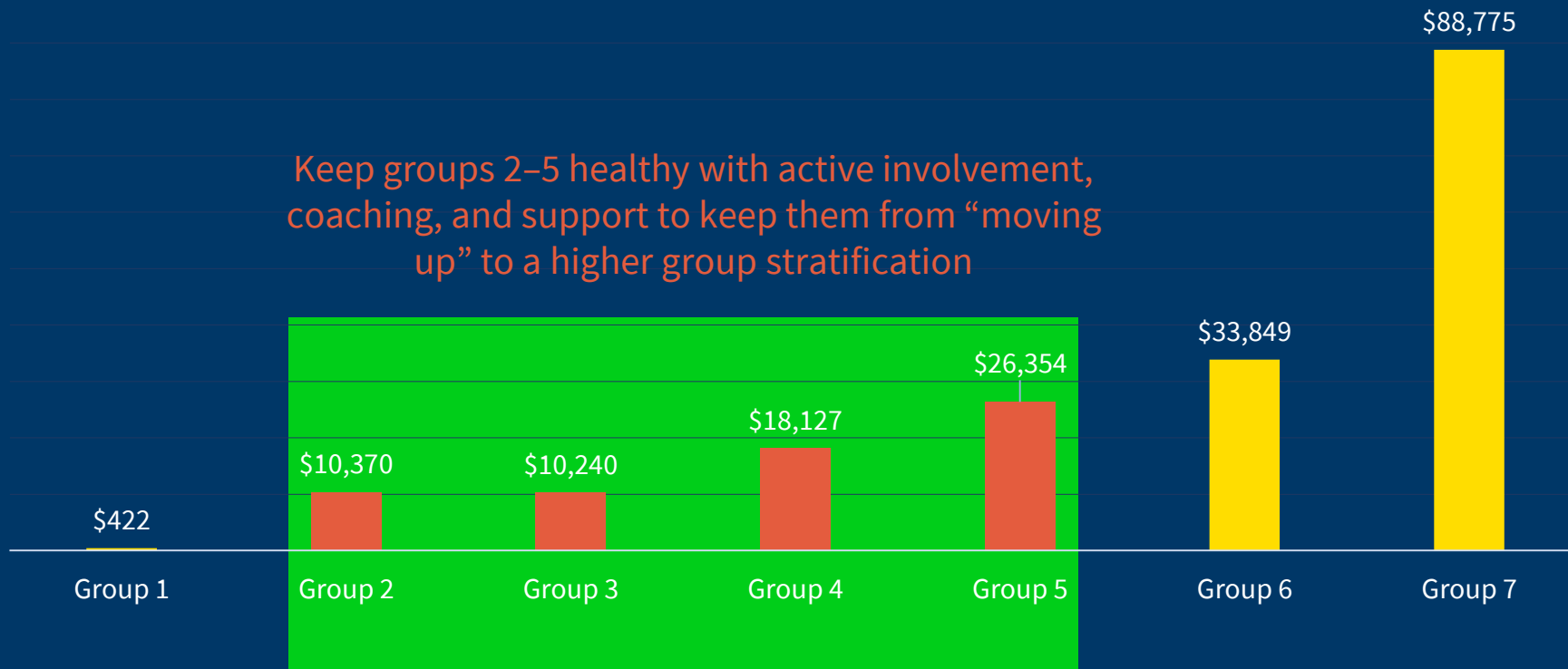


Percent of Total Medical Spend by Group



Population Health Management has a different focus

Average Spend by Employee by Group





The Data Reveals a Different Focus

Focus on the stratified groups 2, 3, 4, and 5

Keep members in these groups (or a lower group) healthy with data and coaching

The data informs this important strategy

Data provides a true path to keeping members healthy and saving medical costs.

PHM in Action

Medication Compliance

Simple analysis of prescription refills can find “non-compliance””

“We notice that you have not refilled your prescription”
“No, I took them all and felt much better, so I stopped”

Personal intervention with good commentary (“Are you having side effects? Is there a problem in getting a refill? Etc.)

Dramatic effects on patient’s health



Coaching is Critical



The Average Person is not a healthcare Professional

They Don't Know



- Where to go
- Who to see
- What it means to have a “chronic condition”
- Continuity of care
- Medical treatment plans
- How diet and lifestyle affect health

They Do Know



How I Feel This morning

Coaches Job

Translate “How I feel this morning” into an action plan for better health!

Key Elements to Member Communication

“Motivational Interviewing”

Are you having trouble getting your prescription refilled?

Are you having side effects of taking your blood pressure medicine, does it make you feel?

Are you taking any supplements that might be interacting with your medicines?

What are your eating, drinking, and sleeping habits?

Can I help you find a doctor in your area?

Are you having any other health issues that are giving you concern?

Key Elements to Member Healthcare Education

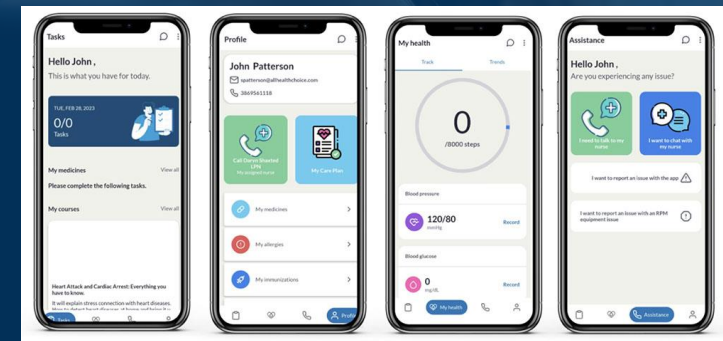
“Conversation”

- Begins with ensuring patients understand their conditions so they can make better decisions throughout the patient journey.
- Explain to patients the need for fully completing a treatment plan, keeping their appointments, taking advantage of preventive care screenings, and monitoring and managing their chronic conditions.
- Ensure patients understand why they are being referred to specialists for certain procedures.
- Patients should be proactively guided through care transitions.

Technology Helps Close the Education Gap

- Personalized Interactive App
- App Connectivity to fitness trackers or smartwatches
 - Activity reminders
 - Heart Rate
 - Blood pressure
- Feedback

“Where you are, where you want to be”



Improving Your Healthcare Benefits Program Win-Win for Members & Employers

Highly visible Member benefits

- Easy access to care with no expense for basic care
- Continuous reminders of what your company provides
- Benefits your competition does not offer

Healthier Workforce

- Lowered medical claims costs

Reducing absenteeism, reduce lost work hours



Questions?





Thank You.

