

The "Total HSA and Medicare MSA" Solution

Reducing Medical Costs for HSAs and Medicare MSAs by 30% - 50% through Integrated Wellness Alternatives

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With 6 million new HSA accounts expected to be established in 2008 to a total of 10 million (*Kaiser Family Foundation*) and Medicare MSAs coming along in 2008, projections are that 53 million new consumer directed accounts will be established in 2008 (to a total of 10 million) and \$100 billion will be invested in consumer directed, account based commercial and Medicare health programs by 2010 (*BearingPoint Consulting*).

In contrast to current defined benefit programs, defined contribution plans (HSAs) offer health care consumers significant financial incentives to improve health status utilizing innovative wellness programs to build account balances. Similarly, Medicare MSA programs which will be established in 2008 will offer Medicare recipients pre-funded deductibles never before available. These pre-funded will change the incentives of Medicare MSA enrollees to focus on acquiring more medical information, negotiating with physicians directly and focusing on integrated wellness programs.

To offer consumers a comprehensive, "Total HSA and MSA" programs, competitive consumer directed programs need to offer account holders a combination of personal care medicine, self directed e-health programs and walk-in clinics. A multitude of employers and insurers are realizing this. These programs will provide integrated personal health records and a network of nationwide providers and medical information sources to allow consumers to research and influence wise, cost effective purchases of health care services. This will start with web-based physician profiling and price transparency, and eventually integrate all components of the health care system for consumers.

Giving consumers the tools to educate themselves and manage their own health care will have a significant impact on the cost and quality of healthcare delivery. Personalized healthcare ("Concierge Medicine" programs) have the greatest impact on cost, access and quality. E-health programs allow for consumers to educate themselves toward their own health risks and modify behavior. Walk-in clinics offer time and cost effective alternatives to expensive, (and often unnecessary) ER visits.

This workshop will provide information on:

1. Enabling employers to easily establish cost effect High Deductible (low cost) nationwide health coverage
2. Integrated HSA account management and funding with investment options
3. Addition of cost effective Personalized Health Care programs (for employers and insurers)
4. Portable and centralized personal health records
5. Self Directed E-health programs with on-line educational and health risk assessment
6. Convenient and cost effective walk-in clinics
7. Investment management options, and
8. Future transparent "package pricing" of physician services and medical services by patient need and diagnosis.