

Using Data and Technology to Improve Healthcare for Older Adults

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Who we are and how we serve



- Leading health and well-being company
- Approximately 50,000 Humana associates
- Approximately 14.2 million medical members
- Approximately 45,500 physicians and provider partners in value-based relationships
- 3.9 million gaps in care closed through messaging
- Populations we serve:
 - Seniors
 - Retired military
 - Individuals
 - People living with disabilities
 - People with limited income and resources
 - Employer groups

What people told us





**HEALTH IS HARD. ESPECIALLY FOR
PEOPLE WITH CHRONIC CONDITIONS.**

Health care is becoming more and more democratized...



Waiting in the ER

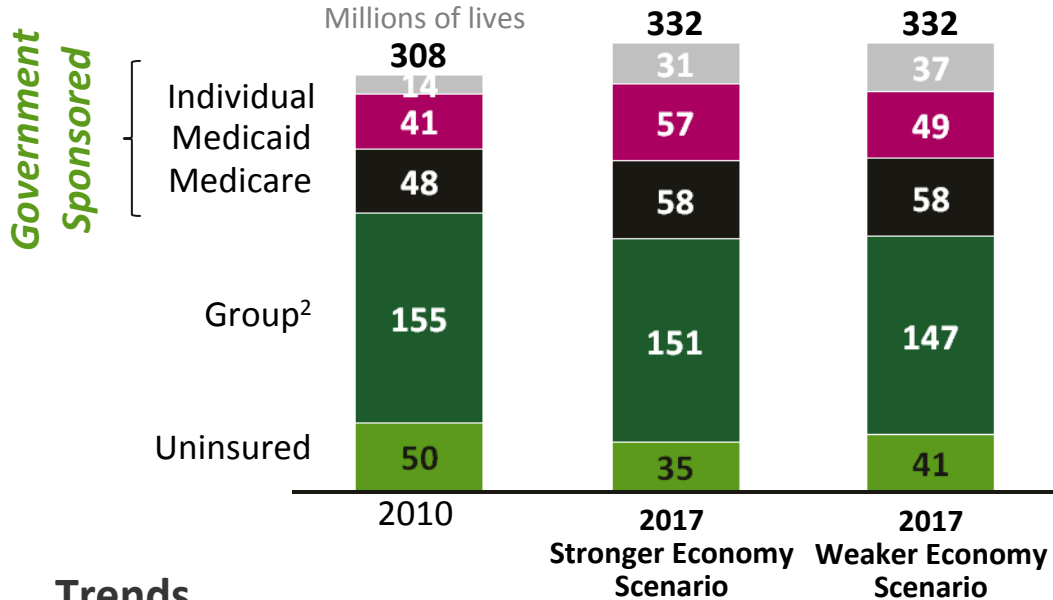


Walking in to a clinic



Skype-ing with my doctor

The evolving Retail-ization of health care



Trends

↑ Increase in the number of **individuals purchasing health care** and

↓ Decrease in **employer groups contracting with insurance** for their employees.

By **2017**: Individuals purchasing on their own could make up **44%** of the healthcare market

What is the Individual Market?

Individuals purchasing insurance directly from a plan provider:

- Medicare
- Individual market
- Gov't Sponsored exchanges
- Private exchanges

Potential Market Changes

↑ Individual
Increase by **17M** or **23M**

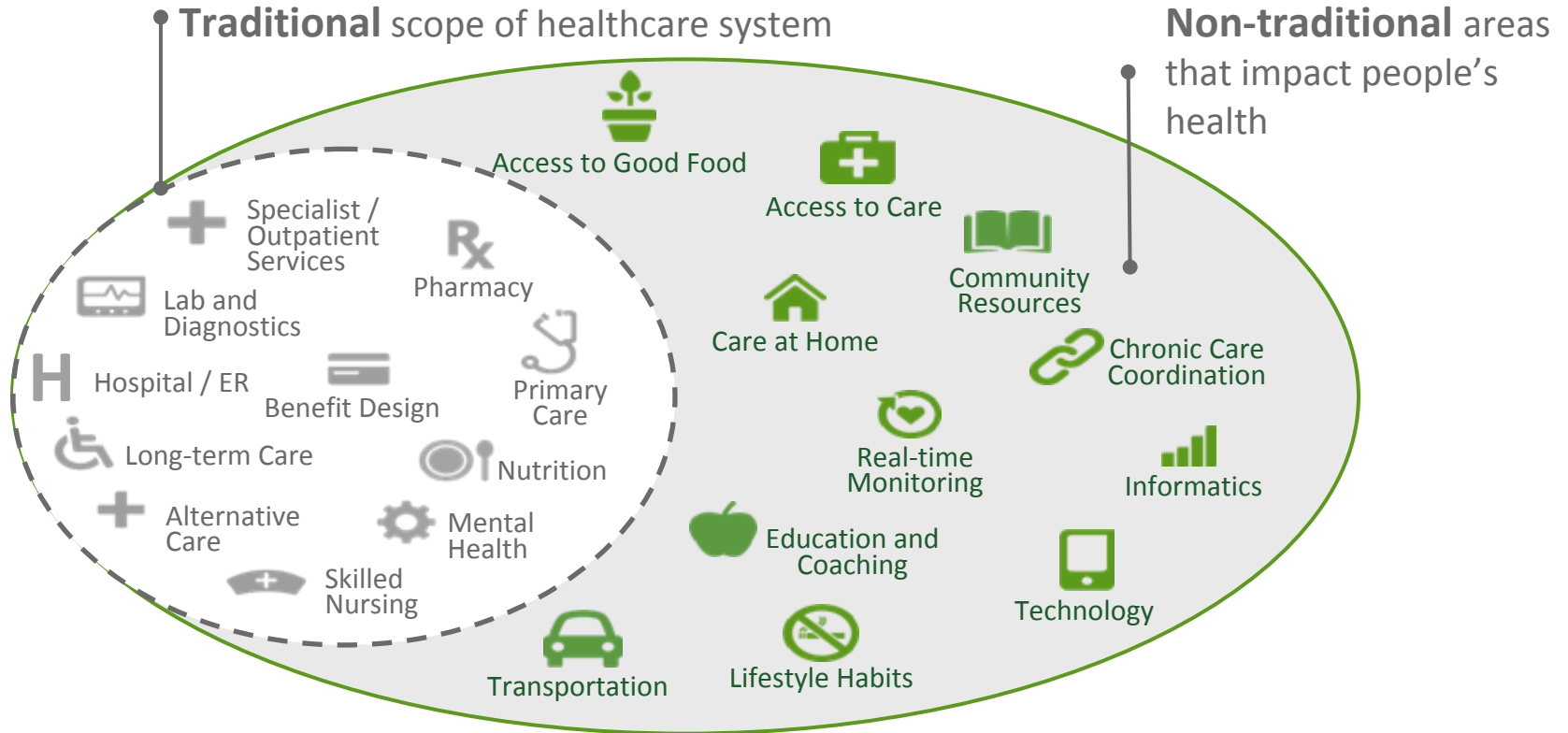
↑ Medicaid
Increase by **16M** or **8M**

↑ Medicare
Increase by **10M**

↓ Group
Decrease by **4M** or **8M**

↓ Uninsured
Decrease by **4M** or **8M**

Casting a broader net



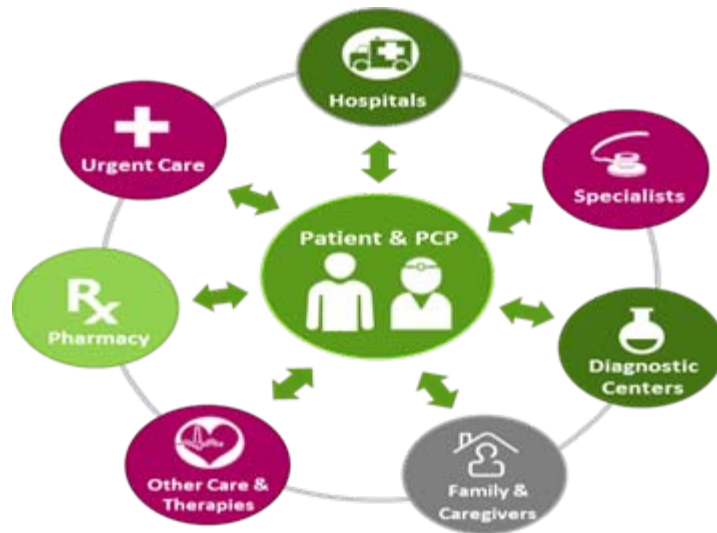
Healthcare: Moving from traditional to integrated care

Traditional Healthcare



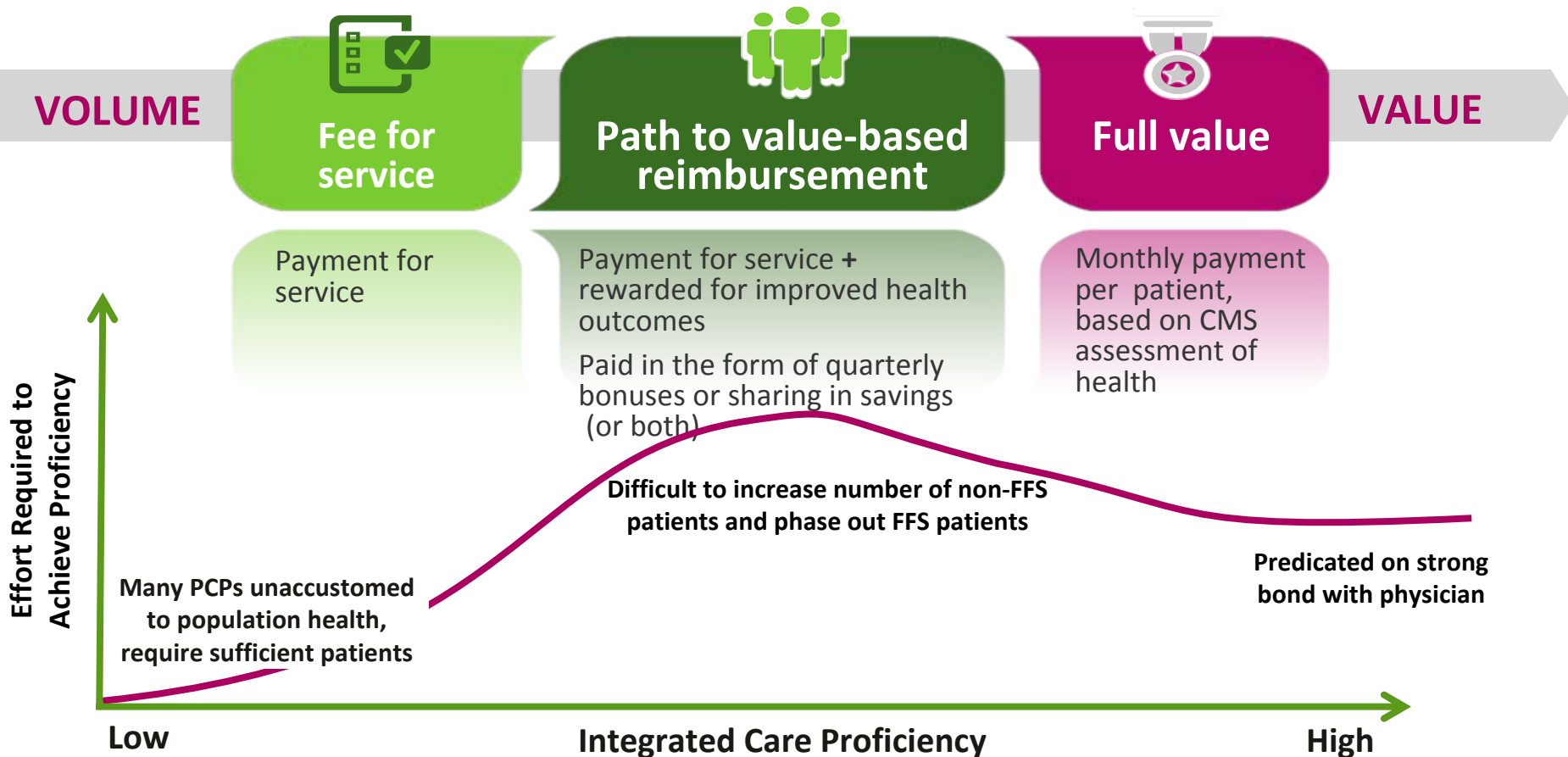
RESULT: Dis-integrated. Episodic. Conflicted.

Integrated Care



RESULT: Patient-focused. Primary care-centric.
Proactive.

Physicians need assistance to transition



Value-Based Care Readiness

The Healthcare Financial Management Association (HFMA) surveyed 146 senior financial executives, ranging from chief financial officers, finance vice presidents, and finance directors, to better understand their views on readiness for value-based care.

Key HFMA Survey Findings Spring 2015

Sponsored by 

SIGNIFICANT GAPS IN TRANSITION TOWARD VALUE BASED CARE

Executives that **don't believe their organizations will have the capabilities needed within three years** to succeed in risk-based value arrangements:

40%



Executives that anticipate their organizations **will need to be extremely capable in three years**:

70%



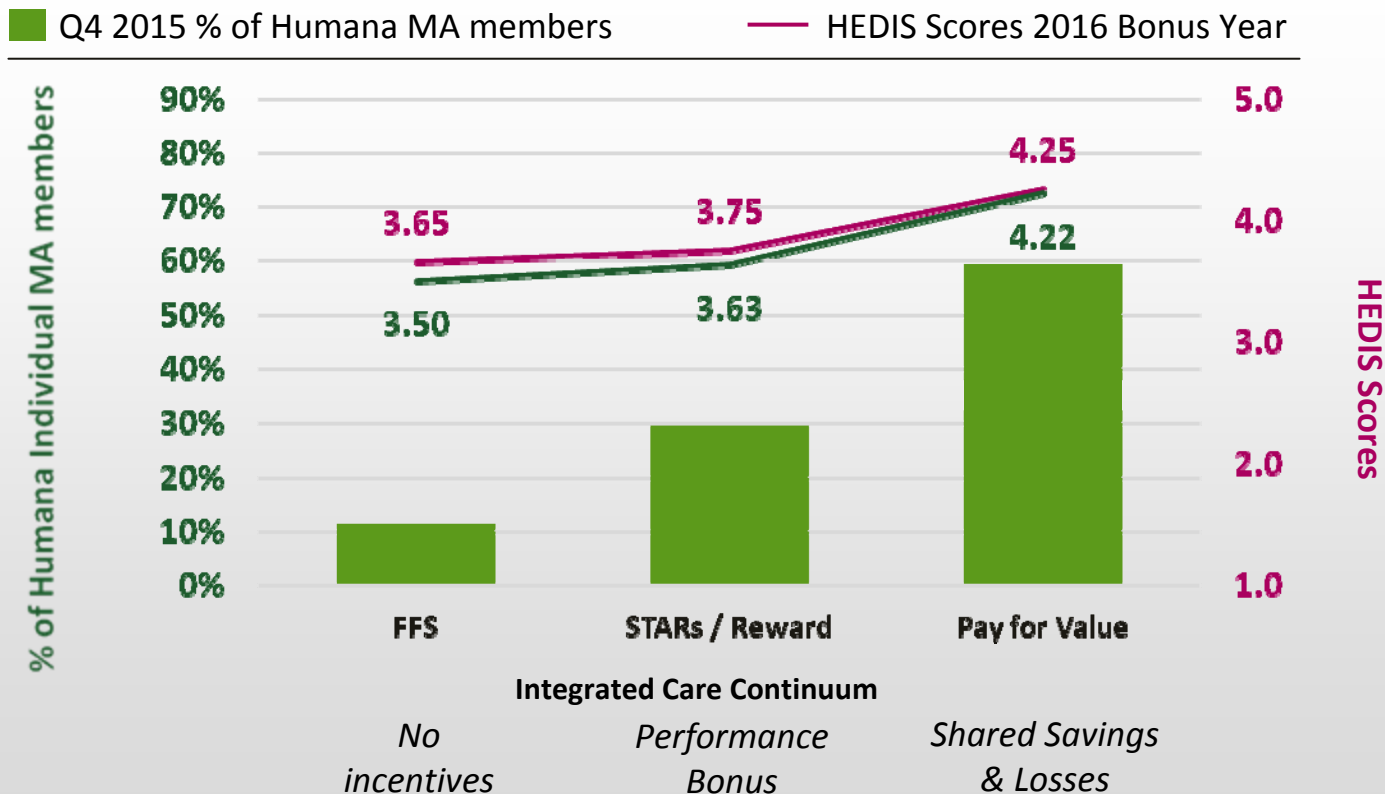
Executives who expect their **payments from payers will include value-based mechanisms within three years**:

30-70%



*The Healthcare Financial Management Association (HFMA) is the nation's premier membership organization for healthcare finance leaders, with more than 40,000 members.

Provider engagement = improved quality & lower cost



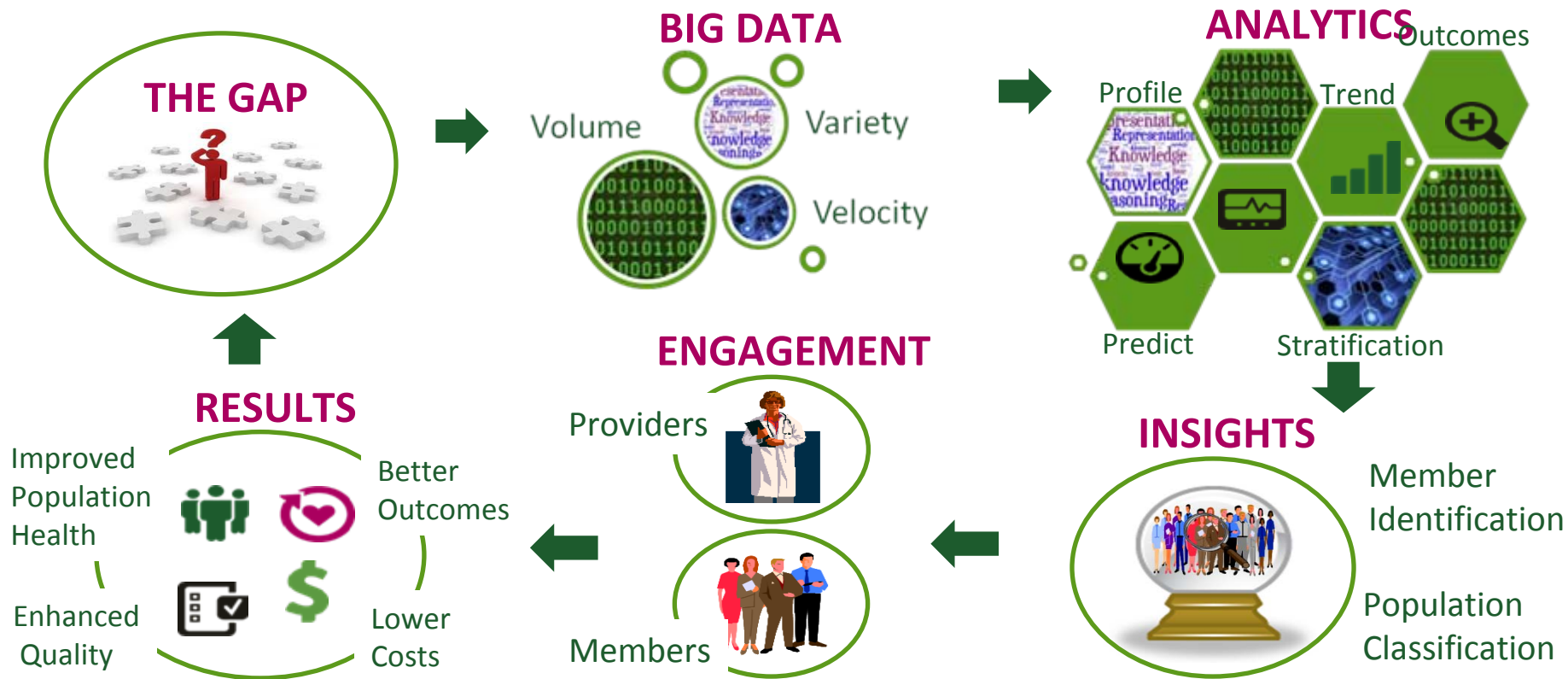
1) Value-based relationships includes providers participating in Path to Risk and Shared Risk programs.

2) Humana Analysis on 2014 claims data for Individual MA only, including delegated risk

Using Data, Analytics and Technology to Drive Results



Analytics focuses on actionable insights to drive value



Closing the gap



We're impacting the lives of our patients



1.1M members engaged in clinical programs



500K+ members clinically engaged on integrated platform



3.9M gaps in care closed



Over 3M members with no care gaps



314K drug safety alerts resulted in discontinued scripts



718,000 more member days at home



5.5M hospital authorization requests powered by clinical analytics processed real-time

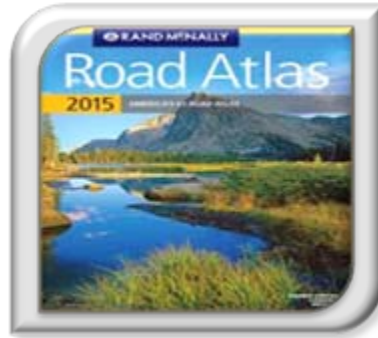


77K face-to-face visits/27 virtual visits with PCPS reviewing population health results

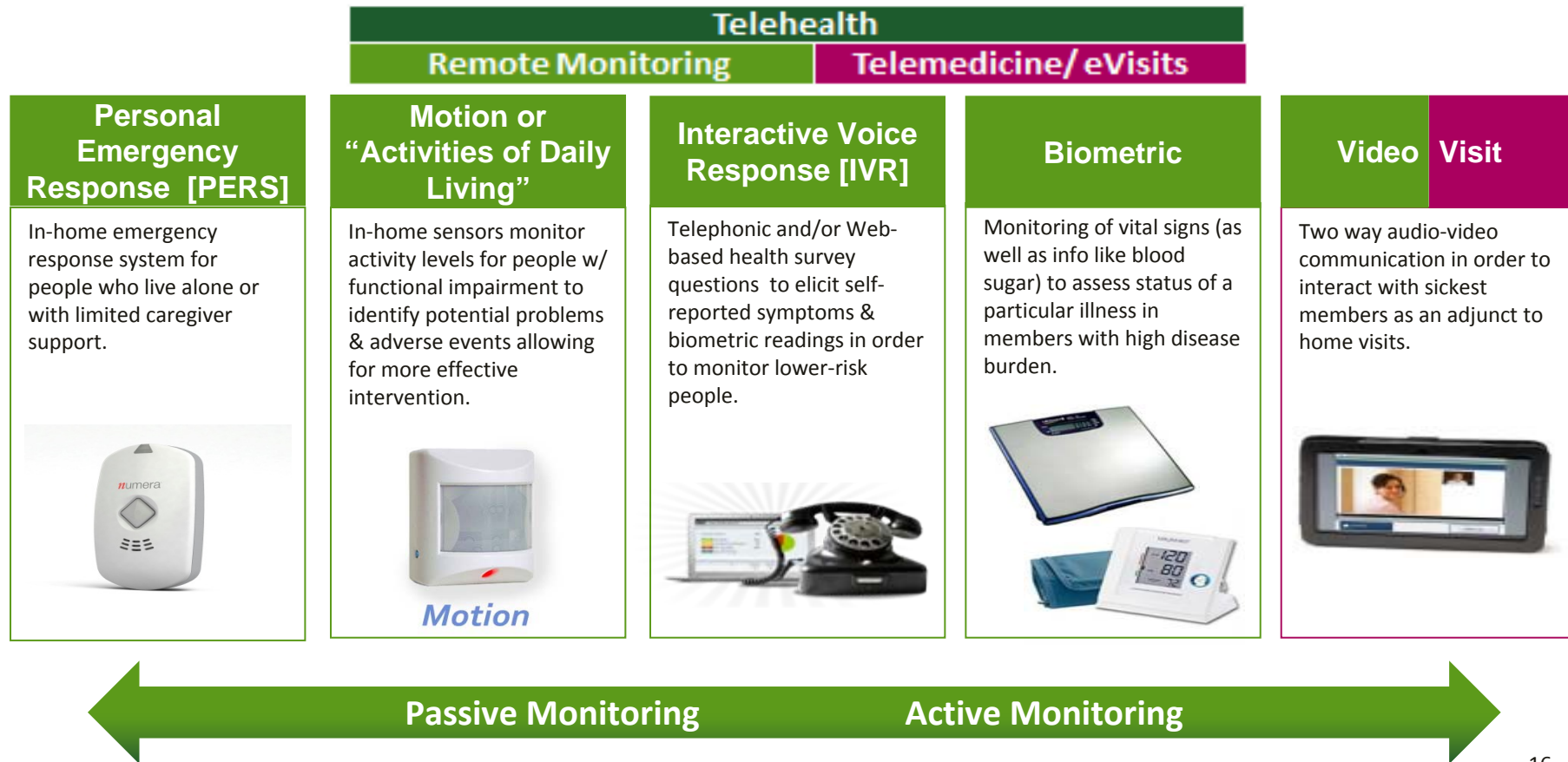


2.5 Million members in 4-Star Plans for BY 2017

Seeing Things... Differently



Remote Monitoring Extends Care Management



Virtual Diabetes Prevention Program

- Goal:**
Reducing incidence of new diabetes and slowing disease progression
- Pilot and Results:**
• **In partnership with Omada and CDC's National Diabetes Prevention Program identified more people at risk for diabetes and engaged them in Omada's digitally based Prevent program**

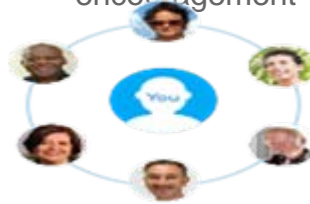
A professional health coach provides one-on-one support and guidance throughout the program



A proven health curriculum to inspire actionable and sustainable behavior change



A support network of 12 to 18 participants for support and encouragement

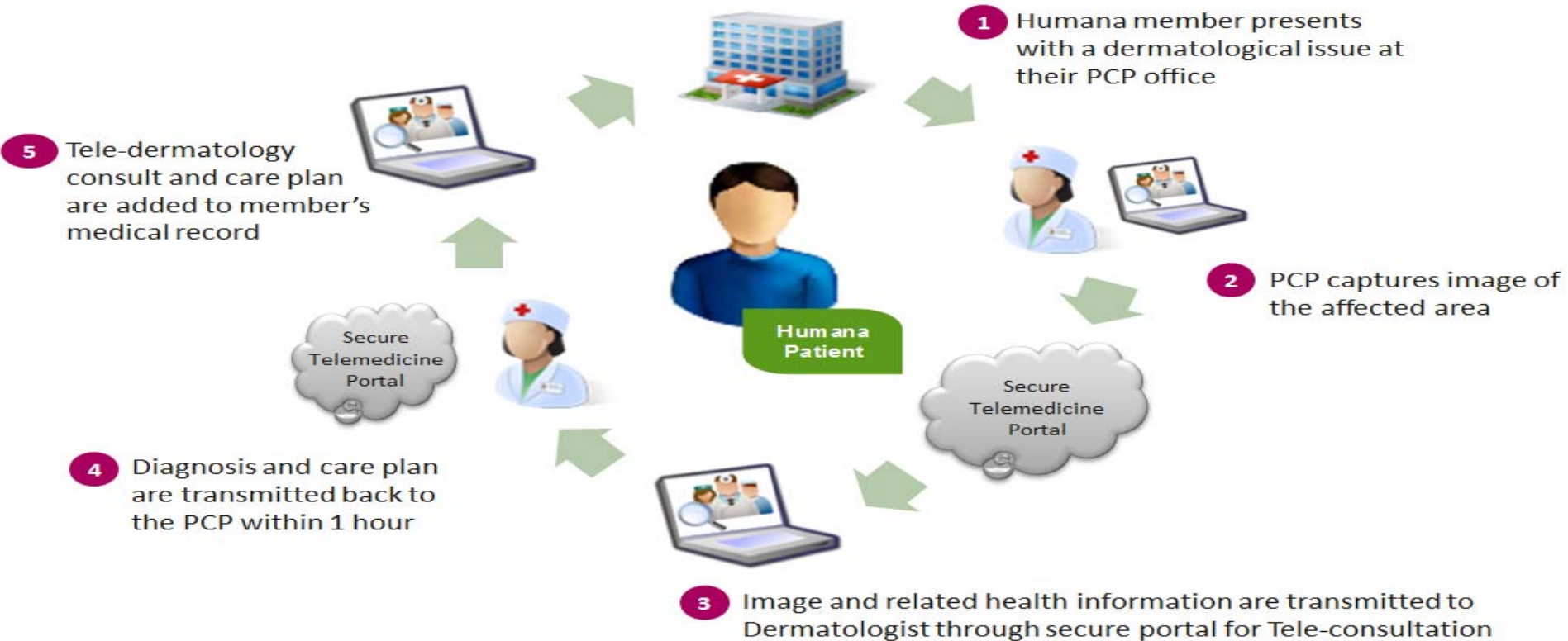


A suite of tools including a wireless digital scale to track progress and boost motivation



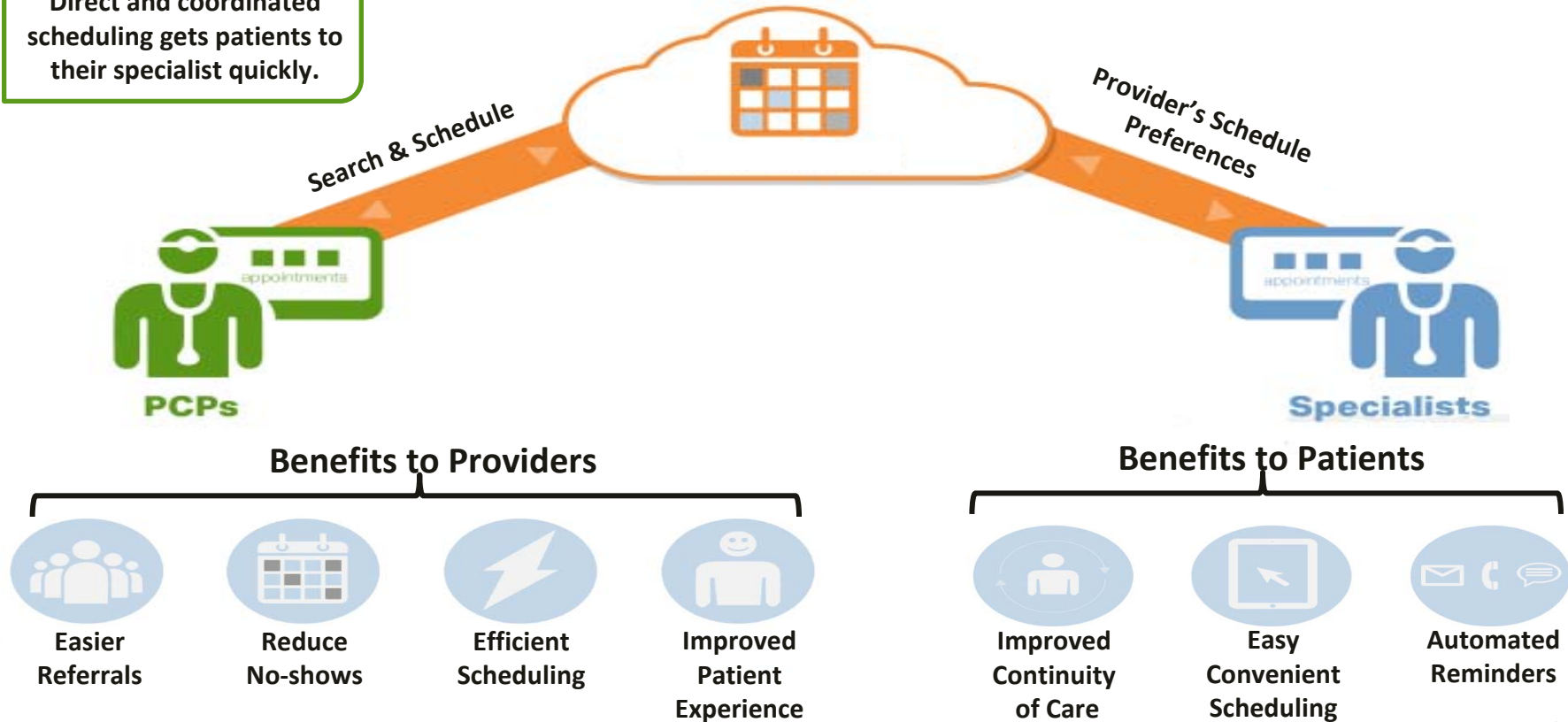
- **After 6 months, average weight loss was 8.7% and more than 85% of participants maintained adequate activity levels**

Tele-Dermatology improves patient access to care



Getting Patients the Care They Need When They Need It

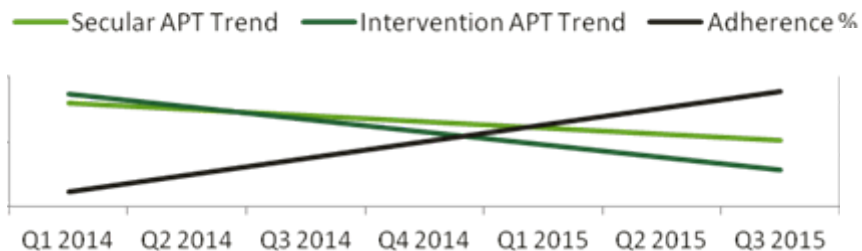
Direct and coordinated scheduling gets patients to their specialist quickly.



Healthy Hearts and Physician Practice Alerts

Using data and practice alerts to identify patients who would benefit from evidence based algorithms.

Heart Attack & Stroke Acute APT



- Evidence based protocols reduce heart attacks and strokes
- **Initial pilot resulted in 15% lower incidence rate of heart attack and stroke**
- Engaging physicians differently – empowering and attracting evidence based mentality to drive culture

The screenshot shows the 'CDSS Alerts' window for a patient. It lists various alerts with columns for Name, Last Done, Freq, Due Date, Status, and Orders. A secondary window shows a detailed view of the alerts for a specific patient.

Name	Last Done	Freq	Due Date	Status	Orders
Colorectal cancer screening	11/01/2015	M	11/01/2025	Green	CDSS Colonos
Depression screening	12/30/2014	12 M	12/30/2015	Green	CDSS Depres:
LDL control (high risk)	06/22/2015	6 M	12/22/2015	Green	CDSS LDL
LDL testing (high risk)	06/22/2015	12 M	06/22/2016	Green	CDSS Smokin:
Smoking status	01/22/2015	12 M	01/22/2016	Green	Smoking Ces:

Name	Last Done	Freq	Due Date	Status	Orders
Fecal Occult Blood (FIT) Prima CARE		1 Y	11/01/2015	Red	
Glucose		5 Y	11/01/2015	Red	
Hepatitis C Screening		100 Y	11/01/2015	Red	
LIPID PROFILE (Prima Care)	06/22/2015	5 Y	06/22/2020	Green	
MAMMOGRAM SCREENING		2 Y	11/01/2015	Red	
Pneumovax PPV23		10 Y	11/01/2015	Red	
Screening Colonoscopy	11/01/2015	10 Y	11/01/2025	Green	
Screening Colonoscopy	11/01/2015	10 Y	11/01/2025	Green	
Zostavax		0	11/01/2015	Red	



Q&A