



PHA Forum 2019

Creating Value through Population Health Management Strategies: A Vision for the Future

March 18, 2019

Rose Maljanian Chairman & CEO HealthCAWS

PHA Chairman of the Board



Welcome

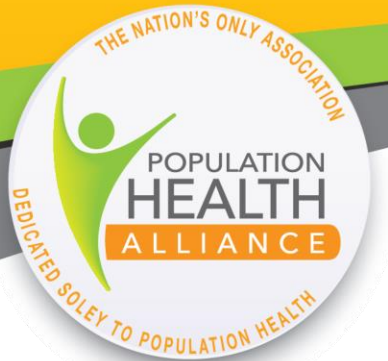
Thank you to Jefferson School of Population Health for Co-hosting and to our PHA 2019 Forum Sponsors:

Silver



Bronze





Population Health: One Individual at a Time

“There is recognition that the patient [consumer, member] is co-producer of the outcomes for which the physician [and all of us] is now being held accountable.”

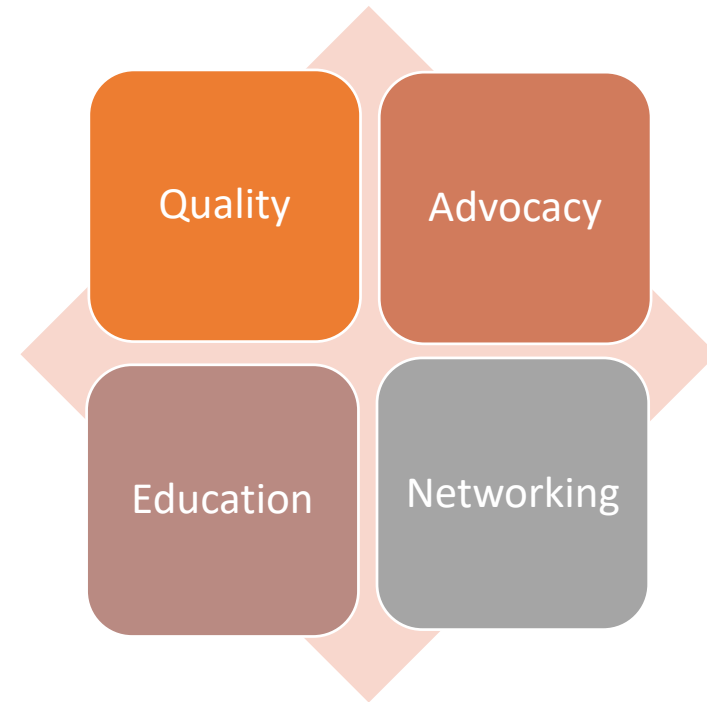
Alan Weil Health Affairs





Your Only Pop Health Association

The **Population Health Alliance** is the industry's **only** multi-stakeholder **professional and trade association** totally dedicated to population health; **serving our members** since **1998**.



PHA's 20+ Year History

Driving Advancements in Healthcare



**Convened a First of Its Kind
Multi-stakeholder Coalition**

Defined DM for the Industry

**Created the Highly
Referenced Outcomes
Guidelines**

**Deployed Analytics and
Technology Before Their
Time**

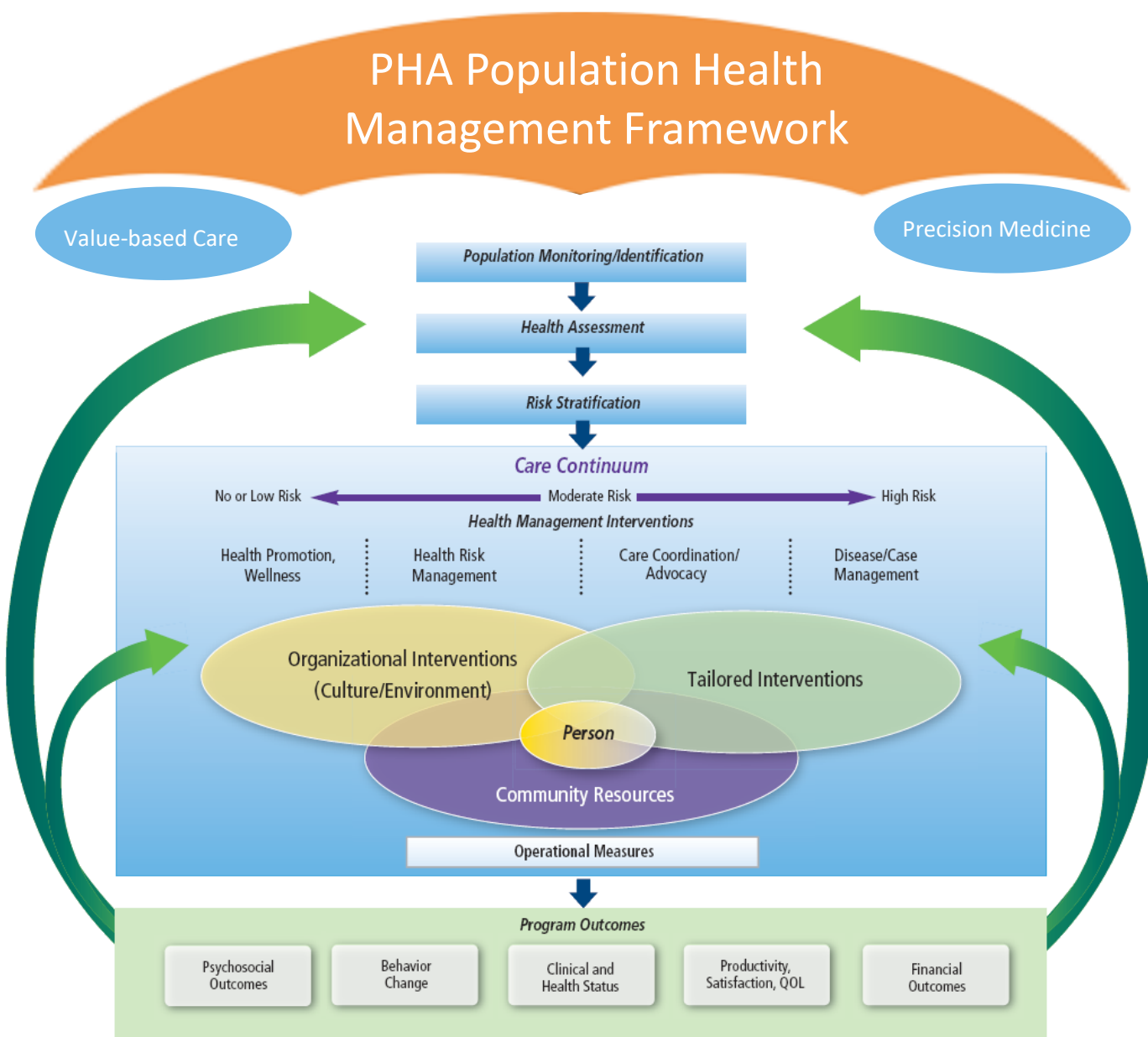
**Advocated for Coverage of
Care Coordination in Chronic
Care**

**Advanced a Proactive
Approach to Health
Management**

**Created A Framework for
Population Health
Management**

**Promoted a Balanced
Approach to Incentive
Programs**

**Developed a SDH
Framework for
Taking Action**

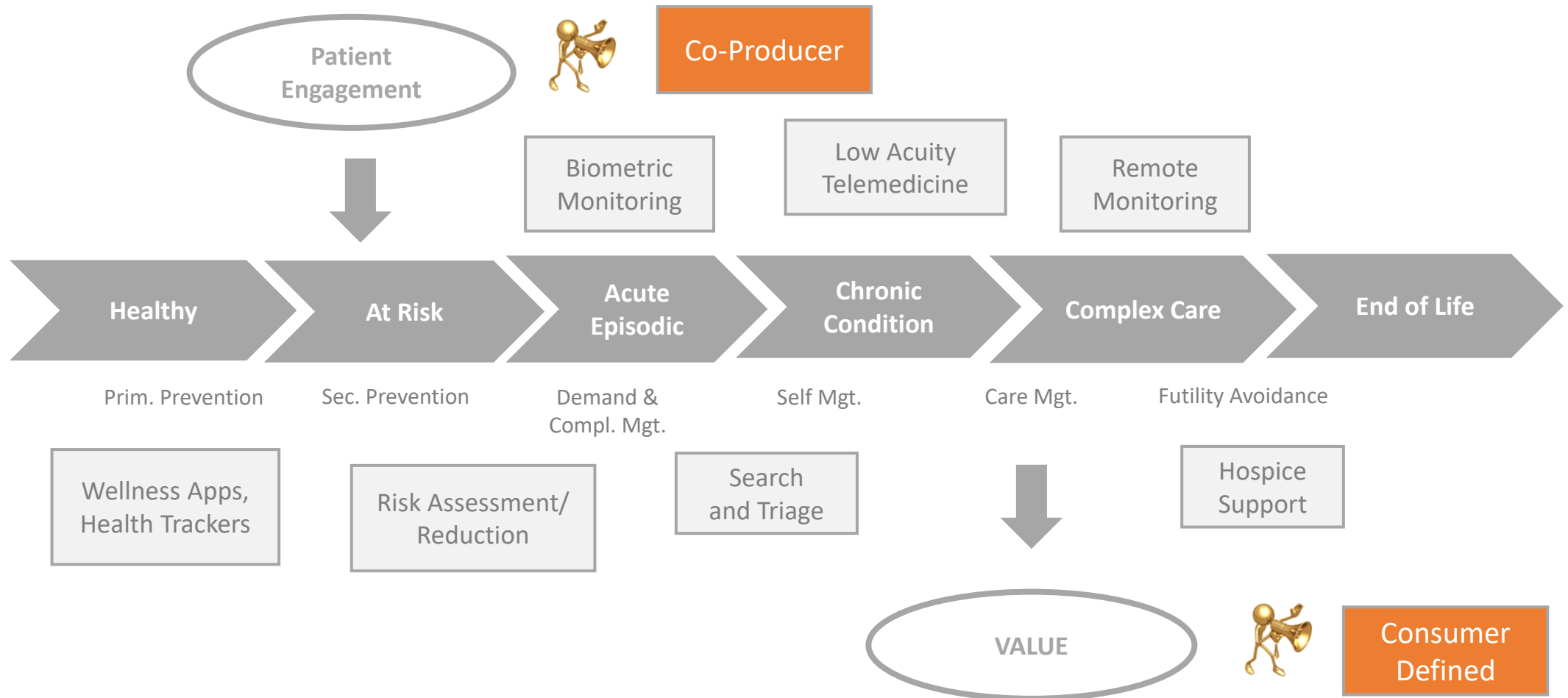


Framework Elements

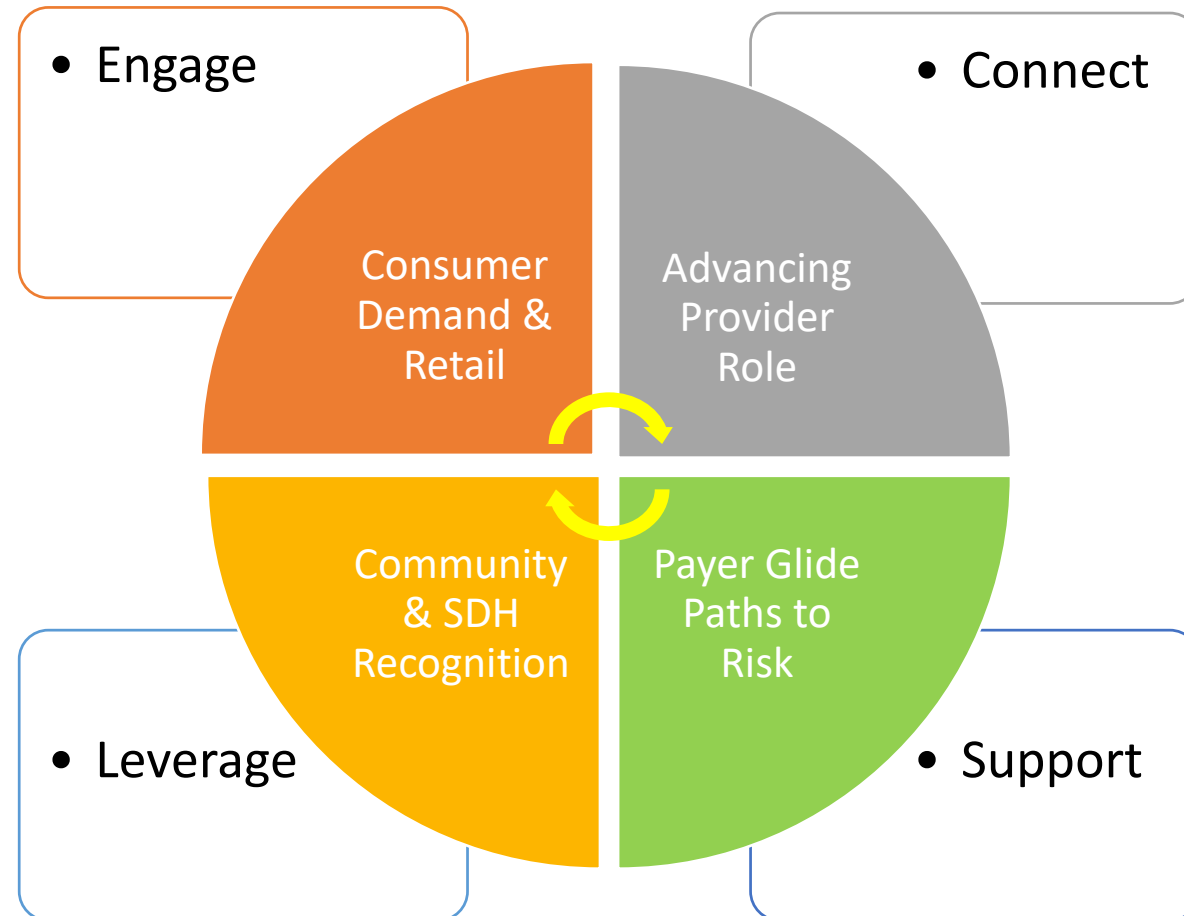
- Upfront Analytics: Case ID and risk stratify for targeted interventions
- Interventions: Multimodal Consumer Focused, EVB, High Tech to High Touch
- Outcomes Focus: Value from improved quality, care experience and cost savings

**Coming Up -Exciting Discussion of Overlay of Taking Action on SDH Levers*

High Touch to High Tech-Full Continuum of Health and Care to Create Impact



Staying ahead of Trends-Market Forces Reinforce the PHM Movement



Population Health-Inside vs. Outside the Walls



Hospital Centric Model



Life Centric Model





Address the Growing Industry Need Through Innovation and Policy to Remove Barriers

- ✓ Keep the “health” in Population Health front and center
- ✓ Uncomplicate and defragment health care services
- ✓ Accelerate use of community resources & home supports
- ✓ Promote technological advancements in analytics and digitization
- ✓ Reduce cost burden for consumers, employers and States





Corporate Members

Professional Members

Strong
Foundation

Member Talent &
Collective Voice

Future of
Healthcare

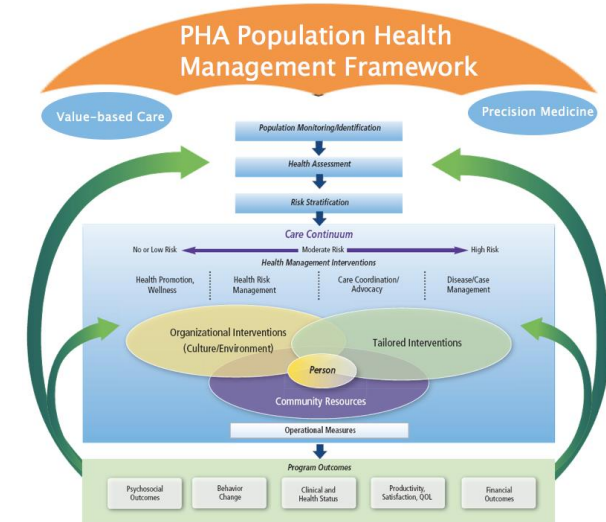
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