



Population Health Colloquium

Implementing Population Health: A Case Study From the Private Sector

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One Dream
One Team
One Humana

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Humana®



Humana Background

- Fortune 100 health outcomes company
- Founded in 1961
- Headquartered in Louisville, Kentucky
- \$41 billion in annual revenues
- 52,000 associates
- 12 million medical members, 8 million specialty members
- **Our dream:** To help people achieve lifelong well-being



**The system is changing –
for the better**

Healthcare costs are burdening society

U.S. population
is getting older

People are
unhealthier

Health
“system”
must improve



We've made health hard



Healthcare spending is out of balance

What **MAKES**
us healthy



Source: Bipartisan Policy Center

What we **SPEND**
on being healthy



Source: *F as in Fat*.
America's Trust for
Health. 2013.



Optimistic Times...

- Enabling technology
- Evolving reimbursement for value
- Empowered consumers

What is Population Health?



As Humana sees it:

Measurably
improving the
health of the
communities
we serve by
making it easy
for people
to achieve their
best health

Elements of Population Health



Pricing of risks for large populations



Consumer and clinical information systems and data analytics



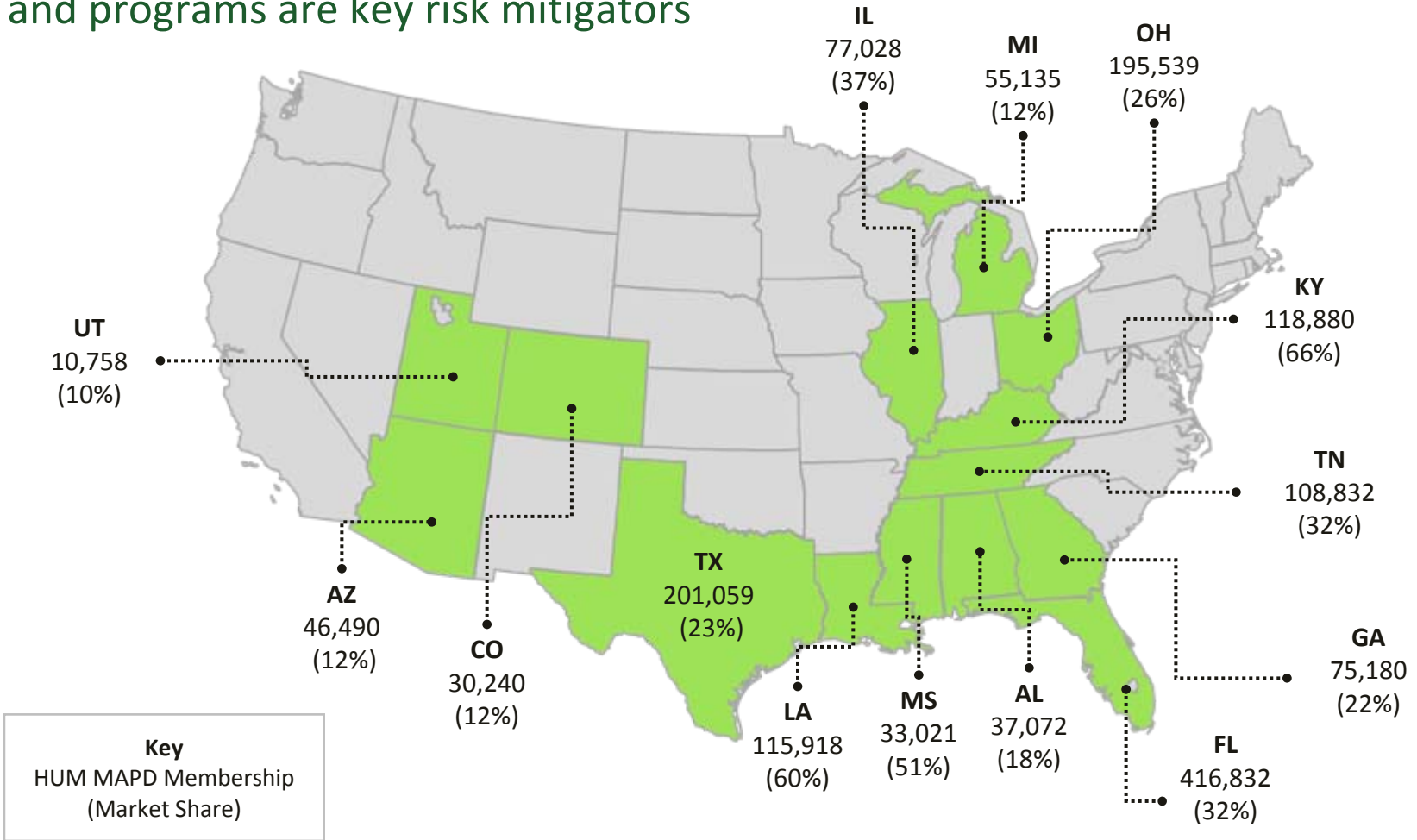
Health continuum



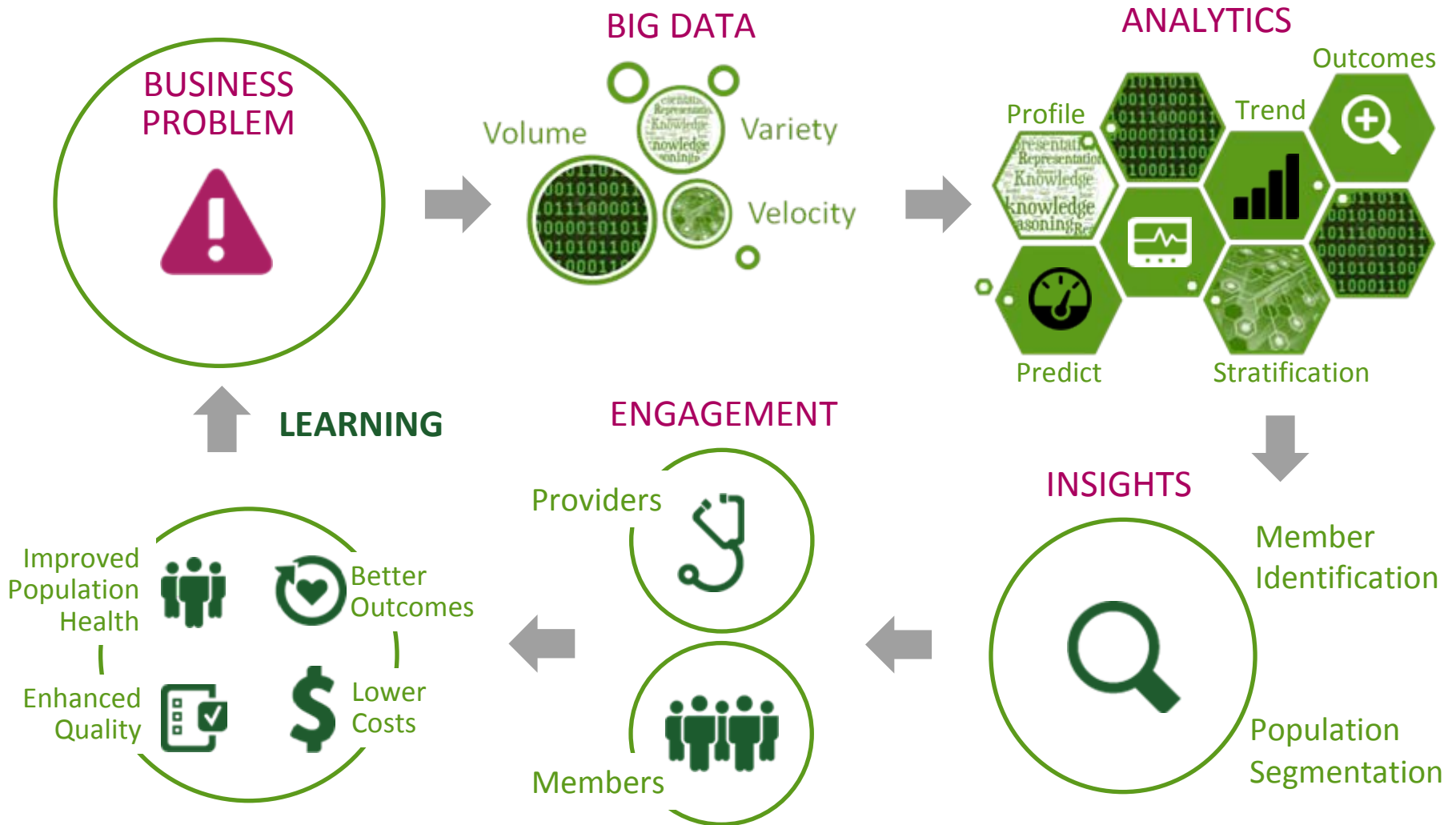
Consumer engagement models

Pricing of risks for large populations

Membership scale, geographic distribution, and diversity of clinical conditions and programs are key risk mitigators



Clinical Analytics: Stronger, Faster, Smarter



Analytics Enables Better Health for Every Member and Community We Serve

Health Continuum: Five points of influence

Key Assets



Active Outlook

Concentra

Guidance Center

Healthrageous

HRI

Humana Vitality



Hummingbird

LifeSynch

Silver Sneakers

CAC FLORIDA
Medical Centers

Concentra

Continuicare

+JenCare
NEIGHBORHOOD MEDICAL CENTERS

MCCI
Medical Group

Metropolitan
Health Networks, Inc.

PODS

Valor HEALTHCARE

Humana Pharmacy
Solutions

PrescribeIT Rx

RightSource
A Humana Company

American Eldercare

HCCP

Humana Care /
SeniorBridge

ANVITA
HEALTH

availity
Patients. Not paperwork.

CERTIFY

Humana CareHub

Consumer Engagement Models: Increasingly, people are empowered

- Demand easy
- Connect to many
- Desire customization

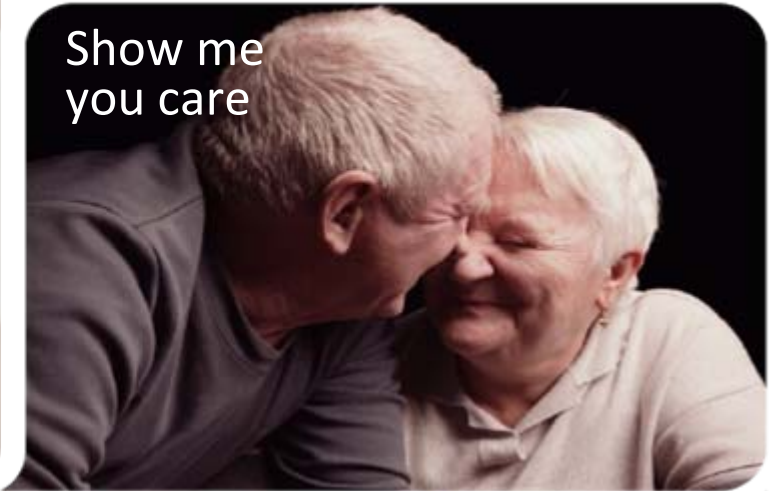


Building trusting relationships enables us to help people with their health

Know me



Show me
you care



Make it easy



Help me



Example: Diabetes

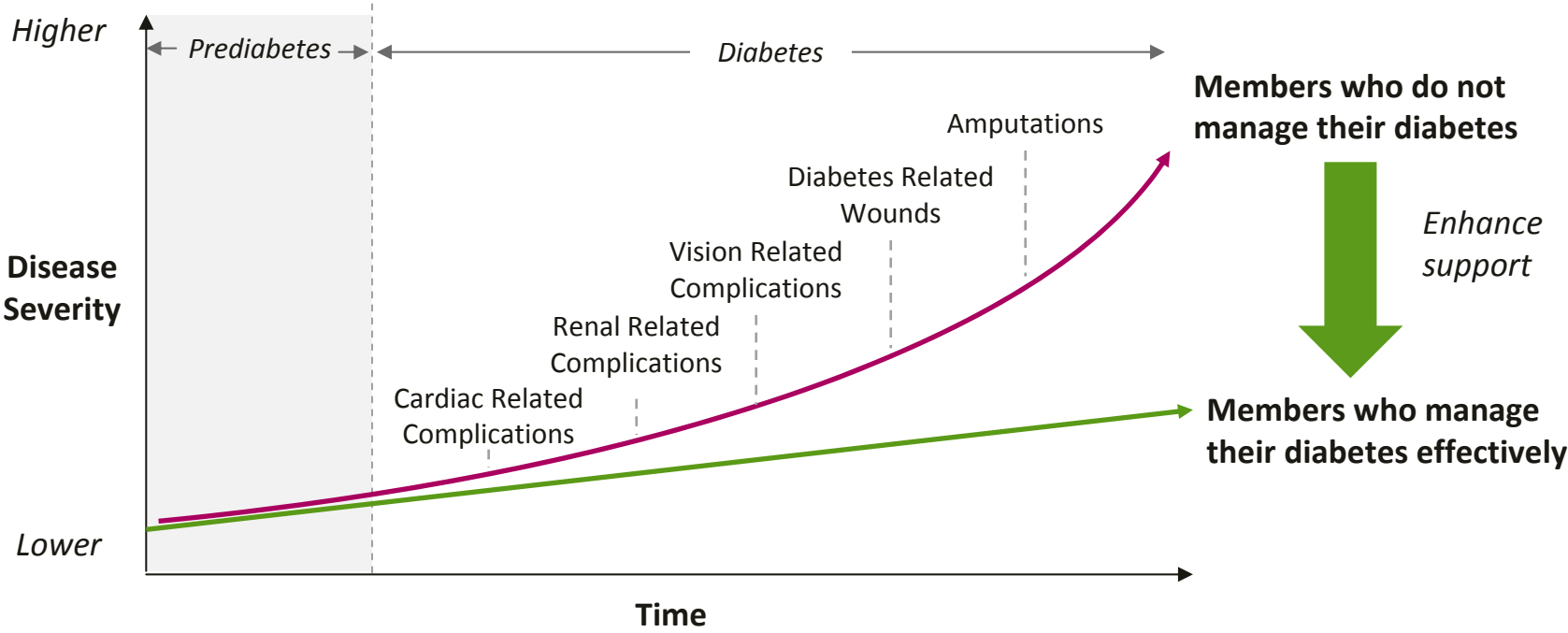


Informatics to help people at moments of influence

Aligned incentives for providers

Diabetes strategy objective: Slow prediabetes and diabetes progression

Illustrative Prediabetes and Diabetes Progression



Slowing progression creates improved member health outcomes

Progress With Our Associates: HumanaVitality®

Health costs of engaged (Silver+) associates were **12% lower** than non-engaged after one year

Lower Claims Cost

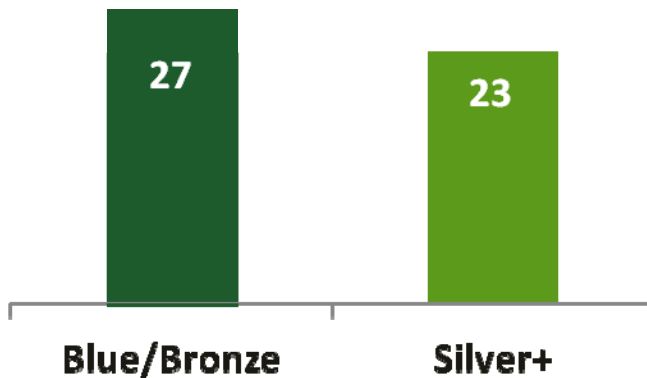


Silver+
12% less claims



Gold+
23% less claims*

Average Unscheduled PTO hours



Absenteeism for engaged associates was **15% lower** than non-engaged associates

**Compared to non-engaged associates, adjusted for age, gender and plan type*

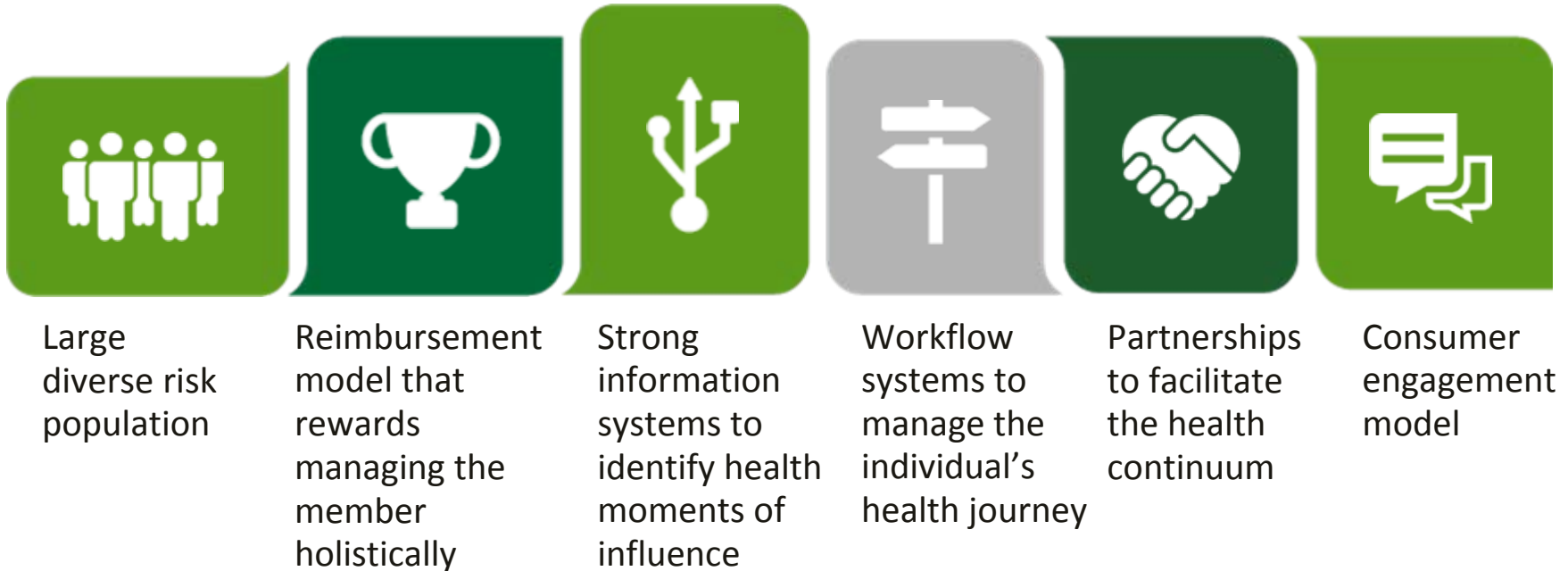
Progress with our members: Chronic care

- **Humana Chronic Care Program (HCCP) reduces** hospital admissions and readmissions
- **Help members stay at home longer**, avoiding high cost/low satisfaction options like long-term care and skilled nursing facilities

Overall,
HCCP members
costs are
40%
less than
than comparable
non-members

Transitions
program members
50%
less likely
to be readmitted
to the hospital
within 30 days
than non-members

Conclusion: Success Factors for Population Health



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