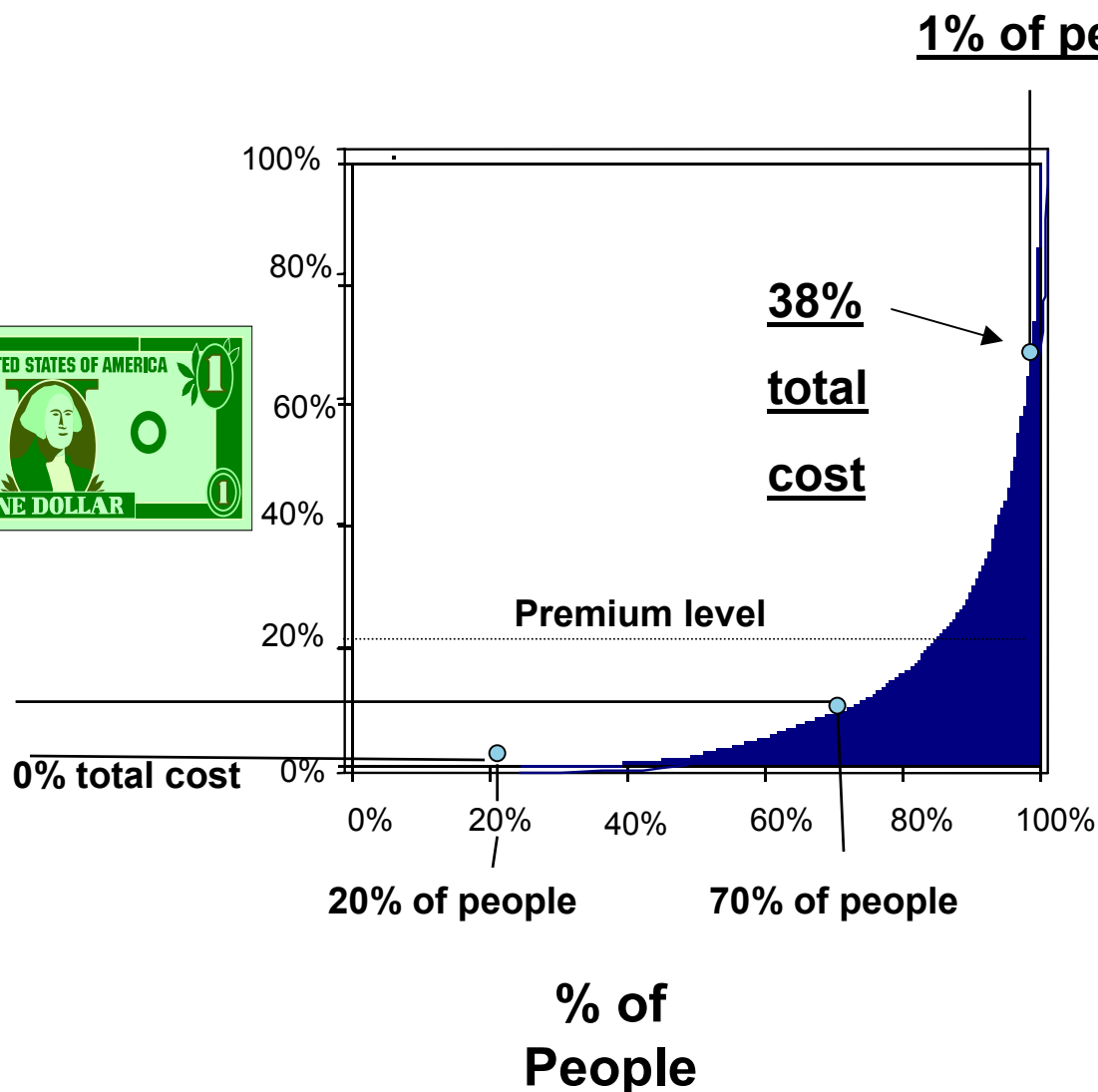
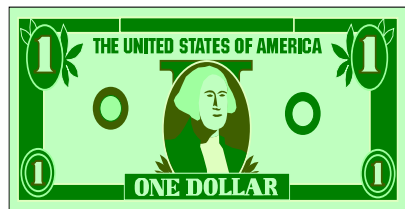


# **Track D: Consumer Issues and Strategies in Disease Management**

The Disease Management Colloquium  
May 11, 2006  
Philadelphia

Has anyone met a consumer  
– any consumer – who has  
been involved in the design  
of “Consumer Directed  
Healthcare”?

# The Business of Health Care in 2006... Chronic Health Conditions Underlie the Bulk of Health Care Costs

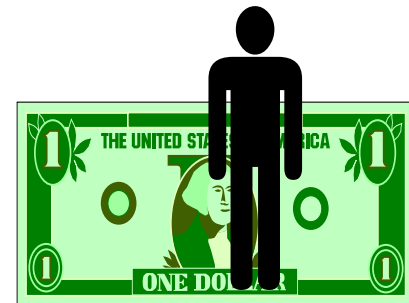
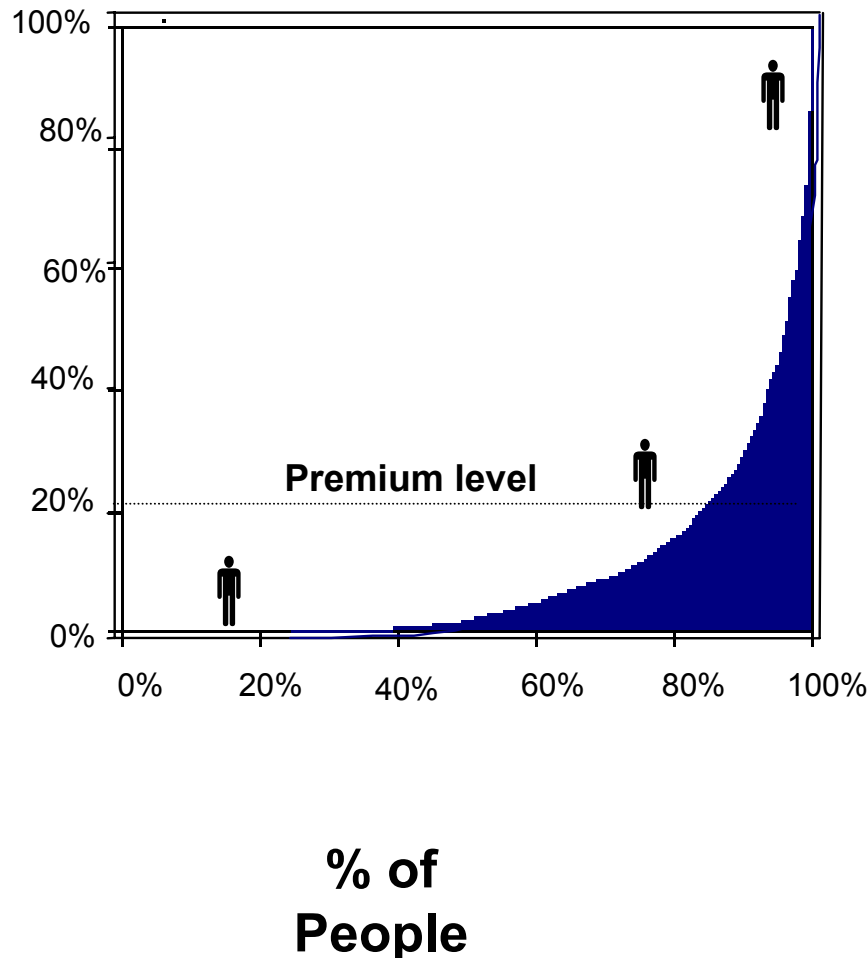


- Diabetes
- Heart Failure
- Coronary Artery Disease
- Depression
- Chronic Pain
- Cancer
- Asthma and COPD
- Dementia
- Falls
- Obesity
- ...

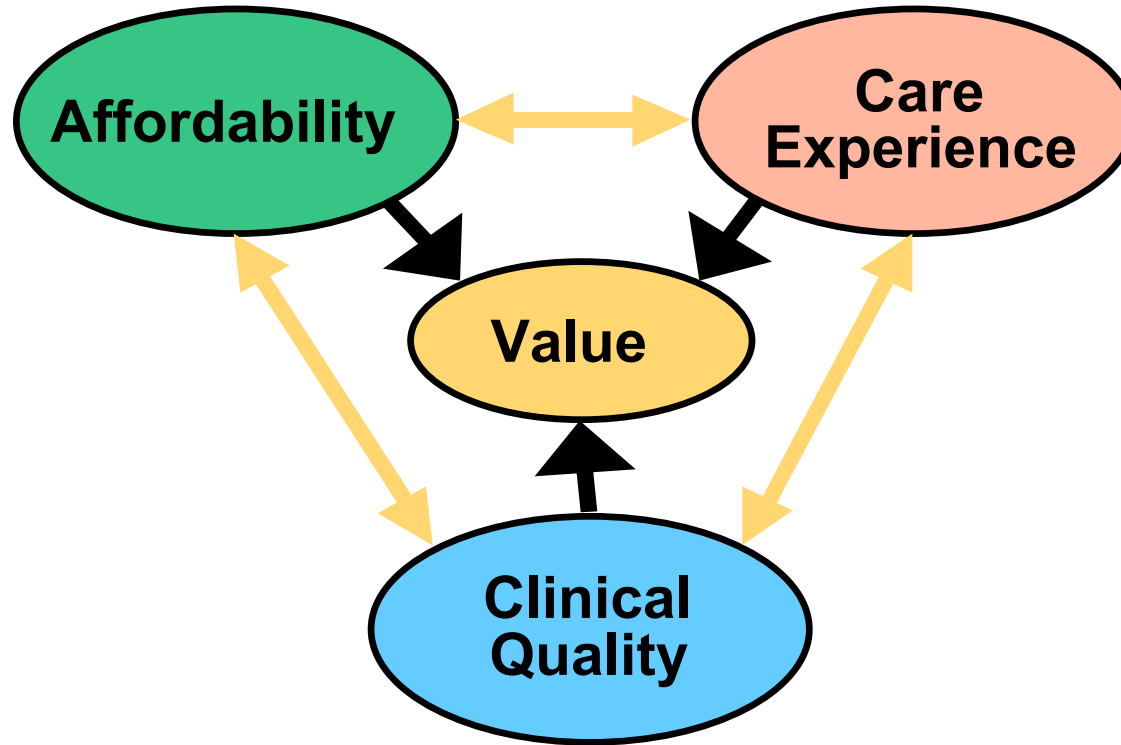


# The Business of Health Care in 2006... Chronic Health Conditions Underlie the Bulk of Health Care Costs

What happens when we disrupt the revenue flow?  
To demand? To “discretionary” services? To insurance?



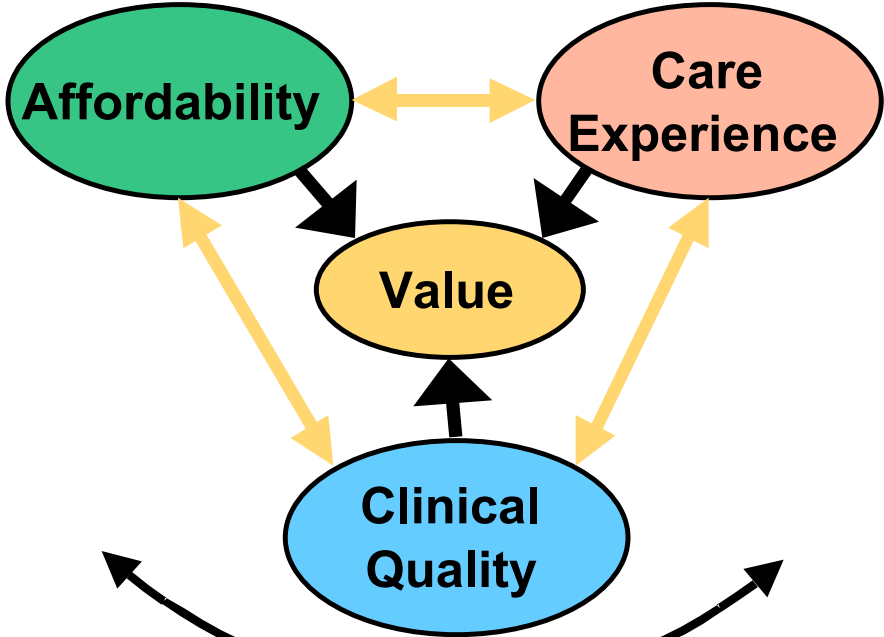
# Value Model



Thanks to:  
Matt Stiefel  
Jim Bellows PhD



Purchaser  
Perspective



Consumer  
Perspective



Clinician  
Perspective

# How do we get the consumer's attention?

- “Rules of the Game” model
  - “Managed Care”
  - Case management for high risk participants
- “Skin in the game” model
  - Tiered co-pays
  - Coinsurance
  - High Deductible Health Plans
  - Tiered networks: hospitals, specialists, PCPs
  - Consumer Directed Plans
- Do we need something in addition?





## Track D: Consumer Issues and Strategies in Disease Management

### **Is Consumer Directed Healthcare the Magic Bullet?**

Paul Wallace, MD; Medical Director for Health and Productivity Management Programs; Kaiser Permanente

### **Using Choice Incentives to Change Employee Behavior**

Michael Dermer; President and Chief Executive Officer; IncentOne

### **So You Disclosed Disease Management Participation to the Patient's Secretary: Now What?**

Rebekah N. Plowman, Esq.  
Partner, Epstein, Becker, and Green

### **Personalizing Patient Messages to Induce Behavioral Change**

Earl P. Steinberg, MD, MPP; CEO and President, Resolution Health, Inc.

### **Using Financial Incentives to Change Employee Behavior**

Roger W. Reed, BSN, RN, FNP, PA  
Chief Health Office Gordian Health Solutions, Inc.