

Voice of the Patient Initiative: Thriving in a Consumer- Driven Healthcare Market

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Health Care Then



Health Care Now



Consumer-Driven Health Care



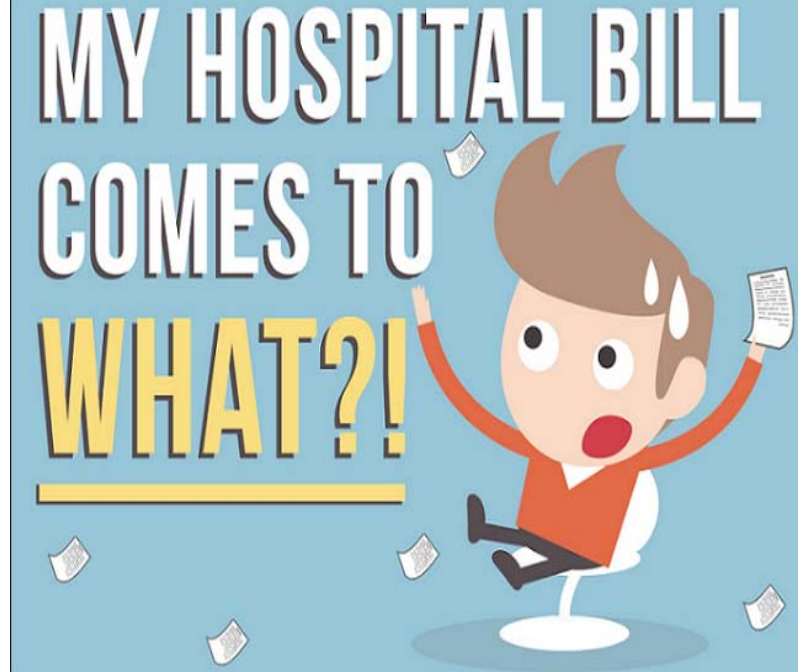
Patient-Funded Health Care

Test requested by:
BRADSTREET WELLNESS CTR LLC
104 COLONY PARK DR STE # 600
CUMMING, GA 30040

THIS BILL REPRESENTS THE CO-INSURANCE,
DEDUCTIBLE OR CO-PAY AMOUNT DUE AFTER
NOTIFICATION FROM YOUR INSURANCE COMPANY.
PLEASE REMIT PROMPT PAYMENT. IF YOU HAVE
SECONDARY INSURANCE PLEASE CALL 1-800-845-
6167. THANK YOU.

Summary of Activity

Date of Service	Description	Charges	Adjustments	Medicare/ Medicaid Paid	Insurance Paid	Patient Paid	You Pay
05/02/12	T + B-Lymphocyte Differential	552.00					552.00
05/02/12	HNK1 (CD57) Panel	143.00					143.00
05/02/12	Allergen Profile, Basic Food	237.00					237.00
05/02/12	Testosterone,Free+Weakly Bound	353.00					353.00
05/02/12	Carnitine, Total and Free	166.00					166.00
05/02/12	DHEA-Sulfate	133.00					133.00
05/02/12	DHEA, Serum	219.00					219.00
05/02/12	Androstenedione LCMS	195.00					195.00
05/02/12	Vitamin D, 25-Hydroxy	232.00					232.00
05/02/12	Anti-DNase B Strep Antibodies	138.00					138.00
05/02/12	Lactic Acid, Plasma	89.00					89.00
05/02/12	Antistreptolysin O Ab	55.00					55.00
05/02/12	Ammonia, Plasma	118.00					118.00
	ADJUSTMENT(S)		(2,384.58)				(2,384.58)
Web payment and insurance filing options are available at: www.labcorp.com/billing or 1-800-845-6167		2,630.00	(2,384.58)				\$245.42



Patient-Funded Health Care

- “Consumers are seeing more and more of the costs directly, paying more of the premiums for their employer-sponsored insurance, and they’re seeing more of the co-pays, while deductibles are higher.”
-- Avik Roy, Senior Fellow at Manhattan Institute for Policy Research, Forbes Healthcare Summit 2014

How to Succeed in the Changing Business of Health Care



The Delta Model: Adaptive Management for a Changing World (MIT, Hax & Wilde II)



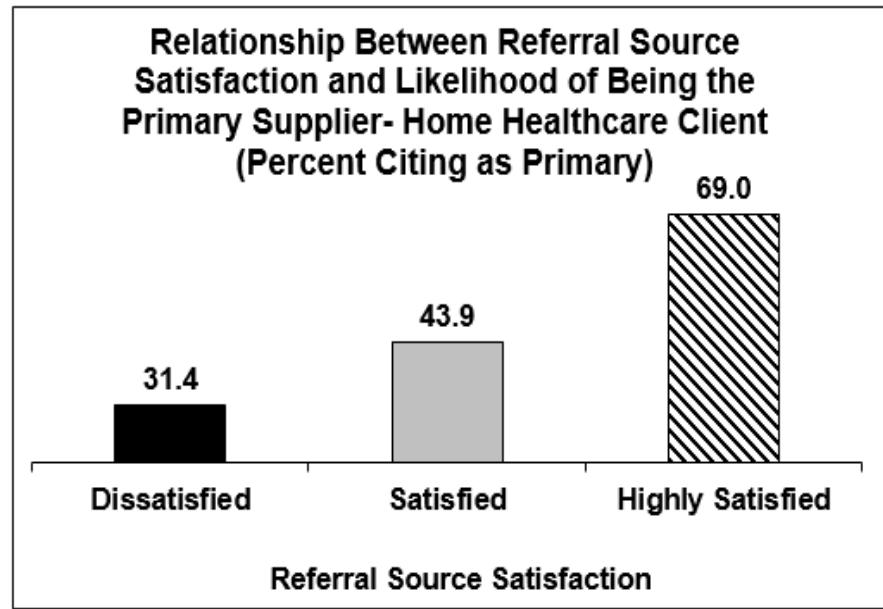
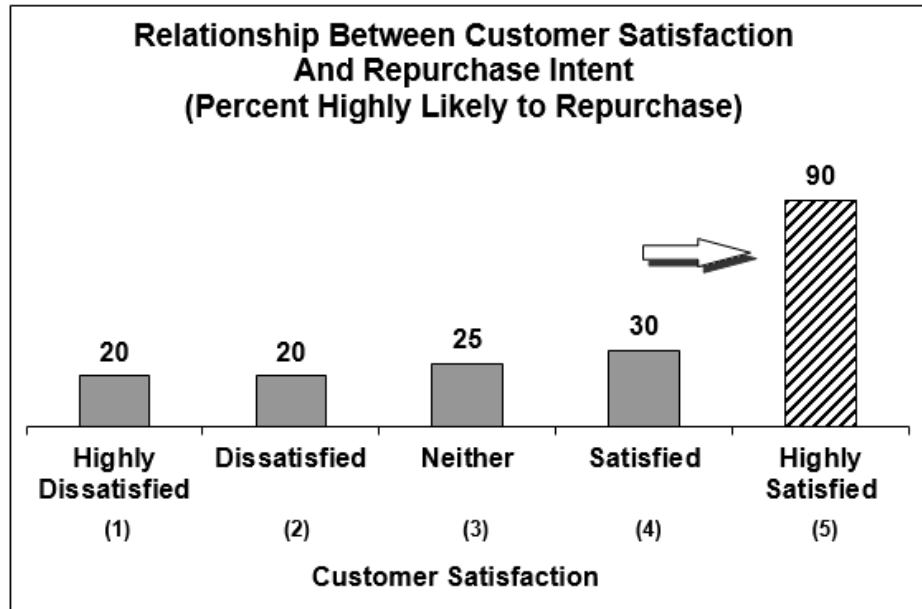
Customer Solutions

- This strategy reflects a shift in attention from product economics to customer economics and the customer's experience.
- Customer Bonding: Allows a company to anticipate needs and work with the customer to develop better and new products/services.
- Learning
 - The investment the customer makes in learning how to use a product or service = significant switching cost.
 - Learning about the customer needs = increase the company's ability to satisfy requirements.
- This strategy calls for the development of partnerships and alliances, including with other suppliers, competitors, and customers linked by their ability to complement a customer offering.

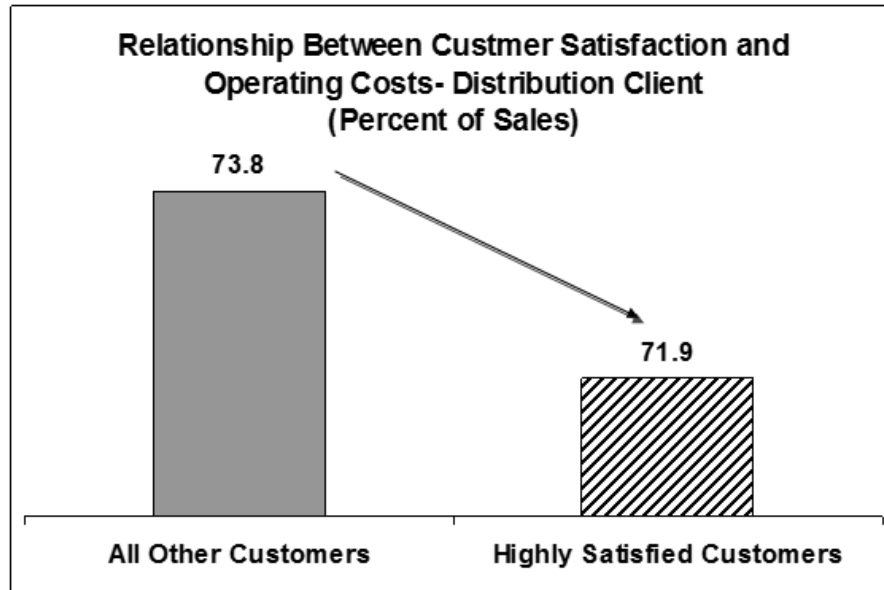
Do you know who your customer is?

- Patient? Referral Source? Payer?
- Are all customers created equal?
- Delta Model: “The one with whom we can jointly define a unique sustainable high value-added proposition leading towards an unbreakable bonding.”

Engaging the Customer: First Define Your Target (John Larson & Co.)



Targeting the Highly Satisfied Customer



There are several reasons why Highly Satisfied Customers are cheaper to serve:

- You develop a better understanding of the Customer's needs the longer you deal with them.
- You have fewer costly problems to resolve
- Customers gain a better understanding of your operations and thus use products and services more efficiently.

Getting to Highly Satisfied = Reducing Customer Risk

- We talk too much about “exceeding expectations.”
- Focus now on *consistently meeting* expectations.
- Highly satisfied customers are confident that they will have a great experience and, in those rare cases when they do not, they have absolutely no doubt that management will take whatever steps are necessary to immediately make things great.
- The 4-out-of-5 Customer speaks about inconsistency---sometimes they have a very good experience, other times they do not.

Customer Bonding: Stickiness and Switching Cost

- Branding
- Customized service and features
 - Patient navigators
 - Therapy-specific programming and education
 - Ease of service: email vs calls, extended hours, billing transparency
- Customer learning
 - Infusion University
 - Patient and caregiver education
 - Supportive technology
 - Oscar
- Offer bundled solutions, enhancing continuum of care, either alone or through alliances—win-win relationships with partners
 - Meet risk sharing and value-based commitments

Customer Bonding: Feedback and Interaction

- Get It:
 - Customer Satisfaction Surveys
 - Quality of Life/Health Surveys
 - Telemonitoring
 - Website and patient portal data mining
- Give it:
 - Patient Portals (share the gathered data and comparisons with peers)
 - Website
 - Host/Facilitate patient communities
 - Offer information on diagnosis specific organizations, foundations, support groups, and financial assistance programs

Who is listening to the customer?

- Are you accessible?
- Are your teammates trained experts?
- Happy teammates = happy customers
 - Target tracks an index of health and wellbeing of its employees. Stores with the best scores also turn out to have ~6% higher comparable store sales, as well as the lowest turnover rates.

Questions??

Thank you!!

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