

Population Health Management 2018

High performance. Delivered.

March 24, 2015

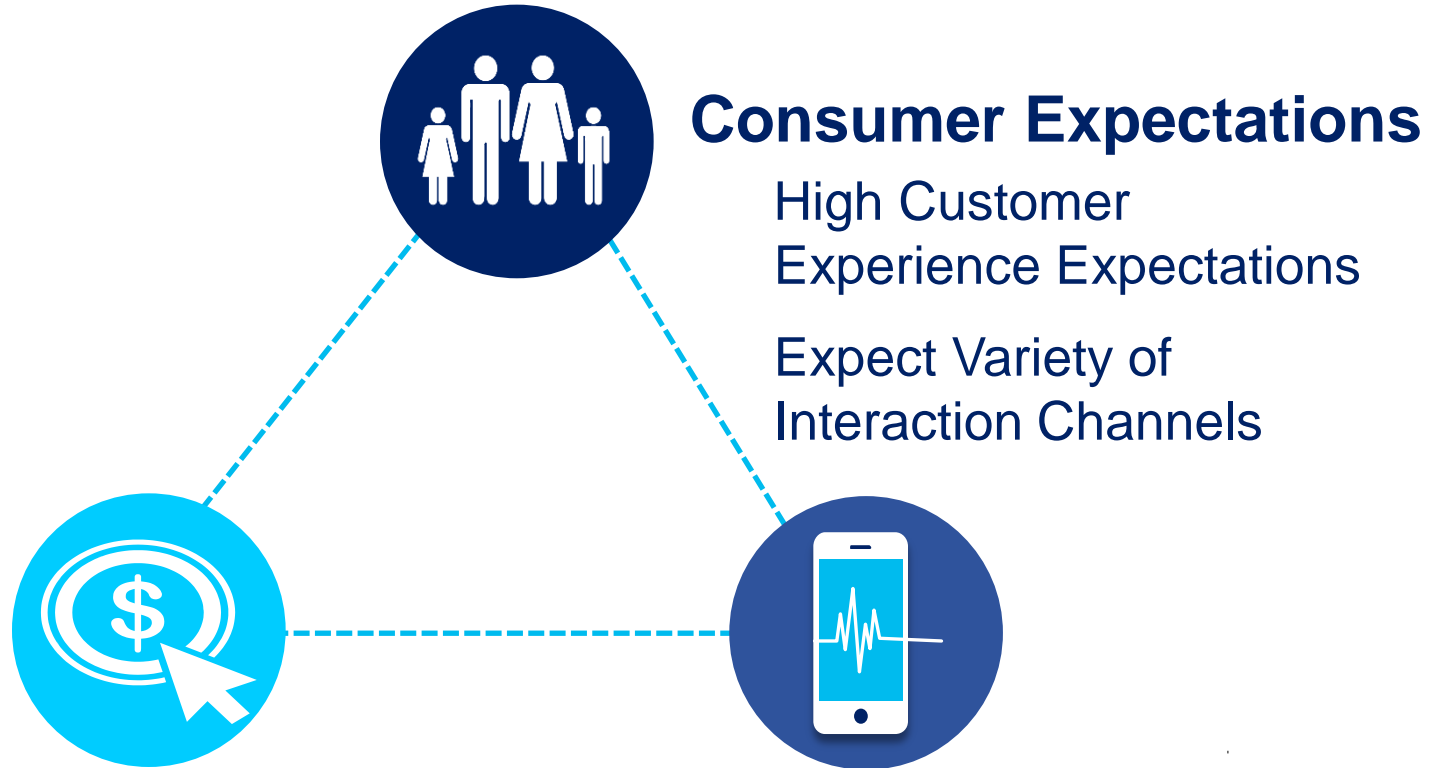


Population Health Management

Capabilities that improve health quality and cost effectiveness by helping consumers, providers, and risk-bearers coordinate and manage health & wellness across care settings.



Significant Change is Here



Economic Models

Value Based Contract Structures
Increased Consumer Financial Responsibility

Technology Advancements

Provider/Payer Information Sharing
Digital Health Capabilities
Marketing & Predictive Analytics

**What does this
mean for you?**



Three Things to Get Right

What?

...actions to take

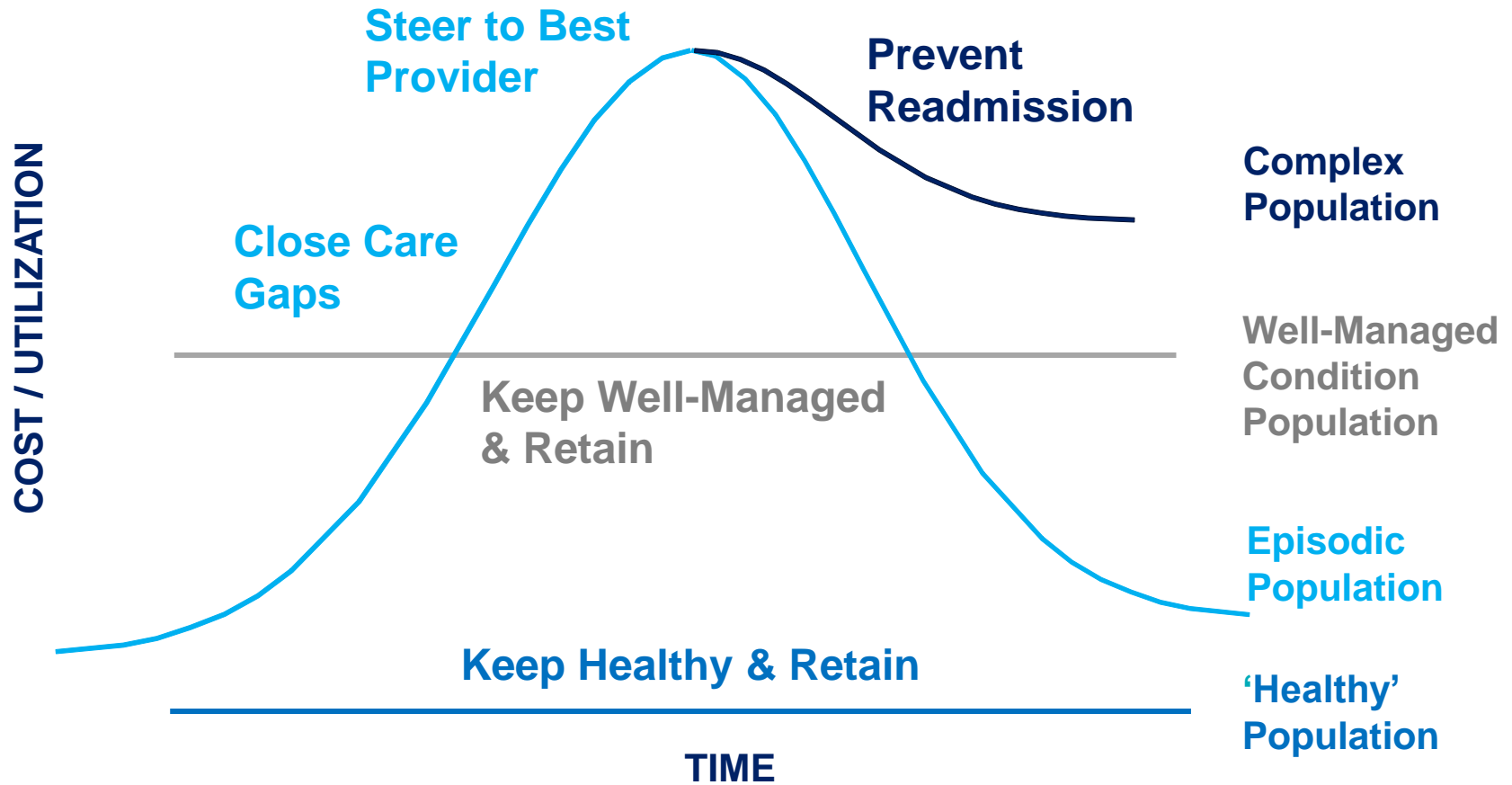
Who?

...to engage the patient

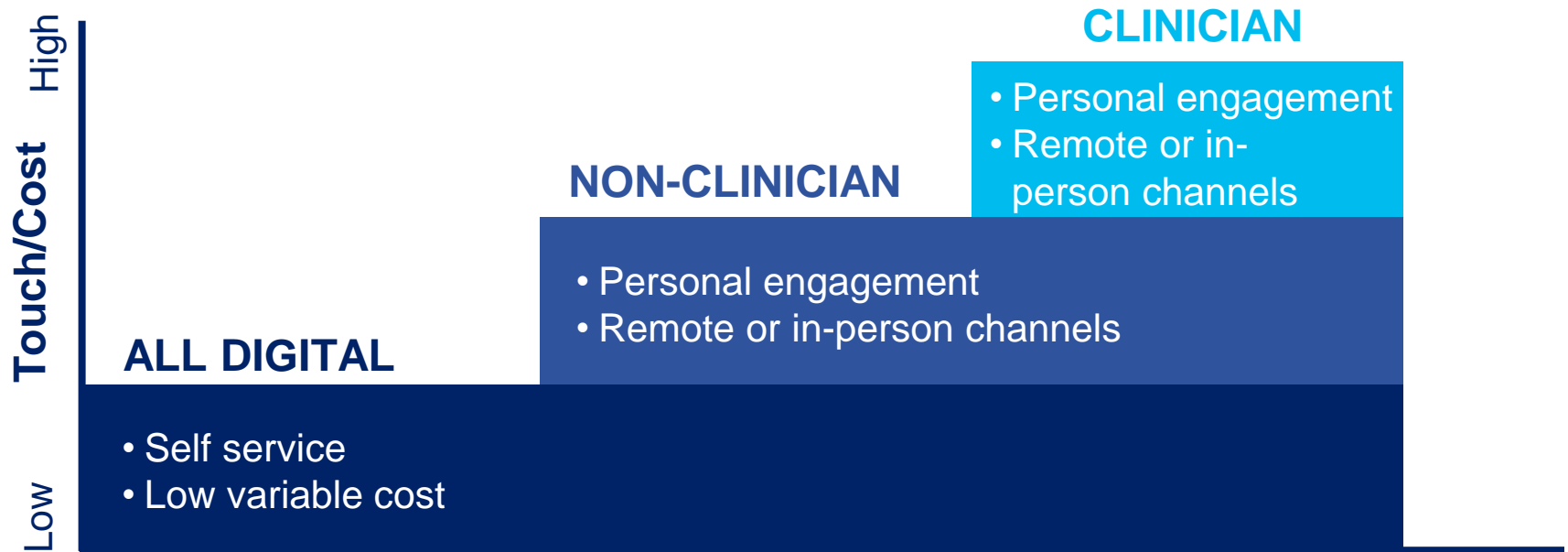
How?

...to improve outcomes

Align Actions to Intended Business Outcome



Channel Mix Based on Cost Effectiveness



- What is **desired outcome**?
- What is **cost/risk of failure** to achieve?
- What is **most cost-effective** to achieve?

Attributes of Next Generation Population Health



**Payer-Provider
Coordinated**



**Consumer
Centric**

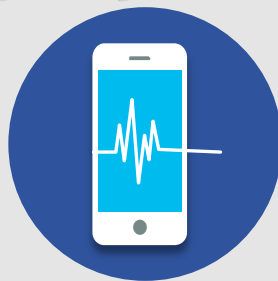


**Mass
Personalized**



**Cost
Optimized**

Digitally Enabled



Future Population Health Engagement Model



**Payer-Provider
Coordinated**

**Consumer
Centric**

**Mass
Personalized**

**Cost
Optimized**

Digitally Enabled

Examples of Success



Case Study: Patient Navigators Facilitate Access to Care

13,000+

Doors knocked on

17,000+

Members engaged

1,770

Appointments scheduled

0.5%

PCP visit “Close Rate” before

15%

PCP visit “Close Rate” after



Case Study: Analytics and New Channels Improve Outcomes

- 1** Focus on stratified population health
- 2** Promotion & prevention of chronic illnesses
- 3** Continuous care for the chronic patient and personalized interventions

70% Increased predictive accuracy

40% Decreased medical costs

2.5% Decreased Rx cost



Predictive Analytics



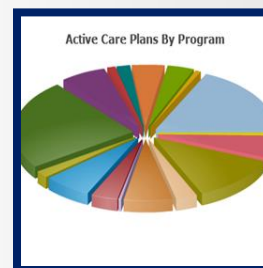
Health Management Center



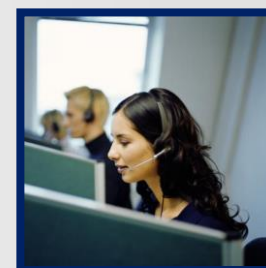
Mobile Solutions



Services Portal



CRM / CM Tool



Remote Health Monitoring



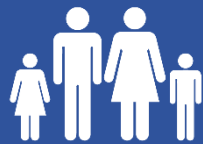
What to Do Now?

Actions to Take Now – Payer View



Core Functions

- Optimize admin spend
- Improve quality and risk score capabilities



NextGen Population Health

- Establish 'real' 360 degree patient view
- Adopt consumer marketing capabilities
- Launch non-traditional engagement channels



New Business Models

- Clarify role(s) when physician is "lead"
- Plan business and operating models
- Establish two-way information sharing

Actions to Take Now – Provider View



Core Functions

- Optimize care delivery
- Reduce admin costs
- Drive process and EMR adoption



Value Based Care Strategy

- Establish Value-Based Contracting strategy
- Attain stakeholder alignment
- Define operating model



Capability Development

- Establish two-way information sharing
- Build financial and clinical performance management
- Align culture and incentives

Keys for Success



Align
Leadership
and Engage
Clinicians



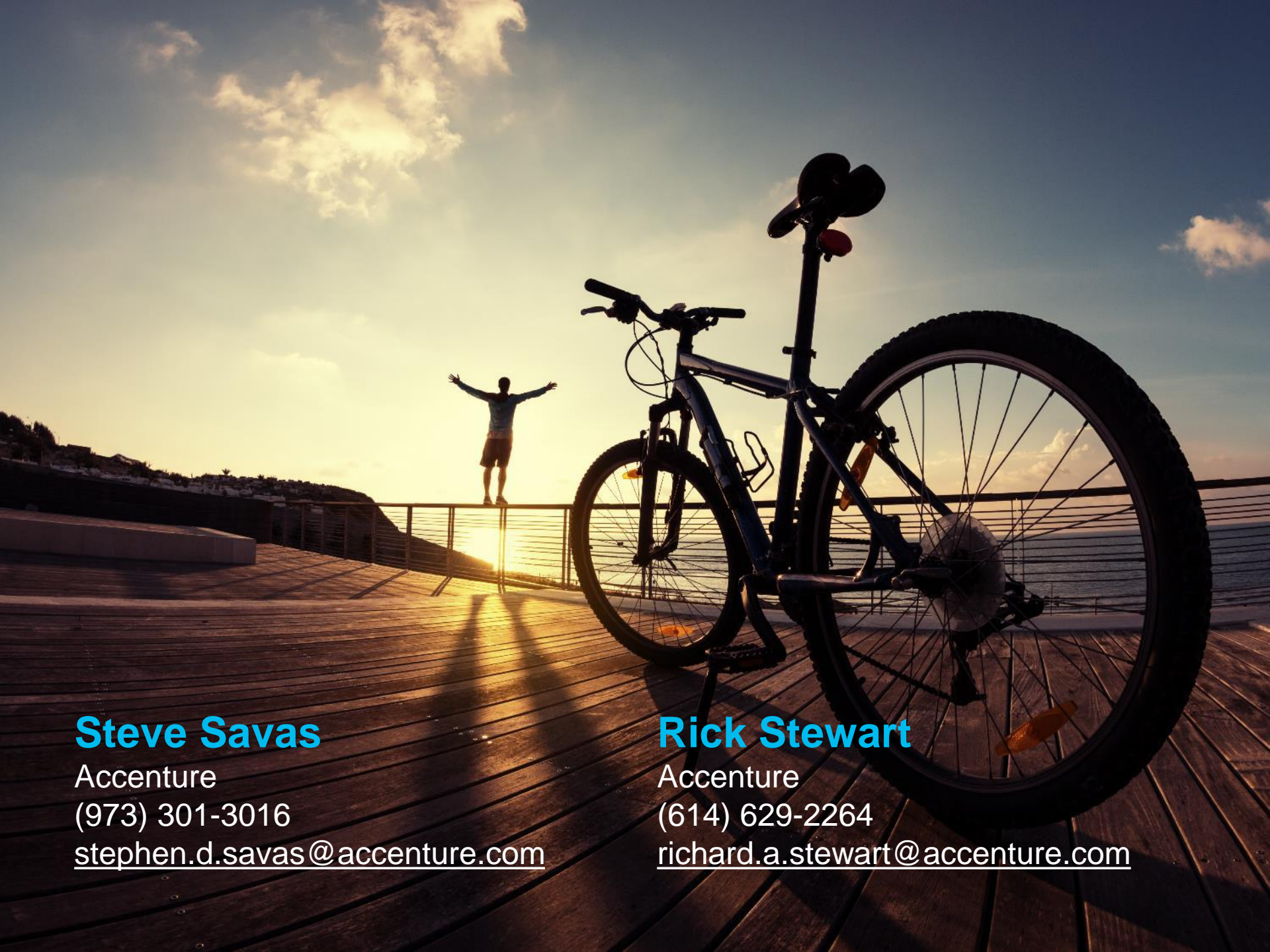
Incent the
Desired
Behaviors



Plan
Holistically,
But Move in
Phases



Measure, Yet
Be Patient



Steve Savas

Accenture

(973) 301-3016

stephen.d.savas@accenture.com

Rick Stewart

Accenture

(614) 629-2264

richard.a.stewart@accenture.com