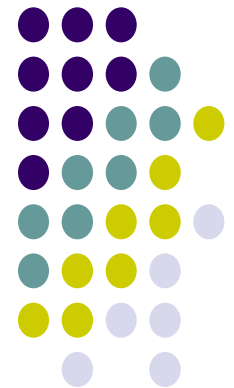


# Employee Benefits Planning Assn.

Meredith Mathews, MD MPH

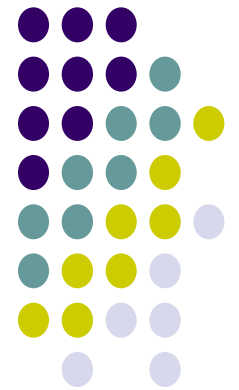




## Meredith Mathews, MD, MPH – Chief Medical Officer

- 18 years in practice of nephrology;
- CMO & SVP for Health Services, Premera Blue Cross;
- CMO & SVP for Health Services, Medica;
- Interim President, Allina Medical Clinics – 50 clinics & 500 physicians;
- CMO, LifeMasters Supported Self Care – DM company with 600K members;
- 10 years as surveyor, instructor & ROC member, NCQA

# Key Trends in DM



## Six Trends in Disease Management... a review of articles over the last 90 days....



1. The prevalence of chronic illness continues to increase as has its impact
2. DM companies have moved from single condition specialists to management of the whole population through the integration of analytic tools for assessing risk and for population segmentation
3. Health Management is increasingly being seen as "strategic imperative" for health plans.. Leading them to take it back inside
4. Integrated delivery model.. Providers find ways to participate
5. Changes in the nurse coaching model: from managing "compliance" to patient centered behavioral change for the purpose of self management
6. Government as driver of health care change - though MHS has been discontinued, other evaluations of chronic care models continue



## NEWS Releases

PRICEWATERHOUSECOOPERS

Source: PricewaterhouseCoopers

### **Cost of Chronic Diseases Hurts Business and Threatens Economic Sustainability, PricewaterhouseCoopers Report for World Economic Forum Finds**



#### **Expert panel urges improvements in elderly care**

Mon Apr 14, 2008 12:52 PM ET

By Will Dunham



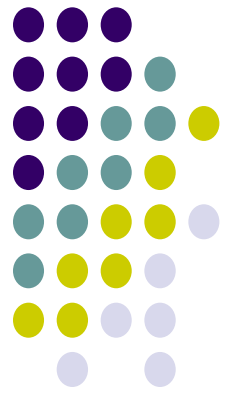
### News Releases

<< [[Back to News Releases](#)]

#### **Chronic Medication Nation: Research Finds Chronic Health Problems Now Afflict More Than Half of All Americans**

- First Time a Majority of Americans Take Medications to Treat Chronic Health Conditions -
- Younger Adults Show Steepest Rise in Chronic Medication Use -

DM companies have moved from single condition specialists to management of the whole population through the integration of analytic tools for assessing risk and for population segmentation.....





# Key Changes In DM

- Deepen disease management - Medication management
  - Healthways partnership with Medco a PBM
  - LifeMasters and others bridge the medical – mental health gap
- Integrated evaluation methods for whole population management
- Evaluation Methods
  - Health risk assessment
  - Predictive modeling
  - Population segmentation (stratification)
- Whole population health ....coverage of the full continuum from wellness, risk factor management, chronic disease, complex case management
- Wellness and risk factor management
  - Metabolic syndrome
- Expansion outside of traditional DM
  - Partnerships with community organizations for wellness activities
  - Healthways acquires an alternative care network



## LifeMasters Expands Disease Management Offerings to Include Innovative Stand-Alone Depression Program as Part of Its Strategic Growth Initiatives

Preferred One Community Health Plan First to Offer New LifeMasters Depression Program



### News Releases

<< [[Back to News Releases](#)]

## Medco, Healthways Launch Center for Health Action to Deliver Optimal Health™



## *HealthMedia and RedBrick Health Partner to Create Dynamic Consumer Health Program*





May 29, 2008 01:18 PM Eastern Daylight Time

**Population Health Management Proves Highly Effective Detective in Finding Disease and Reducing Healthcare Costs;  
Interactive Health Solutions, Inc. Names Best Practitioners; Proves Results**

***Going Well Beyond "Wellness Care"***

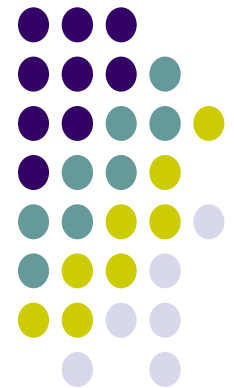
**YMCA, CareFirst Launch Fitness Program to Prevent Childhood Obesity**  
*"Physical, Healthy, Driven" Program to Teach Fun through Exercise*

**Moving the total health cost curve out and down.**

At Healthways, our approach combines the power of programs aimed at reducing current expenditures with solutions intended to prevent future costs. Through the marriage of wellness and disease management solutions we achieve this goal by improving the health of your entire population. Learn more at: [www.healthways.com](http://www.healthways.com)

Health Management is increasingly being seen as "strategic imperative" for health plans.. Leading them to take DM back (they have learned from the DM companies how to do it!)

- Aetna: Active Health
- United Health Care: Optum
- Anthem/Wellpoint





## **ACTIVEHEALTH MANAGEMENT EXPANDS DISEASE MANAGEMENT PROGRAM TO ADDRESS CHILDHOOD OBESITY AND HYPERTENSION**

**New Pediatric Programs Engage Children/Teens and Parents in Managing Conditions and Making Lifestyle Changes to Prevent Long-Term Health Risks**

**BlueCross BlueShield of Western New York and BlueShield of Northeastern New York Expand Chronic Condition Management Program in Partnership with Health Integrated**

## **WellPoint Buys Data Analytics Firm**

May 05, 2008 10:51 AM Eastern Daylight Time

## **OptumHealth Disease Management Programs Receive Top Ranking from Business Insurance Magazine**

*Nation's Largest Provider of Disease Management Services Covered More than 41 Million Lives During 2007*

## **How Will the HMO Stock Meltdown Affect Chronic Disease Management?**

**MEDICA<sub>®</sub>**

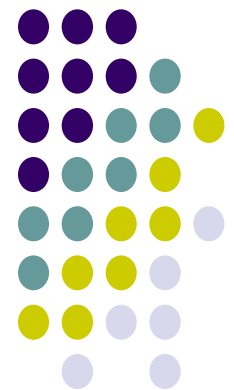
April 15, 2008 12:18 PM Eastern Daylight Time

## **Medica Introduces In-House Health Coaching**

*Program Designed to Help Members Manage their Health*

# Integrated delivery model.. Providers find ways to participate.....

- Chronic Care Model
- Medical Home





Better information. Better health.



## American College of Cardiology and WebMD Partner on New Initiative to Educate Physicians and Patients on Cardiovascular Risk Reduction



### A more welcoming model for care

By Alice Dembner, Globe Staff | May 19, 2008



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## The Medical Home: A Solution to Chronic Care Management?



Changes in the nurse coaching model: from managing "compliance" to patient centered behavioral change for the purpose of self management...

REUTERS

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EXCEED YOUR VISION



## Diabetes education linked to fewer hospitalizations

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Wed Apr 30, 2008 3:28pm EDT



### NCQA News Release > January 27, 2005

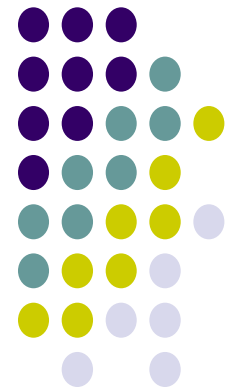
January 27, 2005

#### **NCQA Issues Member Connections Standards; Focus on Service, Self-Management**

*Thirty-nine plans covering 11 million have scheduled reviews  
under new standards*

Government as driver of health care change:  
Although the MHS program has been discontinued, other evaluations of chronic care models continue.....

- MHS Programs - CMS cancels the only randomized controlled trials
- Demonstrations
  - High cost care demo
  - Medical Home demo
- Special Needs Plans







## Disease Management and the Medicare Health Support (MHS) Project: “Houston, we have a problem.”

Article published March 17, 2008

### **Senators press CMS on disease-management pilot program**

## Guest Post: The CMS Announcement Of Medicare Health Support Program Cancellation — What It Means For Buyers

The New York Times  
nytimes.com

ROCK 'N ROLL  
WILL NEVER DIE

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April 7, 2008

HEALTH PLANS

### **Medicare Finds How Hard It Is to Save Money**

By [REED ABELSON](#)



# Rule Lets Medicare Get Part D Data

HDM Breaking News, May 28, 2008

The Centers for Medicare and Medicaid Services has published a final rule authorizing the collection of claims data under the Medicare Part D drug benefit program for research and other public health functions.



Sorting through the "trends" deconstructing the program to identify evidence based practices

# Overview Statement - look for an evidence basis for the "what" and the "how"



- Tactics used by most programs
  - Provider education
  - Provider feedback
  - Provider reminders
  - Patient education
  - Patient reminders
  - Patient financial incentives
- Case management multidisciplinary teams
- Collaborative Decision Making



## Results of studies....

- **Study Results:**
  - provider education, feedback and reminders enhance provider adherence to guidelines resulting in improvements in patient disease control
  - medication therapy management - regular reviews of medications can result in reduced hospitalizations
  - patient education, reminders and financial incentives were associated with improvements in patient disease control
- **Summary and translation:**
  - most interventions are strongest at improvements in process measures
  - Impact on avoidable hospitalizations: influenza vaccine, medication therapy management

## Other variables which influence population based impact



- Percent of people in the program (at least 40%)
- Frequency of contact with the nurse: total nursing time
- Duration of participation - 7 12 months

# Operating Models drive both the cost and the likelihood of effectiveness....



- Operating Models
  - web based
  - telephonic
  - face to face
- DM scope of services
  - Wellness care
  - Chronic care coaching
  - Complex case management



## Evidence of DM in action





## Traditional patient education methods are not as effective when carefully evaluated

- **Information Giving – Simple Knowledge Transfer**
  - CDC (Type II DM) – only 18 of 54 studies show positive effect on glycemic control
  - Norris 72 studies reviewing info only vs. collaboration – less effective glycemic control, weight change and lipid control
  - Kaiser 12 randomized controlled trials – no effect of info only on hospital rates, doctor visits, asthma attacks and appropriate medication use



To determine if participation in patient empowerment program increases self efficacy and decreases blood glucose

- Anderson et al
- Diabetes Care 18: 943 1995
- Method: Randomized controlled trial - 6 sessions over 6 weeks – restudy at 12 weeks – relatively well educated
- Results: Intervention group had:
  - Increased self efficacy
  - Lower HbA1c  $p < .05$



# Reduction of Lower Extremity Clinical Abnormalities in Patients with Diabetes

- Littleman et al
- Annals Int Med 119: 36-41 1993
- Method: N=352, General Internal Med Clinic 12 month intervention, Study intention: decrease the number of amputations (by building confidence in self management)
- Results:
  - Intervention patients
    - More likely to be observing appropriate foot care behaviors 68% vs 28% in controls
    - Fewer foot lesions – odds ratio .41 compared to controls  $p < .05$



## Other Conditions

- Lorig et al
  - Medical Care 37: 5-14 1999
- Multiple Complex Co morbidities: heart disease, lung disease, stroke, and arthritis
- Peer to peer based program to build “self efficacy” and self management
- Results: Decreased hospitalizations in the treatment group and when hospitalized an average stay of one day less than controls

# Effect of Collaborative Decision Making on Engagement



- Shared or collaborative decision making is a process where the patient and the clinician consider available information on treatment options, consequences and consider how these fit with the patient's preferences "not just the what but the how"
- Currently, medical practice rarely employs collaborative decision-making; in a study of 1000 physician visits, the patient did not participate in decisions 91% of the time
- Collaboration is more likely to result in a plan the patient understands, has confidence in and is more likely to prolong engagement

## **Greenfield and colleagues,**

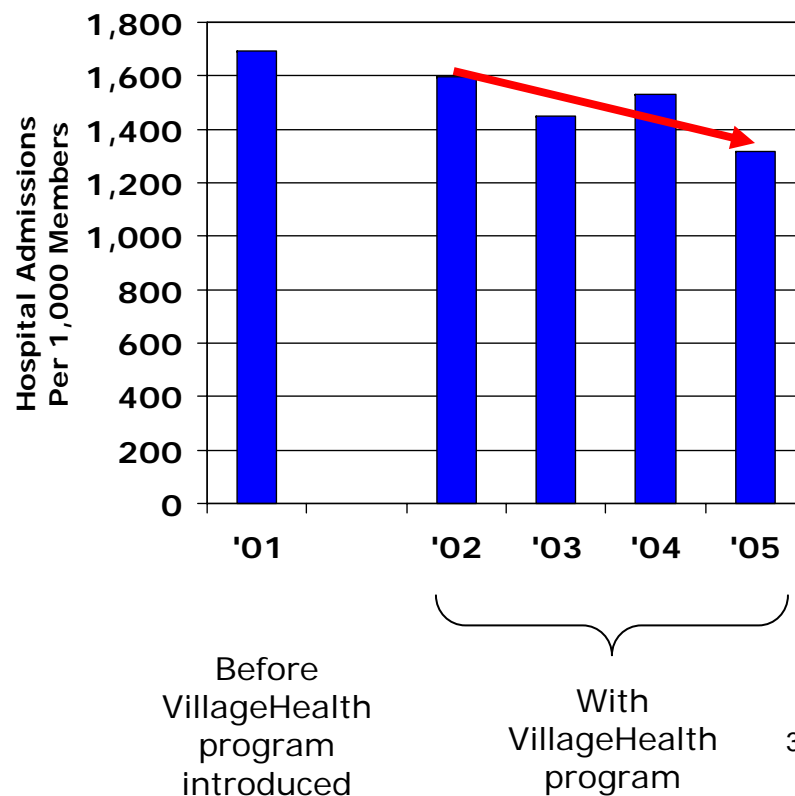
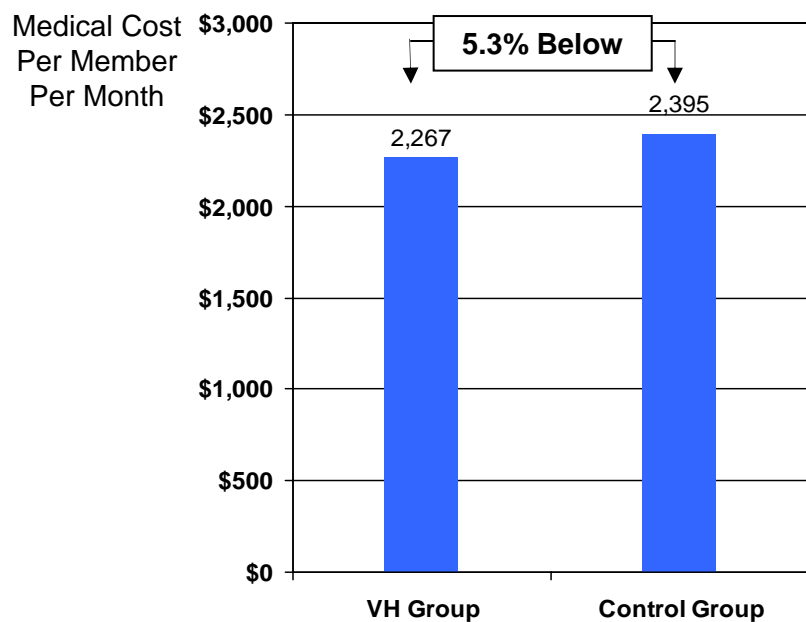
- Treatment group patients were provided with a 20-minute intervention designed to increase their participation in decision making and information seeking with the provider (37)
- The control groups received purely didactic information
- Study patients showed significant decreases in HbA1c values from baseline – Controls no changes
- There were no differences in diabetes knowledge between the two groups



# Examples from DaVita VillageHealth (ESRD)

Achieved 5% Lower Cost (vs control) in NY Demo

13% Reduction In Hospital Admissions Over 4 Years for BCBS Client





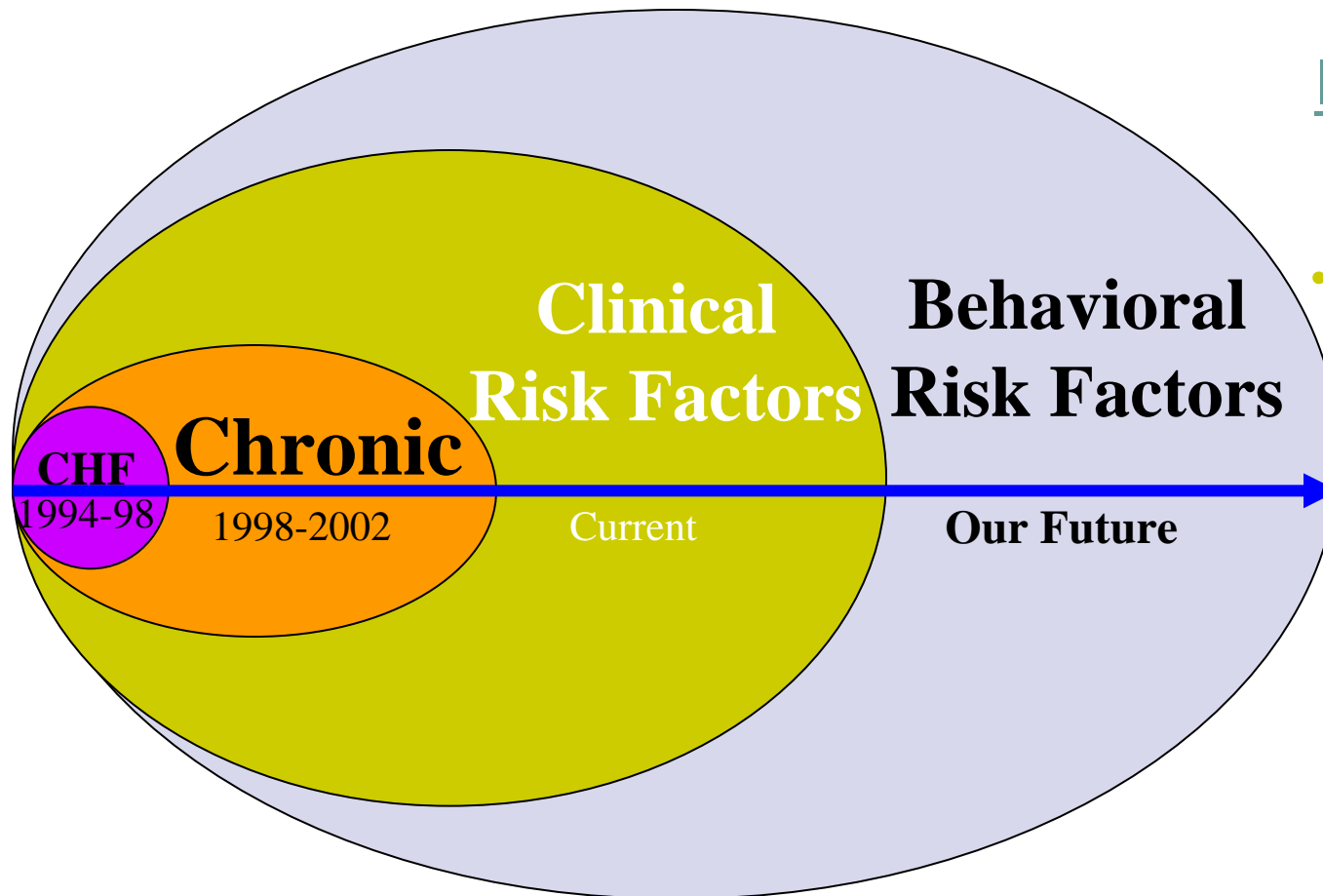
## Questions for future

- What role with consumer directed health care play?
- Are behavioral risk factors next?
- How will the evolution of biometric monitoring and personal health records influence the development of the field?
- How will advancements in traditional medicine be used to improve either detection or treatment?
  - There is now a blood test for Metabolic Syndrome
- Are there any more markets to tap?
  - Nursing homes
  - Long term care insurance
- Will employers frame their benefits to take advantage of the "best models"
- What role will increasing transparency play?
  - With help of govt evaluators the questions have evolved
    - From Does it work? To what aspects of the program work?
    - How much does each component contribute? Are certain segments more likely to benefit than others?

The Holy Grail:  
Changing behavior to  
prevent disease



Interactive Data  
Systems



- All of the above plus more real time two way remote interaction between pts., disease managers, and MDs (e.g. interactive TV, implantable devices, PDAs, cell phones, other wireless technologies)



# New Technology



## REUTERS

### Blood test helps predict metabolic syndrome: study

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Tue May 20, 2008 4:33pm EDT

PR Newswire - Healthcare/Hospitals News

### Revolution Health and EmergingMed Launch Cancer Clinical Trial Matching and Referral Service

The New York Times  
nytimes.com

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May 20, 2008

## Google Offers Personal Health Records on the Web

By [STEVE LOHR](#)

# Will employers play a role in shaping the future?



watsonwyatt.com

## **Employer Use of Financial Incentives to Reward Healthy Behavior Expected to Surge**

Press Release

*Companies Tailor Programs to Target Specific Actions, According to Watson Wyatt*

## **Buyers Health Care Action Group Pilots New Bridges to Excellence Program for Depression**

*Rollout of physician pay for performance effort encourage patients with depression*



# New Venues for DM



May 21, 2008 08:30 AM Eastern Daylight Time

## **HC Innovations Signs Contract with Senior Whole Health**

*Provides Medical Management Services to Members Residing in Long-Term Care Facilities in Connecticut*



March 17, 2008 12:32 PM Eastern Daylight Time

## **Secured Independence, Inc. Announces First Contract For Wellness and Disease Management Services In Long-term Care Insurance Industry**

*First Comprehensive Wellness and Disease Management Program for the Long-term Care Insurance Industry*

# Transparency - New players “looking under the hood”



**Population Health Impact Institute Releases Methods Evaluation Process(TM) (MEP(TM)) Accreditation Standards for Public Comment Period**

# Conclusions



- Be clear about what you need
- Understand the likelihood of the program strategy and operating model delivering that.....
- Don't buy more than you need