

# The Vera Model



# Agenda

Vera Whole Health: What we do

Whole Health: Clinical Approach & Analytics

- The Whole Health Visit
- Using analytics to anticipate care needs
  - 1°, 2°, & 3° Preventive care
  - 5% of employees account for 50% of total costs
  - Vera engages higher risk but lowers PMPM cost
  - Impacts cost trend curves

# Vera is

Onsite clinics

Primary, preventive, acute and wellness care

Staffed and run by Vera full-time medical teams

# Vera isn't

Concierge

Telephonic

Available to the public

Off-the-shelf wellness tool

# How We Save Employers Money



# Services

Primary Care	Preventive Care	Acute Care	Occ Health
Comprehensive physical exam	Wellness & lifestyle coaching	Suturing/basic wound care	First line of treatment for onsite injuries
Episodic sick care	Biometric screenings	Sprains and strains	Employment screening and ongoing testing and evaluation
Pediatrics	Blood pressure screens	Rashes	Ongoing case management and coordination
Chronic disease & prescription management	Health risk assessments	Basic splinting	
Pharmacy (>50 generics)	Fitness & nutrition		
Coordination of specialty & acute care	Immunizations and routine injections		
Onsite labs			



# How we track results

- CPT codes for every visit
- Aggregate data allows us to compare to market rates
- We can make adjustments on the fly because our model is customizable

# How we measure

Key Performance Indicators (KPI)

Utilization

Reduced health risks

Behavior change

Early detection

Reduced complications

Improved chronic disease  
conditions

Reduced costs

Effective referrals

Patient satisfaction

Self-confidence, efficacy

Reduced workplace  
injuries/illnesses

Reduced absenteeism

Reduced presenteeism

Increased productivity



# KPI outcomes



- Engaged employees
- Healthier employees
- Happier employees
- Safer employees
- More productive employees
- Less expensive healthcare
- Recruitment & retention leverage

# Outcomes – another perspective

Signing Vera brings together the six pillars of a healthy company:

## 1 Alignment

When your company's mission and values match what you ask of your employees.

## 2 Multilevel leadership

When your leaders are the first to buy in, and live and work by example.

## 3 Scope/relevance/quality

When your programming and initiatives meet your employees' needs perfectly.

## 4 Accessibility

When what you provide is open and available to all.

## 5 Partnerships

When you do what you're good at and leave the rest to the expert partners.

## 6 Marketing and communication

When you spread the word effectively.

# Under the hood

We improve population health through engagement

# The Whole Health Council



Formed by your employees, representing every corner of your company. Direct line of communication to the clinic. Involved in the provider hiring. Responsible for marketing to the rest of the company.



# The right coaching



Transtheoretical model of behavior change | Vera University: rigorous certification process

# True integration



Coaches reach individuals and core motivation. The Whole Health Council leverages the peer-to-peer relationships. KPI tracking allows the WHC to react real time and customize solutions which your expert medical team delivers to your employees.

# Whole Health Model

Vera clinical approach & analytics



# The Vera Whole Health Visit

## Understanding the Patient /Population

It Begins with Engagement...



- Esteeming, Empathetic Listening
- Understanding
- Starting Where the Client is...



Then, the Vera Whole Health Visit



- HRA
- Biometric Screen
- H&P ± Tests
- Introduction to the Coach

Results in a Whole Person Care Plan



- Medical & Social Determinants
- Individual Data
- Eligible Member Data
- Stratified Interventions





# Vera Whole Health Care

## Stratify Risk

How to Get the...  
Best Care,  
For the Most People,  
at the Lowest Cost

Stratify Total Population Health

**Primary Prevention**

**Secondary Prevention**

**Tertiary Prevention**

Low  
Risk

Moderate  
Risk

High  
Risk

Acute  
Condition

Chronic  
Disease

Catastrophic  
Illness

Maintain Health  
Prevent/Delay Disease

Reverse/Arrest Disease  
Prevent Disability

Reverse/Arrest Disability  
Prevent/Minimize Handicap

# Vera Whole Health Care

## Stratify Risk

How to Get to the...Best Care, For the Most People, at the Lowest Cost  
Stratify Total Population Health

**Primary Prevention**

**Secondary Prevention**

**Tertiary Prevention**

Low Risk	Moderate Risk	High Risk	Acute Condition	Chronic Disease	Catastrophic Illness
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**Health & Wellness Promotion/Coaching**

**Reduce Preventive Care Gaps**

**Coaching Empowers Individuals/Families**

**Patient Centered Medical Home**

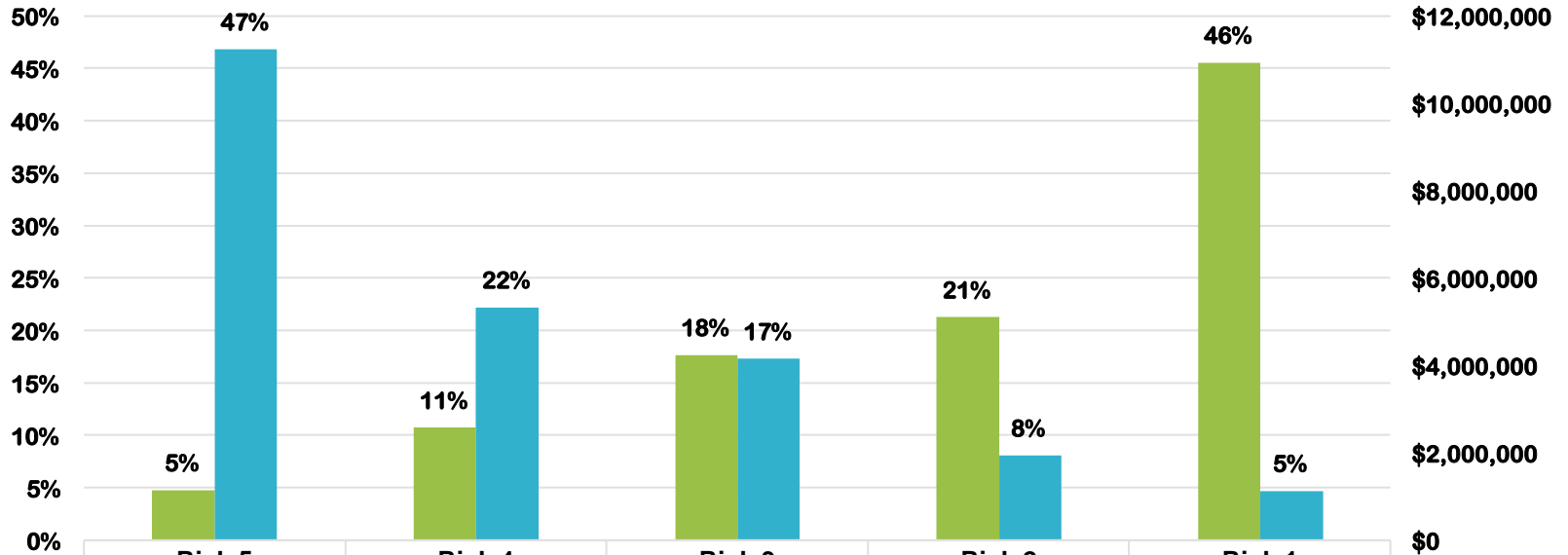
**Case Management/Care Coordination**

**Data Analytics/Transparency/Vera Performance Management**

# Total Highly Impactable Risk Group by % and Cost

	TARGET POPULATION	COMPLEX & CATASTROPHIC RISK LEVEL 5	CHRONIC DISEASE RISK LEVEL 4	ACUTE & HIGH RISK RISK LEVEL 3	AT RISK RISK LEVEL 2	WELL RISK LEVEL 1
<b>TOTAL MEMBER #</b>	8,084	387	868	1,429	1,719	3,683
<b>% OF TOTAL POPULATION</b>	100%	5%	11%	18%	21%	46%
<b>TOTAL MEDICAL \$</b>	\$21.2MM	\$9.9MM	\$4.7MM	\$3.6MM	\$1.7MM	\$1MM
<b>% OF TOTAL MEDICAL \$</b>	100%	47%	22%	17%	8%	5%
<b>TOTAL PMPY</b>	\$2,634	\$25,770	\$5,450	\$2,579	\$1,002	\$273

# % of total population & cost per risk group



	Risk 5	Risk 4	Risk 3	Risk 2	Risk 1
% of Total Pop	5%	11%	18%	21%	46%
% of Total \$	47%	22%	17%	8%	5%
Total #	387	868	1429	1719	3683
Total \$	\$9,972,866.00	\$4,730,933.00	\$3,685,750.00	\$1,723,176.00	\$1,005,843.00

# 1.6% Members accounts for 17.6% of Total Costs (10,814 lives)

	Highest of the High Risk	Employees	Spouse - Partner	Dependents
<b>Members</b>	<b>172</b>	92	23	57
<b>% Total Members</b>	1.60%	0.9%	0.2%	0.5%
<b>% Total Paid</b>	17.60%	7.5%	2.6%	7.6%
<b>PMPM</b>	\$4,167	\$3,260	\$4,482	\$5,554
<b>Avoidable PMPM</b>	\$1,323	\$1,185	\$1,038	\$1,676
<b>Potential Savings</b>	\$2,730,672	\$1,308,240	\$286,488	\$1,146,384
<b>Inpatient PMPM</b>	\$2,228	\$1,374	\$2,296	\$3,628
<b>Average # Scripts</b>	24.3	12.4	1.2	7.6
<b>Average # MDs Visits</b>	9.3	5.8	3.4	3.1

Note:

- A very small number of members (1.6%) account for a large proportion of the costs (17.6%). About 1/3 of those costs may be avoidable.
- The cost of maternity care and treatment of neonates is a significant cost driver.

## Members using Vera Clinic cost less Than members not using the Vera Clinic

MEDai Risk Level	Actual Vera Engaged PMPM per Risk Level	Actual NON Vera PMPM per Risk Level	Actual Vera Engaged v. Non Engaged PMPM Difference \$
1	\$ 29.78	\$ 18.06	\$ 11.72
2	\$ 85.52	\$ 112.76	\$ (27.24)
3	\$ 212.21	\$ 234.17	\$ (21.96)
4	\$ 480.10	\$ 520.29	\$ (40.18)
5	\$ 1,694.41	\$ 1,854.59	\$ (160.19)

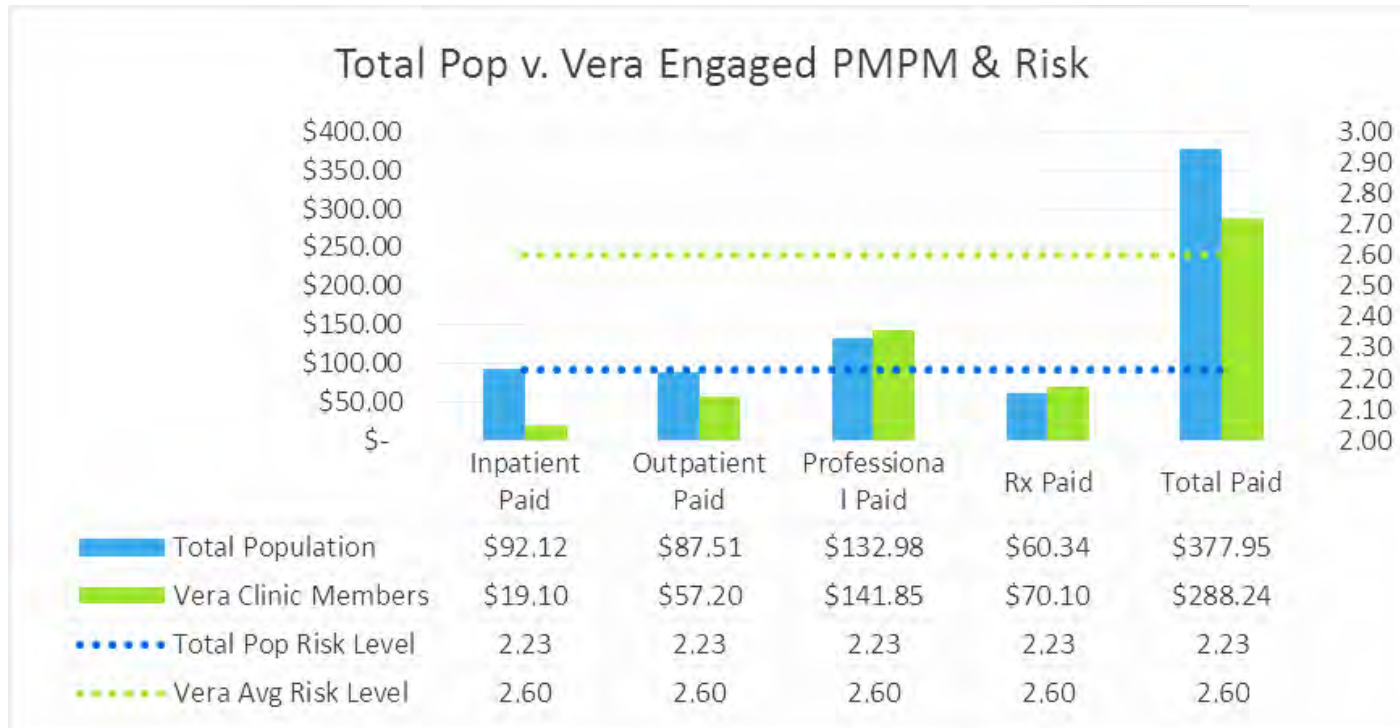
- The Members with Risk Levels: **(3) At-Risk, (4) Acute, (5) Chronic and Catastrophic** diagnoses and conditions are **Less Expensive at Vera**
- Even with a Higher Risk Level, Vera Engaged members are \$40 less per month for patients with chronic conditions and \$160 less per month with catastrophic risk

- Baseline data is from MEDai for 2013 and includes all Members in the eligible group
- PMPM calculated by total spend/member months
- Vera Engaged data is for employees in this population who used the clinic in May – December of 2013
- Average Risk level calculated by MEDai; Level1 = Well, Level 5 = Catastrophic Risk



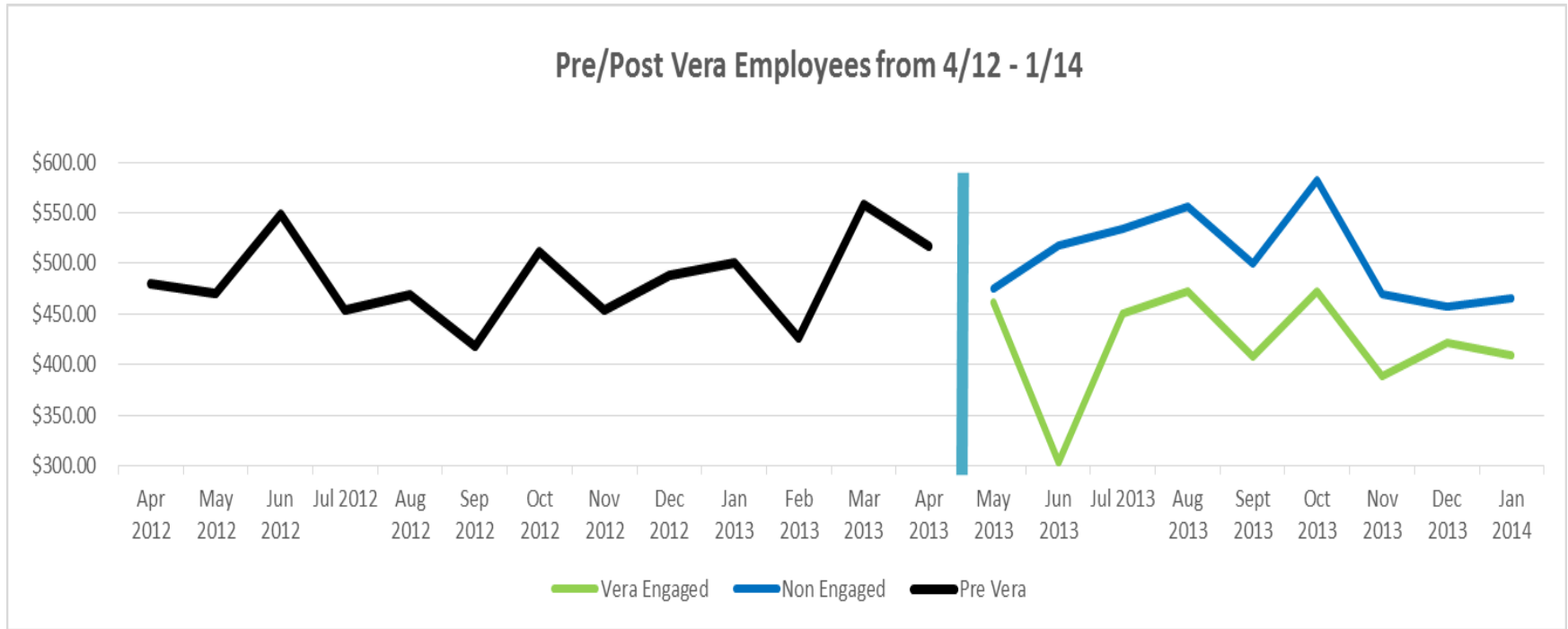
## TOTAL POPULATION VS. VERA ENGAGED: February 2013 – January 2014

Vera-engaged employees have a lower PMPM for Inpatient, Outpatient, Rx and Total Cost than total non-engaged members.



- Baseline data is from MEDai from Feb 2013 – January 2014 and includes all employees, spouses and dependents
- Vera Engaged data is for employees in this population who used the clinic in May - December of 2013
- Average Risk Level calculated by MEDai. Level 1 = Well, Level 5 = Catastrophic.

# Vera Impact on Employee PMPM



- Baseline paid claims data from MEDai for all Eligible Employees from April 2012 – January 2014.
- Vera Engaged data is for employees in this population who used the clinic in May - December of 2013



Conclusion

## **Clinic services get people healthy and keep people healthy.**

- Better health improves morale and increases productivity
- Generates positive work culture and boosts loyalty
- Analytics facilitates population health management to manage members not accessing the clinic

## **Accessible and effective care reduces costly ER, urgent care and specialist visits.**

- Early detection prevents expensive complications and maintenance care
- Reduces absenteeism
- Contains cost with effective referrals and coordination

## **Integration via the Whole Health Council makes the model sustainable**

- Peer-to-peer empowerment creates new, vibrant culture
- Success builds trust, trust builds enthusiasm



Thank you

