

2024 MEDICAL CAPTIVE FORUM | MAY 1ST & 2ND | NEW ORLEANS, LA

THE BIG EASY APPROACH TO BENEFITS

Quality, Affordable Healthcare Made Simple





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Today's Objectives



What's Going On?

Solutions and Cost Drivers

Emerging Solutions

Vetting & Implementation

What's Going On?

Digitizing Healthcare

Broad frameworks to illustrate the industry – categories listed are not exhaustive, not mutually exclusive.

Provider Connections

Your standard telehealth tools – the Kind that allow you to connect with a provider, anytime, anywhere.

Data Analytics

Claims-based risk analytics to identify risk and enhance clinical decision-making.

Wearable Device & Patient Monitoring

Devices that allow providers to track member clinical metrics and treatment.

Patient Engagement Tools

Tools designed to get members in front of providers.

Everybody's Doing It



Increased comfort with telehealth since COVID-19.

Partnering with and buying digital solutions.

Offer digital health solutions and cost management tools.

Why Everybody's Doing It



Value: Convenience and ease of access.

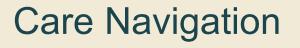
Value: Affordable and scalable way to manage risk and respond to consumer demand. Value: HR benefit, way to contain costs.

Why You Should Do It

REASON 1	REASON 2	REASON 3
Overcome obstacles to preventative care. • Geographic disparities.	 Produce better outcomes. More doctor visits. 	 Quality control. Tap into provider cost and quality data.
 Time constraints. Stigma (mental health). Financial Constraints. 	 Conditions caught earlier. Conditions addressed earlier. 	 Empower members to make better decisions. Connect members with high-quality providers.

Solutions and Cost Drivers

Solution Categories We'll Discuss



Digital Behavioral Health

Digital MSK

Overarching Goal:

Eliminate barriers to preventative care.



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Direct Primary Care (DPC)

Care Navigation

What is it?

- Digital guidance to in-network providers.
- Actionable cost and quality metrics.
- Identify care gaps and encourage engagement.

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What are the benefits?

- 1. Encourages preventative care.
- 2. Steerage to high-quality, cost-effective care.
- 3. **Promotes clinically appropriate care.**

Digital MSK

What is it?

- Monthly membership fee for unlimited primary care.
- Virtual-First Primary Care options.
- Aligned interests, lower patient panels.

What are the benefits?

- 1. Encourages preventative care.
- 2. Better preventative care.
- 3. Make primary care primary again.

Sword

Digital EAP/Behavioral Health

What is it?

- Employee Assistance Program
- Provides set number of behavioral health visits, and guidance to other support services.
- Members can meet with providers via phone, app, video, or in-person.

What are the benefits?

- 1. Lowers financial and physical barriers to behavioral health care.
- 2. Issue-focused sessions help member cope with stressors.
- 3. Short term therapy can identify need for more acute interventions.



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Emerging Solutions

Health Equity

- Focus on providing culturally competent care.
- Opportunity to engage potentially underserved communities.
- Head-on approach to social determinants of health.



Condition Specific Solutions



Pediatric Behavioral Health High-Acuity Behavioral Health Neurological Issues

Financial Access

- Interest free credit for member's healthcare expenses.
- App to track balance and repay.
- Avoid deferred primary care and negative outcomes.





Vetting and Implementation

How to Choose a Digital Solution

Have an idea of your desired outcomes.

- Center discussion on how vendor will get you there.
- Explore your TPA's product offering too.

Put the vendor to work.

- Ask questions, be shameless about it.
- Find out who their competitors are.

Rely on your eco-system partners for implementation

Your Ecosystems

For mid-market employers, your industry partners play a large role in implementation.

TPA	Administers solutions.	May have preferred partnerships w/solutions.
NETWORK	Impacts what TPA will administer.	May have in-network digital solutions.
ADVISOR	Sharp, driven healthcare professionals.	Ties everything together for employer.



