

The Evolution of Patient-Centered Primary Care

National Institute for Health Care Management
(NIHCM) Webinar on the Health Care Workforce

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State of the Nation – We are at a Fork in the Road

Key healthcare challenges, such as insufficient resources directed to primary care, drive unsustainable healthcare costs and poor performance

Americans without access to primary care

60 Million

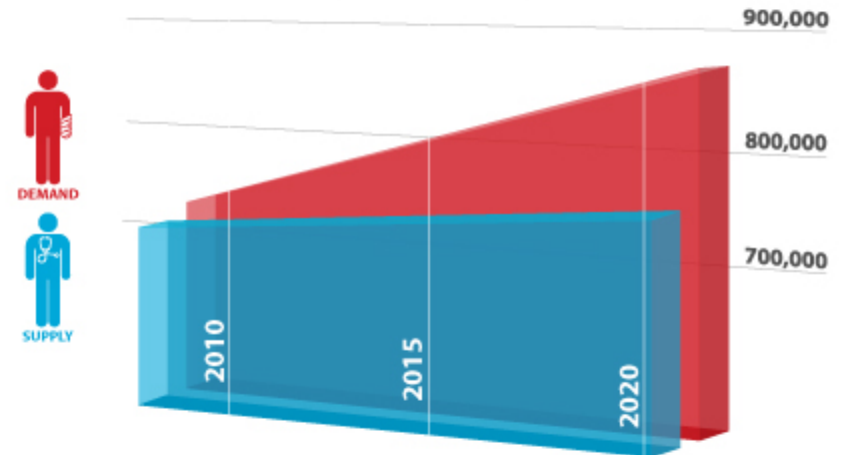
Average wait for non-emergency appointment

20.3 Days

PCPs accepting new patients

49.8%

Projected Supply and Demand of All Physicians



- Anticipated 90K physician shortage by 2020, including a 45K PCP shortage

Source: Association of American Medical Colleges

Holistic solution required to drive the change to a proactive, coordinated and efficient health system focused on the health and well-being of each patient

Our Solution: Patient Centered Care

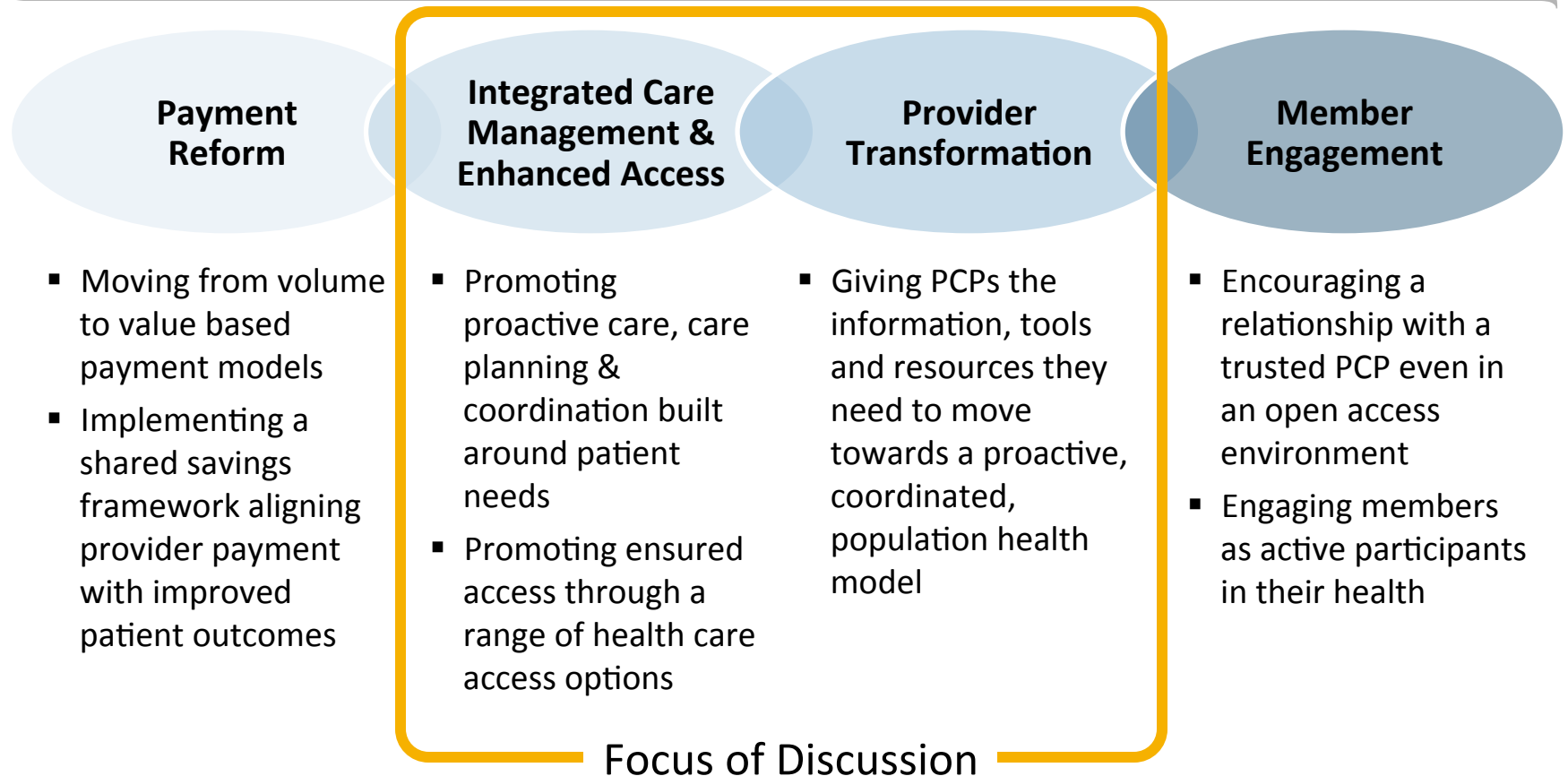
Patient Centered Care Goals: Drive the transformation to a patient centered care model that promotes **access**, **coordination** across the continuum, **wellness** and **prevention** by **collaborating** with physicians, **starting with primary care**, in ways that allows them to **successfully manage the health of their patients** and **thrive in a value based reimbursement** environment

Hallmarks of Patient Centered Care Solution



Aligns with industry definition of 'Accountable Care Organizations'

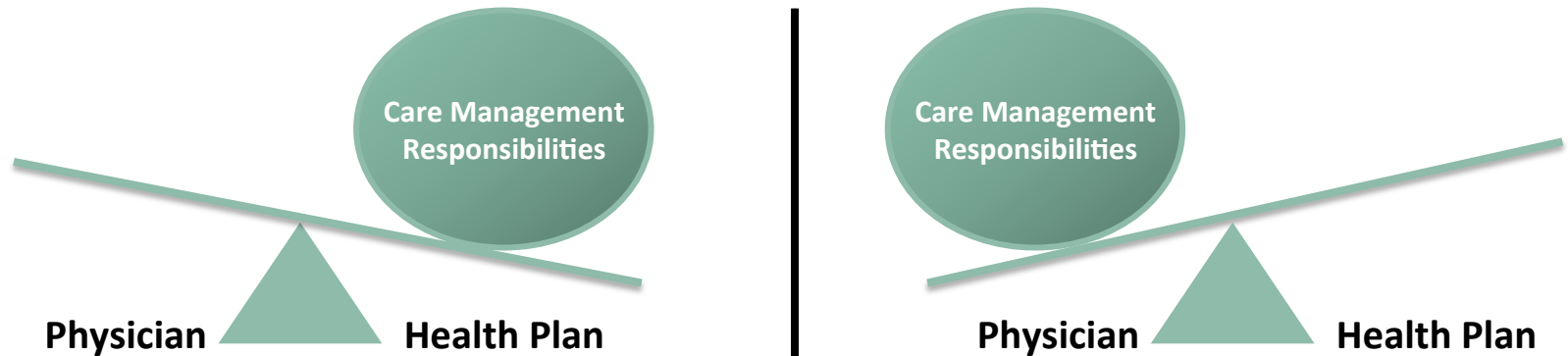
Key Solution Components that Drive a Shift to Patient Centered Care



Results in a shift from a transaction based relationship to an inter-dependent collaborative relationship

Aligned Care Management Model

A patient centered model leverages the best capabilities of physicians and health plans to optimize patient care management and engagement



Increasing ability of physicians to take on more accountability for care management

- Physician is beginning the practice transformation journey
 - Focus is on educating physicians about available resources for their patients, ensuring they integrate into their care plans and encourage patients to enroll
 - Provide training, education and tools to support care coordination and transformation activities and enable physicians to take on increasing responsibility
- Advanced provider organizations take on increased responsibility for a broad set of care management and disease management activities, shifting the responsibility for those activities from the health plan to the practice.
 - Prevalent in key markets (e.g., CA) with opportunities to expand model as provider organizations mature and more advanced organizations engage

LiveHealth Online Enables Members to Connect to a Doctor Securely Online



Benefits

Consumers

- Immediate access to providers, anytime, anywhere
- Greater convenience and choice

Providers

- Freedom and flexibility, without overhead
- Increased practice revenue, efficiency

Employers

- Reduced medical cost
- Improved productivity
- Increased employee satisfaction

Provider Transformation

Information

Tools

Resources

Anthem will provide a variety of resources to help practices transform:

- Meaningful and actionable information
- Alternate care delivery technology (e.g., Live Health Online)
- Enhanced Patient Record (e.g., EMR, MMH+ and LPR)
- Comprehensive toolkits (e.g., care planning templates, population health registries)
- American College of Physicians Medical Home Builder®
- Learning Collaboratives

Patient Centered Care Is An Inclusive, Flexible and Extensible Framework

Inclusive, because any provider organization with a primary care foundation willing to follow the program terms can participate

- Whether small, independent PCP organizations or larger, integrated organizations (IPAs, ACOs) with a primary care foundation
- The broader our reach, the greater the opportunity to influence positive change

Flexible, because it is not a one-size-fits-all approach

- We're moving past acronyms like PCMHs or ACO and creating a set of solutions that allow us to support and work with primary care providers based on where they are today
- We will offer that support regardless of their current capabilities or how they are organized – and help them improve the quality and cost of care they deliver

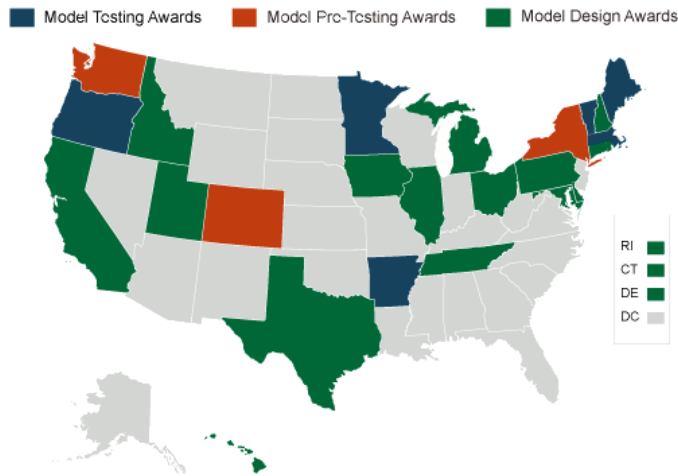
Extensible, because it is designed to adapt and change with our physician partners

- Our model will continue to evolve with practices to support them as they take on increasing accountability for the cost and quality of care delivered to their patients
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Aligning with Government Initiatives

Anthem's Patient Centered Care approach aligns with government efforts to achieve a value based healthcare model, receiving accolades and garnering support for further expansion

State Innovation Models (SIM) Grant

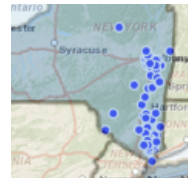


Source: Centers for Medicare & Medicaid Services

- **ME:** 1 of 6 SIM Model Testing Award recipients and Anthem is on the 20-member Steering Committee overseeing execution
- 6 other Anthem markets received SIM grants:
 - **NY CO:** 2 of 3 Model Pre-Testing Awards
 - **CA, OH, CT, NH:** Received Model Design Awards (17 total)

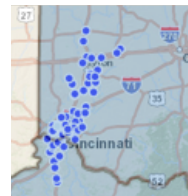
CMMI Comprehensive Primary Care Initiative

- Beginning 11/1/12, participating in all 3 Anthem markets selected for the 7 CPC sites



New York: Capital District-Hudson Valley Region

74 Primary Care Practices | 287 Providers | 6 Payers
Estimated 39,171 Beneficiaries Served



Ohio & Kentucky: Cincinnati-Dayton Region

75 Primary Care Practices | 276 Providers | 10 Payers
Estimated 44,486 Beneficiaries Served



Colorado: Statewide

74 Primary Care Practices | 369 Providers | 9 Payers
Estimated 42,064 Beneficiaries Served |

Other markets: AR, NJ, OK, OR

Patient Centered Care is the New Normal with Efforts Underway to Further Build and Enhance

Current

- Started with a focus on provider organizations with a primary care foundation
- Patient Centered Care in nearly all our markets
 - 3,600+ arrangements including 52 ACOs
 - More than 22.5K physicians and 14.5K PCPs
 - Nearly **1.8 million** attributed members
- Will be in all of our markets covering at least 20% of our PCPs participating by early 2014
- Build out medical neighborhood including expanding hospital P4P and bundled payment programs and implementing the Patient Centered Specialty Care program 1/1/14

2015-2016

- Continue to build the medical neighborhood, ensuring that all providers across the continuum share common patient centered goals around improved quality and reduced cost
- Launch National Patient Centered Primary Care Solution providing seamless access to a national Blue Plan patient centered care network
- The patient centered framework will cover up to 75% of our PCPs
- Optimize alignment of incentives across the provider continuum and with member incentives around common patient centered goals

Increasing benefits to all – better outcome, lower costs – as providers ramp-up and Patient Centered Care footprint expands

Questions

