

Painting a Picture of....



*Note: If you choose to make this idea with a real person, you will need to have a paint can and a tray of paint.

Sandy L. Chung, MD, FAAP, FACHE

CEO, Trusted Doctors

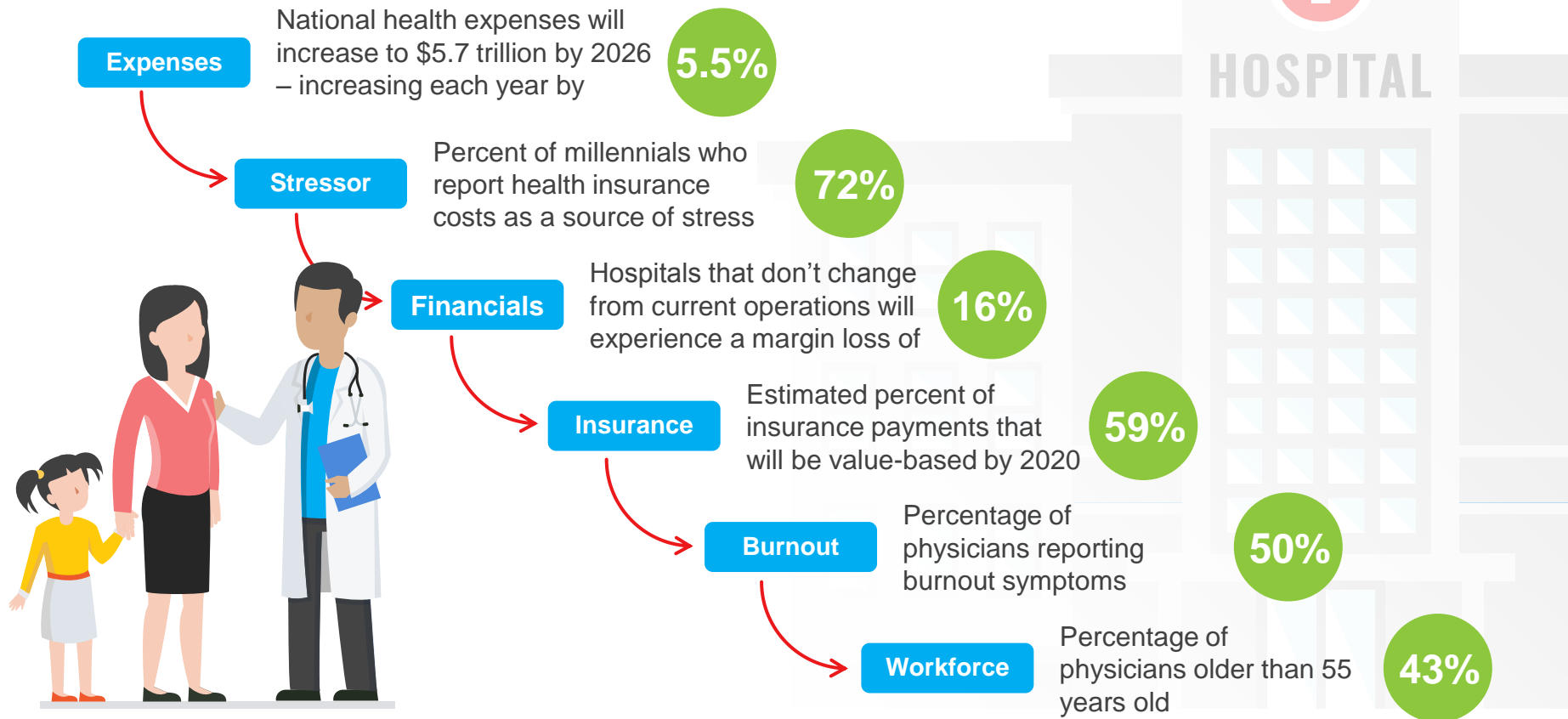
President, Virginia Chapter AAP

Disclosure statement

I have no relevant financial relationships with the manufacturer(s) of any commercial product(s) and/or provider(s) of commercial services discussed in this CME activity. I do not intend to discuss an unapproved/investigative use of a commercial product/device in our presentation.



Cascade of Healthcare Challenges for the Near Future



What is Critical for 2019?

- 1) Data & Analytics
- 2) Total Consumer Health
- 3) Population Health Services
- 4) Value-based Payments
- 5) The Digital Healthcare Organization
- 6) Rising Pharmacy Costs
- 7) External Market Disruption

- From Healthcare Executive Group Top Critical Challenges

The Language of Insurance



Which Definition Are We Using?



Val·ue

/ˈvalyoʊ/

noun

the regard that something is held to deserve; the importance, worth, or usefulness of something.

"your support is of great value"

synonyms: worth, usefulness, advantage, benefit, gain, profit, good, help, merit, helpfulness

verb

estimate the monetary worth of (something).

"his estate was valued at \$45,000"

synonyms: evaluate, assess, estimate, appraise, price, put/set a price on

Source: Oxford Pocket Dictionary of Current English

blackswanfarming.com

Value-Based Contracts

PMPM

“Per Member Per Month” Payments for providing services such as care coordination or patient-centered medical home services

Shared Savings

Help to reduce the cost of care for your total attributed members and then you share in the savings with the insurance company

At Risk

Payments that are available for caring for your attributed patients may be partially or completely “at risk” for having to pay the insurance company back

What is needed to Succeed?

Meet Your Targets for Quality Measures

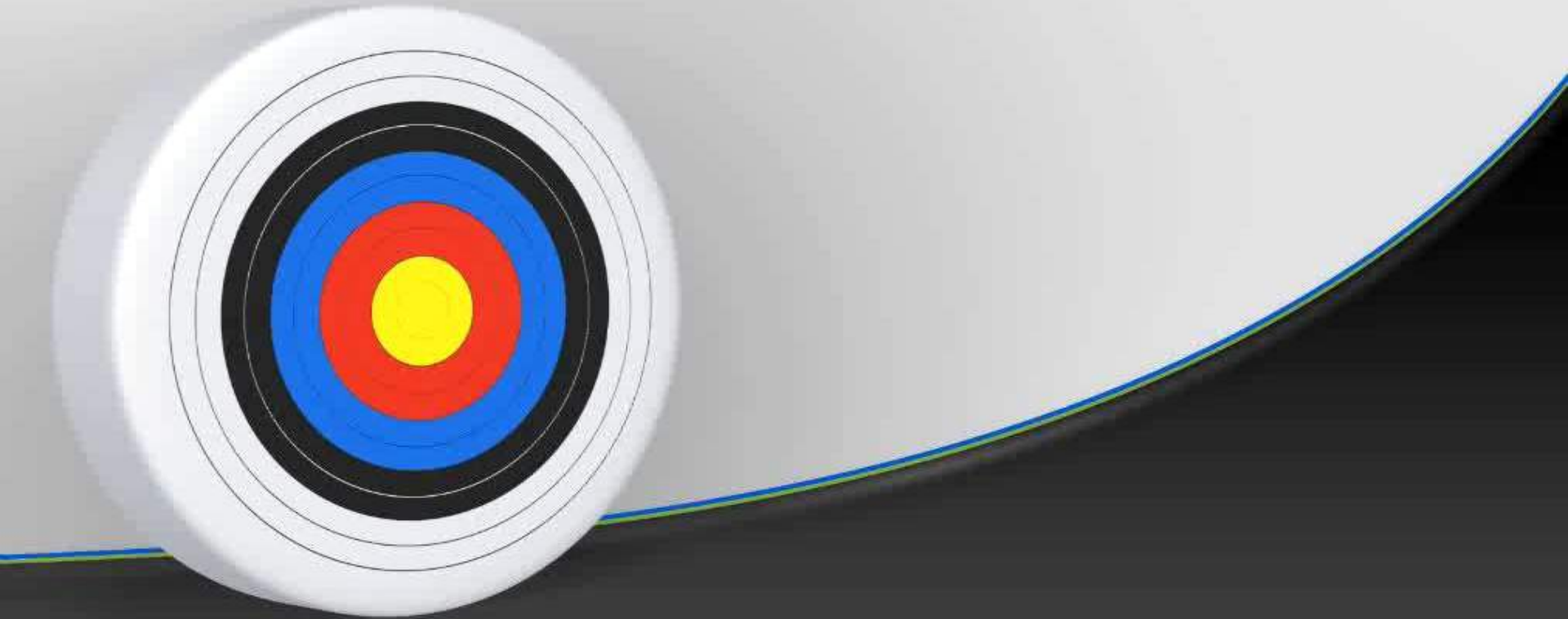
Increase Primary Care and Preventative Medicine

Reduce High Costs – ER Utilization, In-Network Care,
Pharmacy

Focus on New Innovations to Improve the Health of Your Patients

Quality Metrics – Targets for Payment

How do you maximize payments?





HEDIS Measures

The Healthcare Effectiveness Data and Information Set (**HEDIS**)

- Used by more than 90% of health plans to measure performance on important dimensions of care and service
- Most common quality measures for Value-Based Contracts.

Pediatric
HEDIS
Measures –
need more?

Effectiveness of Care: Prevention and Screening

Childhood Immunization Status (CIS) (Combo 10)

Immunizations for Adolescents (IMA)

Weight Assessment and Counseling for Nutrition and Physical Activity for Children/Adolescents (WCC)

Lead screening in Children (LSC)

Effectiveness of Care: Utilization of Services

Well-child visits in the first 15 months of life (W15)

Well-child visits in the third, fourth, fifth and sixth years of life (W34)

Adolescent well-care visits (AWC)

Effectiveness of Care: Overuse/Appropriateness

Appropriate Treatment for Children With URI

Effectiveness of Care: Respiratory Conditions

Asthma Medication Ratio (AMR)

Appropriate Testing for Children With Pharyngitis (CWP)

Effectiveness of Care: Behavioral Health

Follow-Up Care for Children Prescribed ADHD Medication (ADD)

Follow-Up After Hospitalization for Mental Illness (FUH)

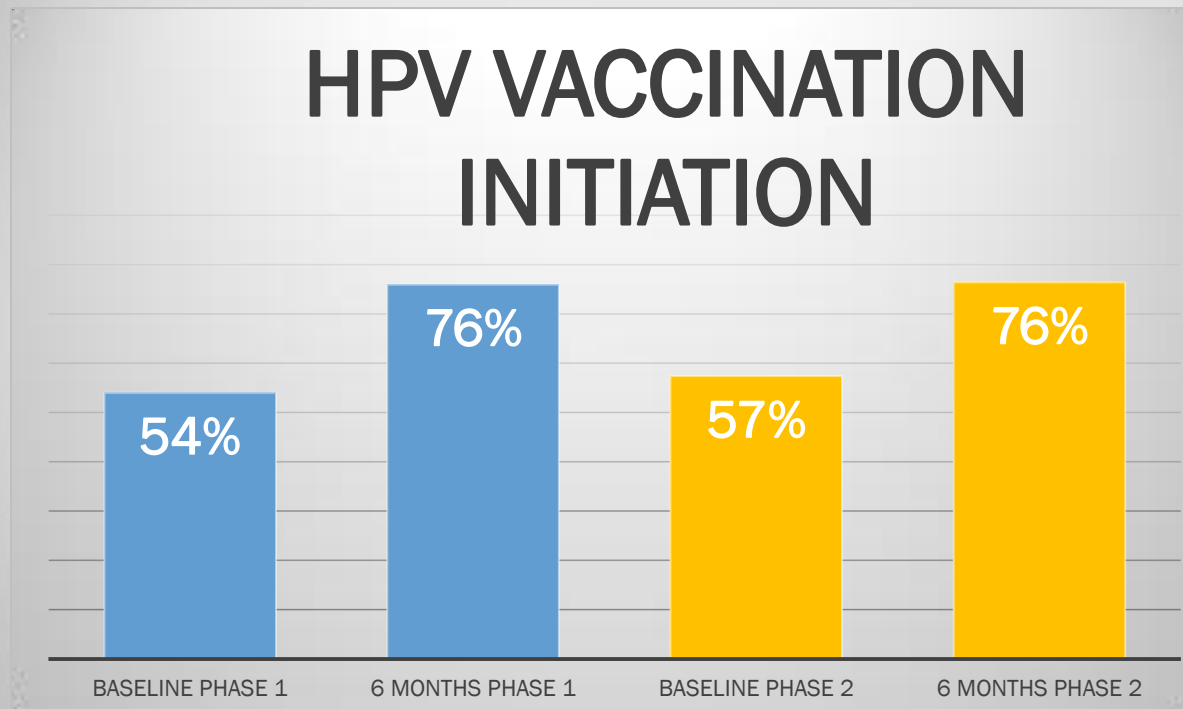
Follow-Up After Emergency Department Visit for Mental Illness (FUM)

Utilization of the PHQ-9 to Monitor Depression Symptoms for

Changing Provider Behavior...

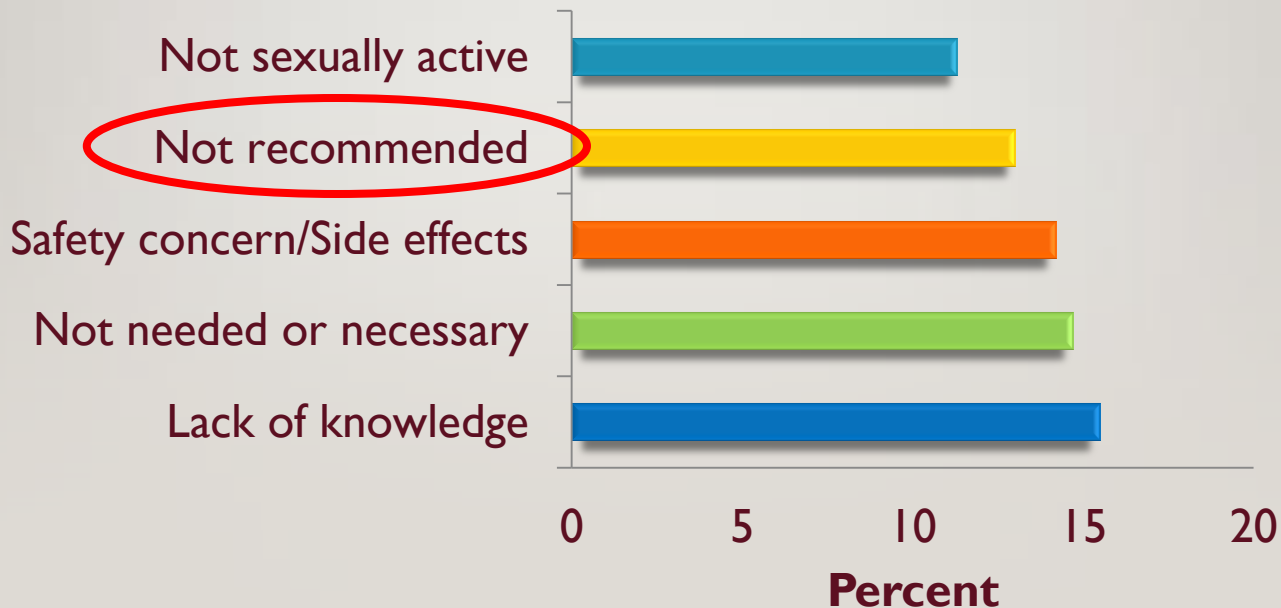


Preventative Care – Focus on Wellness



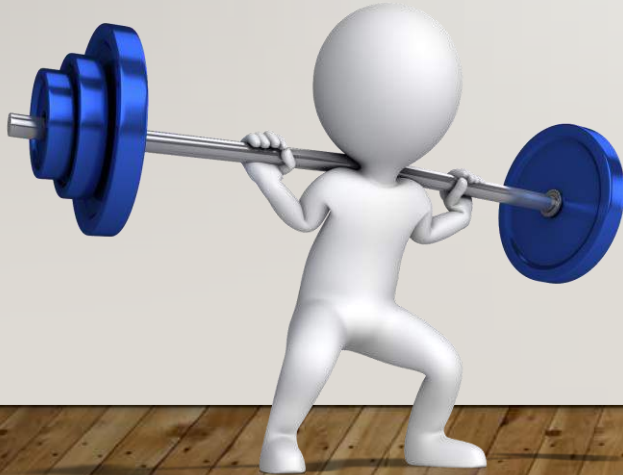
Virginia
AAP
Chapter
HPV Vaccination
Improvement
QI Project
2017

REASONS PARENTS WON'T INITIATE HPV VACCINATION FOR CHILDREN



STRATEGY:

STRONG PROVIDER RECOMMENDATION



SAME WAY: Effective recommendations group all of the adolescent vaccines

Recommend HPV vaccination the same way you recommend Tdap & meningococcal vaccines.

SAME DAY: Recommend HPV vaccine *today*

Recommend HPV vaccination the same day you recommend Tdap & meningococcal vaccines.

ANNOUNCEMENT VS. CONVERSATION

Will a “conversation” versus an
“announcement” of vaccines
recommended on the adolescent
platform impact uptake?



Brewer NT, Hall ME, Malo TL, et al. Announcements Versus Conversations to Improve HPV Vaccination Coverage: A Randomized Trial. *Pediatrics*. 2017;139(1):e20161764

STRUCTURE OF “ANNOUNCEMENT”

Child is due for 3 vaccines to be given today:

- mentioning the child's age;
- announcing the child is due for 3 vaccines recommended for children this age,
- placing HPV vaccine in the middle of list; and
- Saying they will vaccinate today



EXAMPLE: ANNOUNCEMENT

Note child's age

“I see here that Michael just turned 11”

Announce the child is due for 3 vaccines recommended for children this age, place HPV vaccine in middle of list

“Because he's 11, Michael is due for meningitis, HPV, and Tdap vaccines”

Say you will vaccinate today

“We'll give those at the end of today's visit”

Move on with the visit

EXAMPLE: CONVERSATION

Introduce 3 vaccines recommended for children this age, place HPV vaccine in middle of list

“There are three important vaccines we give to kids Michael’s age – meningitis, HPV, and Tdap”

Discuss health benefits

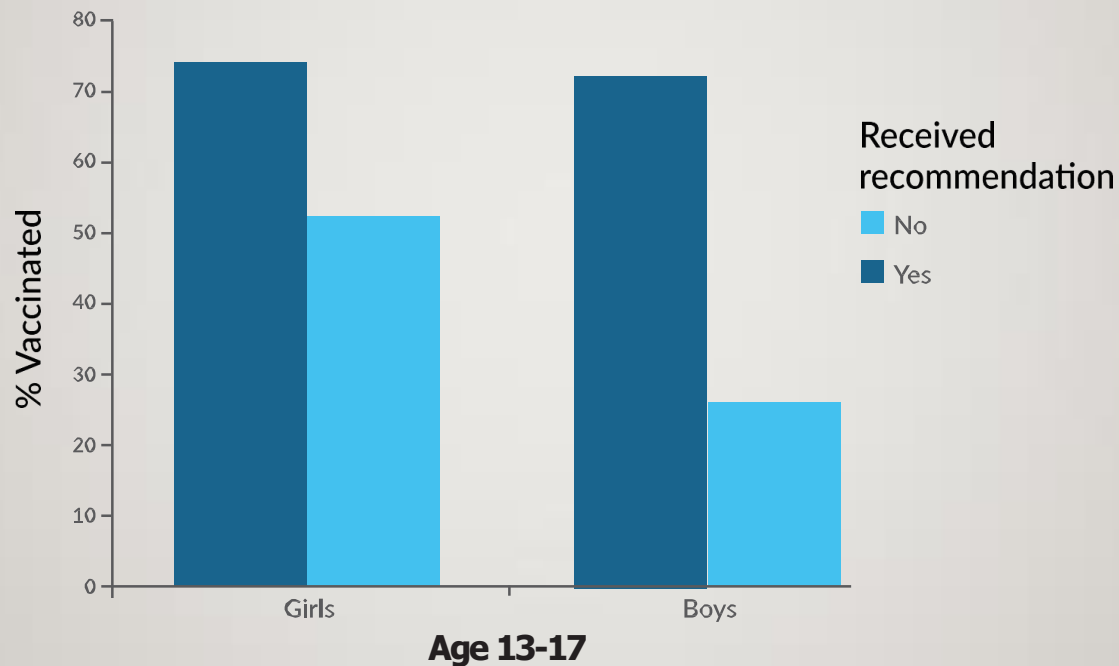
“We give these vaccines now to prevent infections that can cause serious health problems in adolescence and adulthood. Because the vaccines are preventive, they’re important to get well before exposure.”

Invite questions, saving recommendation for later

“What questions do you have?”



Your recommendation has a big impact



National Immunization Survey – Teen, 2013 (Stokley et al., 2014)

EACH ADOLESCENT VISIT MAY BE THE LAST CHANCE TO VACCINATE!

30% of adolescents never present for preventive care

Only 1 in 15 adolescent visits is for well care

Preventive visits decline after age 13

Early adolescents (11-14 years old) had 3 times more preventive visits than late adolescents



STRATEGY:

**TRACK
COMPLETION &
FOLLOW UP**

**USE EVERY
OPPORTUNITY!**

Timing

- Reminder – to patients who will be due soon
- Recall – to patients who are past due

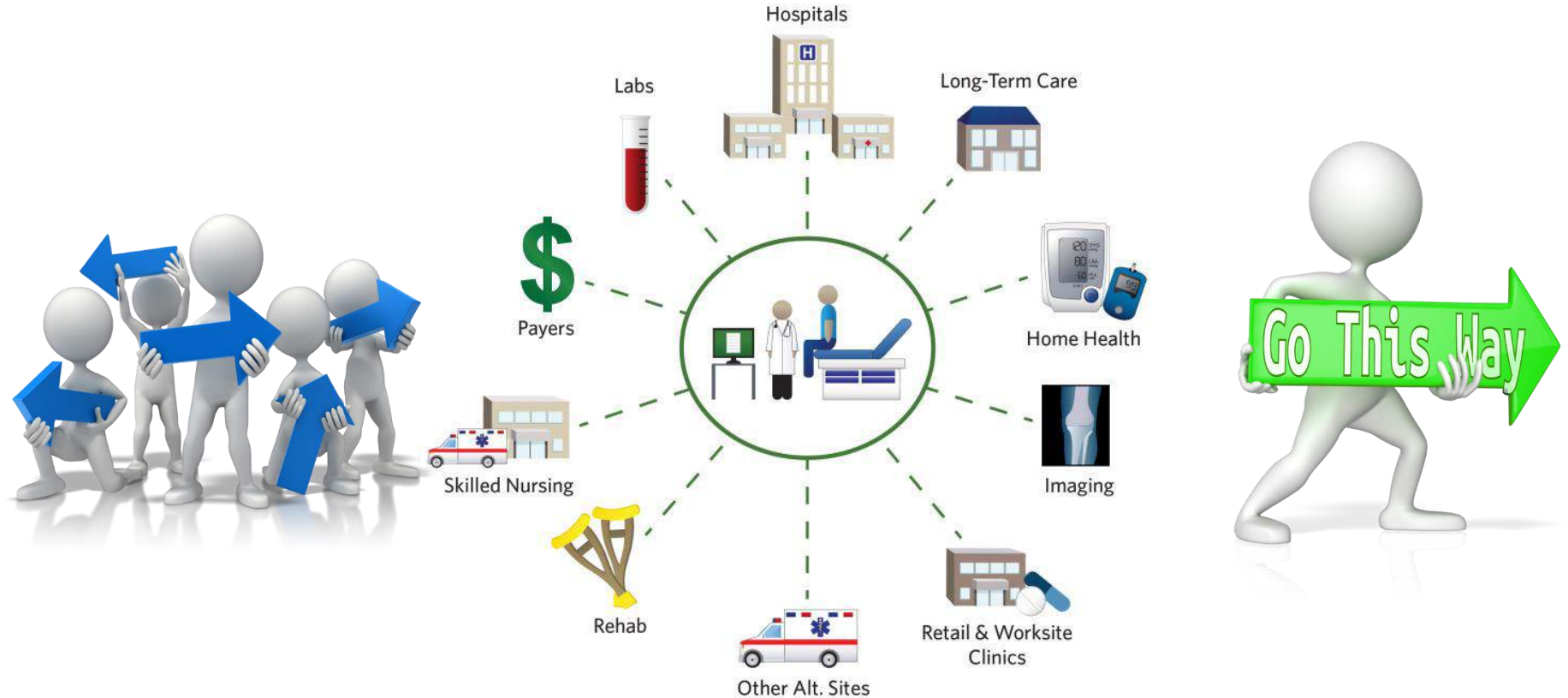
Content

- Patient Specific – Dose Specific Notification
- Educational message



Care Coordination

Key to Success for Value-based Care



Use in-network radiology sites and in-network labs

The Price Difference - An example from an insurance company website

Chest Xray –

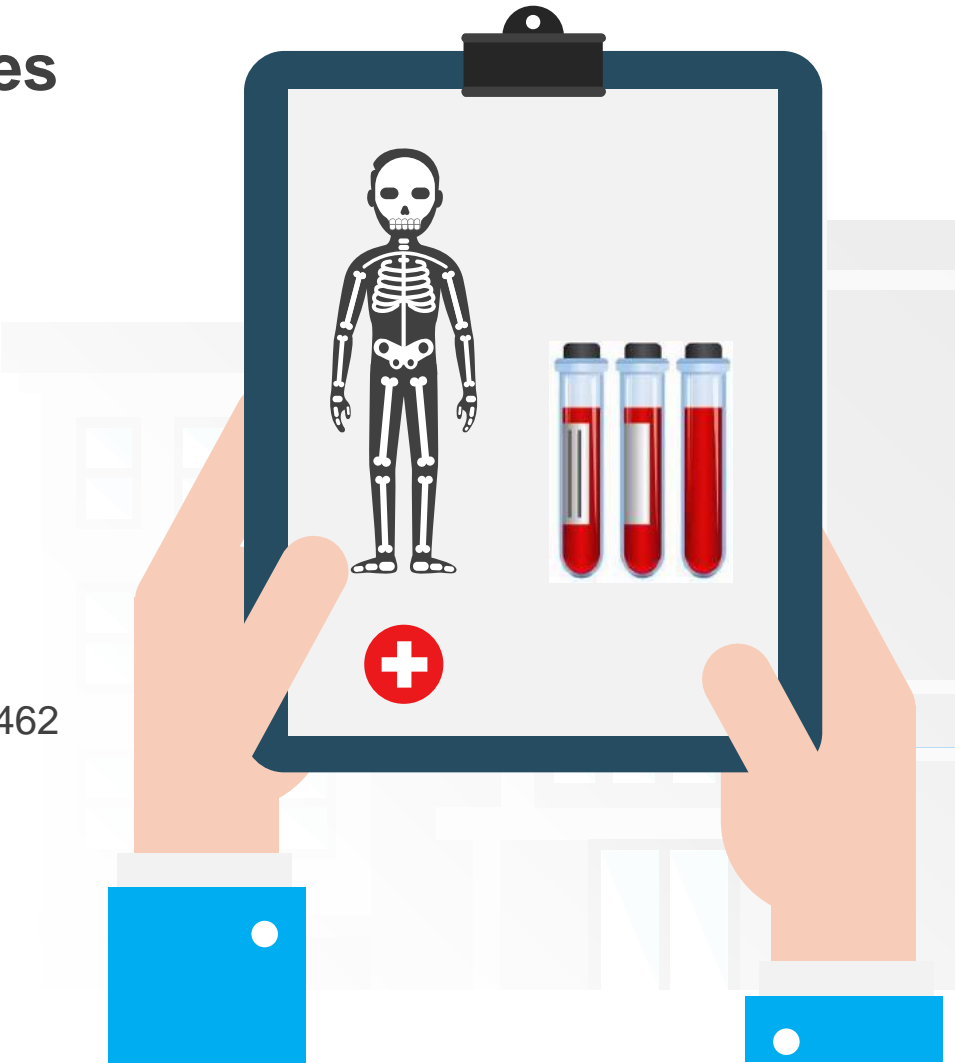
Outpatient Radiology Site – \$40-\$189

Hospital A – More than \$189

Abd and Pelvis CT –

Outpatient Radiology Site – Less than \$462

Hospital A – \$462 - \$1,287



Pharmacy Costs

Generics vs Brand

Formulary vs Non-formulary

DRUG PRICES CANADA VS USA		
		
EPIPEN FOR ANAPHYLAXIS	\$290	\$620
CRESTOR FOR HIGH CHOLESTEROL	\$160	\$730
PREMARIN FOR ESTROGEN THERAPY	\$84	\$421
ABILIFY FOR DEPRESSION	\$436	\$2,626
ZETIA FOR HIGH CHOLESTEROL	\$183	\$840
NEXIUM FOR HEARTBURN	\$214	\$736
SYNTHROID FOR HYPOTHYROIDISM	\$50	\$101
JANUVIA FOR DIABETES	\$255	\$1,064
CELEBREX FOR ARTHRITIS	\$212	\$895
ADVAIR FOR ASTHMA & COPD	\$212	\$980

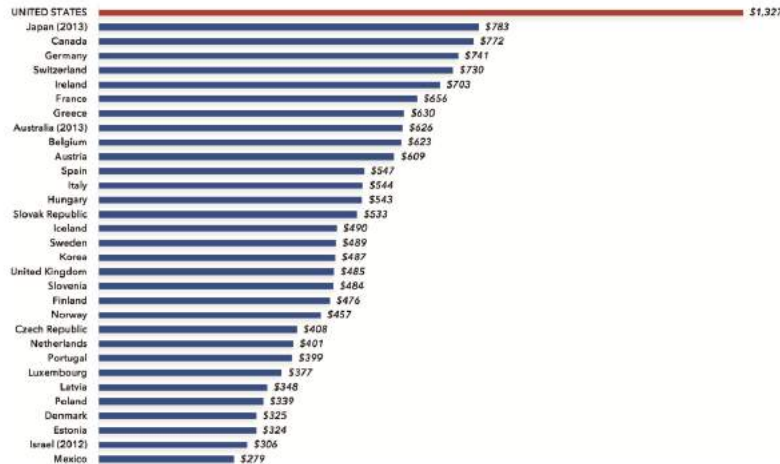
July 2017: Epinephrine Injectors Gross Cost Per Claim

Generics	Adrenaclick AG - at CVS	\$109.99
	Adrenaclick AG - all Pharmacies	\$180.23
	EpiPen AG	\$303.60
Brands	EpiPen	\$668.84
	Auvi-Q	\$7,016.84

ADHD DRUGS	Cost
Adderall	\$56
Adderall XR	\$94
Vyvanse	\$310
Concerta	\$239
Ritalin	\$59
Intuniv	\$33
Strattera	\$142
Focalin XR	\$221
Ritalin LA	\$121
Metadate CD	\$112
Focalin	\$52
Daytrana	\$350
Quillivant XR	\$289
Dexedrine	\$147
According to GoodRx website	

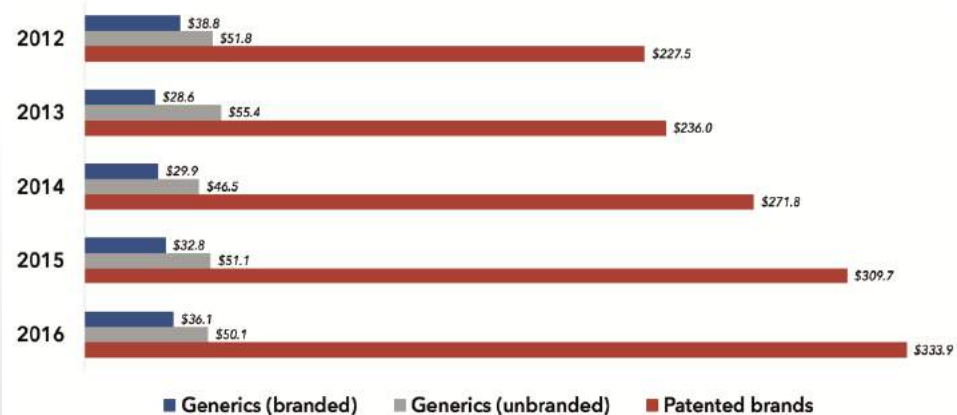
U.S. Drug Spending More Than Other Countries and Brand Usage Increasing

Figure 2. Annual Per-Capita Drug Spending, 2014 (US\$ purchasing power parity-adjusted)

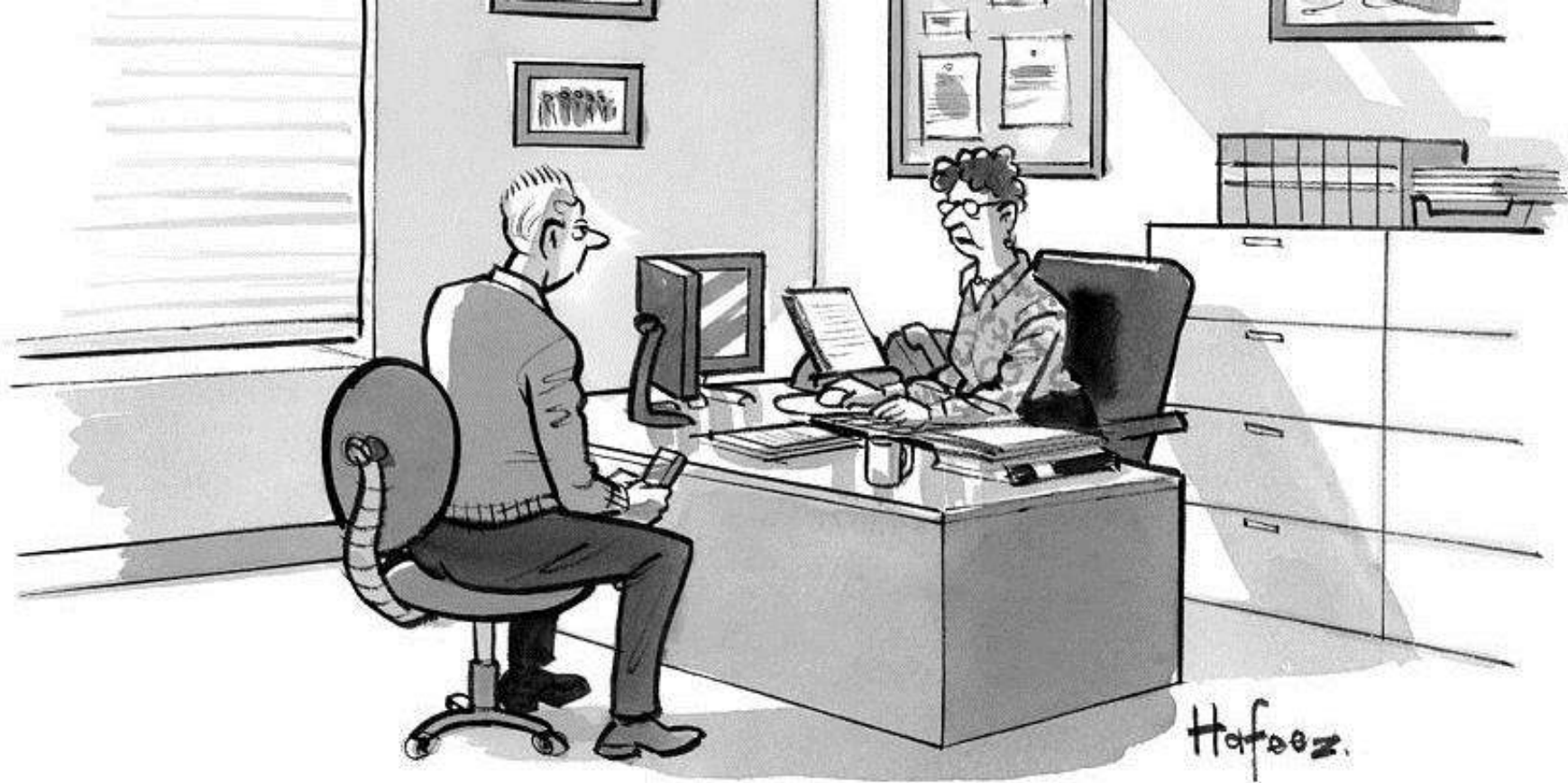


U.S. drug spending far exceeds that of other industrialized nations. Data in blue is from the Organisation for Economic Co-operation and Development, and represents both prescription and over-the-counter drug spending. The U.S. figure, in red, solely includes prescription drug spending, and is based on invoice prices calculated by the QuintilesIMS Institute. (Sources: OECD, QuintilesIMS, FREOPP analysis)

Figure 5. Prescription Drug Spending on Branded vs. Generic Drugs, 2012-2016 (Invoiced, Billions)



A decline in generic spending has been overwhelmed by the rise in branded spending. Unbranded generics have increased their share of prescription volume from 78 to 85 percent from 2012 to 2016. Remarkably, however, generic spending actually declined during this period. Patent-protected branded drugs accounted for all of the rise in drug spending. (Source: QuintilesIMS)



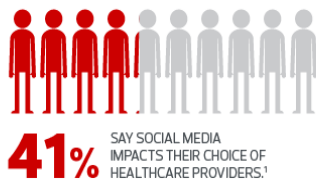
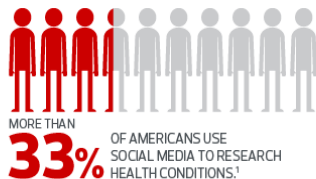
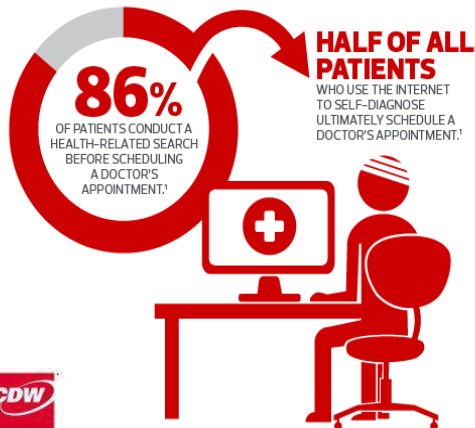
"You can't list your iPhone as your primary-care physician."

TODAY'S DIGITAL PATIENT

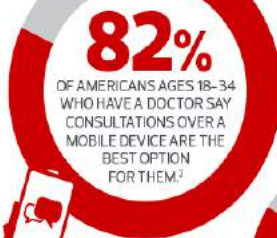


From pre-screening potential doctors to viewing their treatment information and keeping tabs on their exercise regimes – **modern patients are online AND IN TOUCH.**

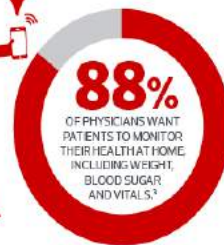
The digital patient is...
EDUCATED AND INFORMED BEFORE SEEING A DOCTOR



The digital patient is...
EMBRACING mHEALTH



The digital patient is...
STAYING CONNECTED POST-VISIT



1 OUT OF 3 PATIENTS
HAVE USED A PORTAL TO CONNECT WITH DOCTORS.⁵

70% OF PATIENTS
FIND PORTALS A CONVENIENT WAY TO COMMUNICATE WITH DOCTORS.⁵

64% OF PATIENTS
WOULD ACCESS THEIR MEDICAL RECORDS ONLINE IF THEIR DOCTOR PROVIDED A PORTAL.⁵



60% OF PATIENTS
SAY THEY RESEARCH THEIR PRESCRIPTIONS TO UNDERSTAND THEM BETTER – AND EVEN TO DECIDE WHETHER TO FILL THEM.¹

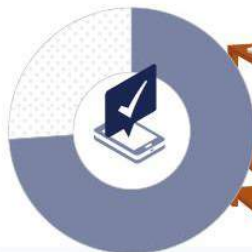
What is the
**ideal healthcare
experience**
for millennial consumers?



Convenient access

59% of U.S. healthcare consumers want their digital healthcare experience to mirror retail.

Source: NTT DATA Services



Digital channels

74% of millennial patients value the ability to book appointments and pay bills online.

Source: Salesforce Survey 2015



Ongoing relationship

48% of healthcare consumers want to partner with their healthcare providers for personalized treatment.

Source: Deloitte, 2015



Innovate to Meet Millennial Parents Expectations

Growing Telehealth Options – On-Demand Medicine

Patients
want
telehealth

Am
the nex

Avizia

Bright.md

CareClix™
Changing The Way You See Your Doctor

CARENA

CloudVisit
TELEMEDICINE

ConsejoSano
Por la salud del Hispano

TEST

Health
express

Healthsense®

HealthTap+

Honeywell
Life Care Solutions

i clinic
THE VIRTUAL HOSPITAL

TELEHEALTH
We're there for you

iSelectMD
Get well soon.

kura™
REIMAGINE VIRTUALLY. IMPROVE.

LiveHealth®
ONLINE
Cuidado Medico

MAVEN

MDLIVE™

MeMD™

mevisit

NowClinic

NutraLife™

Online
USA
DOCTORS

pager

PHILIPS
Hospital to
Home

PlushCare
Get health. Give health.

Ringadoc

RUBICON MD

salesforce

SC

SPECIALISTS ON CALL™
Stronger Hospitals – Better Lives

StatDoctors™

Teladoc™

TreatMD

Vidyo

virtuwell.
by HealthPartners

vivre
HEALTH

zipnosis
Healthcare in your pocket

Get antibiotics prescriptions online in 15 minutes

Book Now

PlushCare

Book an Appointment

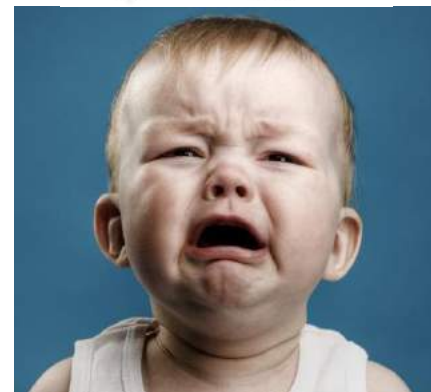
or call (888) 305-5367

17 JULY 2018 / STREP THROAT

Antibiotics For Strep Throat



No!



American Academy
of Pediatrics



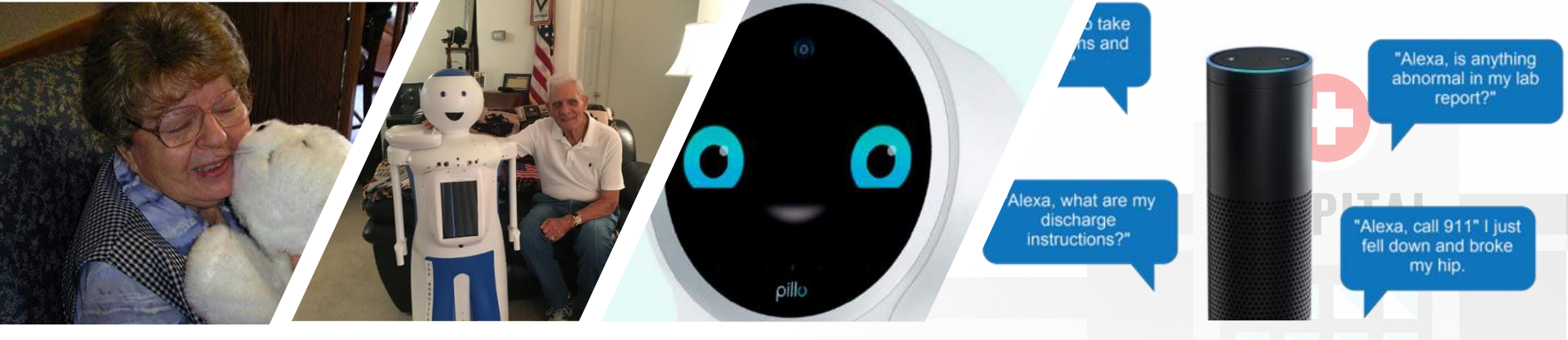
DEDICATED TO THE HEALTH OF ALL CHILDREN®

SPROUT

Supporting Pediatric Research on
Outcomes and Utilization of Telehealth



Telemedicine Devices



Robots and AI

THANK YOU!

Questions?

Sandy Chung, MD
schung@fairfaxpediatrics.com

