Painting a Picture of....

*Note: If you choose to replace this video with a custom video, you will first need to move or delete the transparent shape that is in front of the video above. The transparent shape is placed in front of the video to provide a click-through to the next slide in slide show mode.
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

National health expenses will increase to $5.7 trillion by 2026—increasing each year by 5.5%.

Percent of millennials who report health insurance costs as a source of stress: 72%

Hospitals that don’t change from current operations will experience a margin loss of 16%.

Estimated percent of insurance payments that will be value-based by 2020: 59%

Percentage of physicians reporting burnout symptoms: 50%

Percentage of physicians older than 55 years old: 43%
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?

Value

/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
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.

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

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

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 Adolescents and Adults (DMS)
Changing Provider Behavior...
Virginia AAP Chapter
HPV Vaccination Improvement QI Project 2017

Preventative Care – Focus on Wellness

HPV VACCINATION INITIATION

- Baseline Phase 1: 54%
- 6 Months Phase 1: 76%
- Baseline Phase 2: 57%
- 6 Months Phase 2: 76%
REASONS PARENTS WON’T INITIATE HPV VACCINATION FOR CHILDREN

- Not sexually active
- Not recommended
- Safety concern/Side effects
- Not needed or necessary
- Lack of knowledge

Source: Stokley et al. MMWR. 2014.
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?

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

July 2017: Epinephrine Injectors
Gross Cost Per Claim

<table>
<thead>
<tr>
<th>Generics</th>
<th>Adrenaclick AG - at CVS</th>
<th>$109.99</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Adrenaclick AG - all Pharmacies</td>
<td>$180.23</td>
</tr>
<tr>
<td></td>
<td>EpiPen AG</td>
<td>$303.60</td>
</tr>
</tbody>
</table>

| Brands | EpiPen | $668.84 |
|        | Auvi-Q | $7,016.84 |

According to GoodRx website

<table>
<thead>
<tr>
<th>ADHD DRUGS</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adderall</td>
<td>$56</td>
</tr>
<tr>
<td>Adderall XR</td>
<td>$94</td>
</tr>
<tr>
<td>Vyvanse</td>
<td>$310</td>
</tr>
<tr>
<td>Concerta</td>
<td>$239</td>
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<tr>
<td>Ritalin</td>
<td>$59</td>
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<tr>
<td>Intuniv</td>
<td>$33</td>
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<tr>
<td>Strattera</td>
<td>$142</td>
</tr>
<tr>
<td>Focalin XR</td>
<td>$221</td>
</tr>
<tr>
<td>Ritalin LA</td>
<td>$121</td>
</tr>
<tr>
<td>Metadate CD</td>
<td>$112</td>
</tr>
<tr>
<td>Focalin</td>
<td>$52</td>
</tr>
<tr>
<td>Daytrana</td>
<td>$350</td>
</tr>
<tr>
<td>Quillivant XR</td>
<td>$289</td>
</tr>
<tr>
<td>Dexedrine</td>
<td>$147</td>
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</tbody>
</table>

ADHD DRUGS: Adderall, Adderall XR, Vyvanse, Concerta, Ritalin, Intuniv, Strattera, Focalin XR, Ritalin LA, Metadate CD, Focalin, Daytrana, Quillivant XR, Dexedrine

Formulary vs Non-formulary

Drug Prices

<table>
<thead>
<tr>
<th>Drug</th>
<th>Canada</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>EpiPen</td>
<td>$290</td>
<td>$620</td>
</tr>
<tr>
<td>Crestor</td>
<td>$160</td>
<td>$730</td>
</tr>
<tr>
<td>Premarin</td>
<td>$84</td>
<td>$421</td>
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<tr>
<td>Abilify</td>
<td>$436</td>
<td>$2,626</td>
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<tr>
<td>Zetia</td>
<td>$183</td>
<td>$840</td>
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<tr>
<td>Nexium</td>
<td>$214</td>
<td>$736</td>
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<tr>
<td>Synthroid</td>
<td>$50</td>
<td>$101</td>
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<tr>
<td>Januvia</td>
<td>$255</td>
<td>$1,064</td>
</tr>
<tr>
<td>Celebrex</td>
<td>$212</td>
<td>$895</td>
</tr>
<tr>
<td>Advair</td>
<td>$212</td>
<td>$980</td>
</tr>
</tbody>
</table>
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)

**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

- **86%** of patients conduct a health-related search before scheduling a doctor’s appointment.
- More than **33%** of Americans use social media to research health conditions.
- **41%** say social media impacts their choice of healthcare providers.

The digital patient is...

EMBRACING mHEALTH

- **82%** of Americans ages 18-34 who have a doctor say consultations over a mobile device are the best option for them.

The digital patient is...

STAYING CONNECTED POST-VISIT

- **88%** of patients want to connect with doctors.
- **70%** of patients find portals a convenient way to communicate with doctors.
- **64%** of patients would access their medical records online if the doctor provided a portal.
- **60%** of patients say they research their prescriptions to understand them better – and even to decide whether to fill them.

The digital patient is...
Innovate to Meet Millennial Parents Expectations

What is the ideal healthcare experience for millennials?

**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 2018

**Ongoing relationship**
- 48% of healthcare consumers want to partner with their healthcare providers for personalized treatment.
  
  Source: Deloitte 2015
Patients want telehealth

Growing Telehealth Options – On-Demand Medicine

Source: Curated List By Jane Sarasohn-Kahn, 7 September 2016
Is this quality medicine?
Robots and AI
Questions?

Sandy Chung, MD
schung@fairfaxpeds.com

“A JOURNEY OF A THOUSAND MILES BEGINS WITH A SINGLE STEP.”

Lao-Tzu