

Employer Strategies: The Case for Adopting and Implementing Advanced Primary Care

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Speakers



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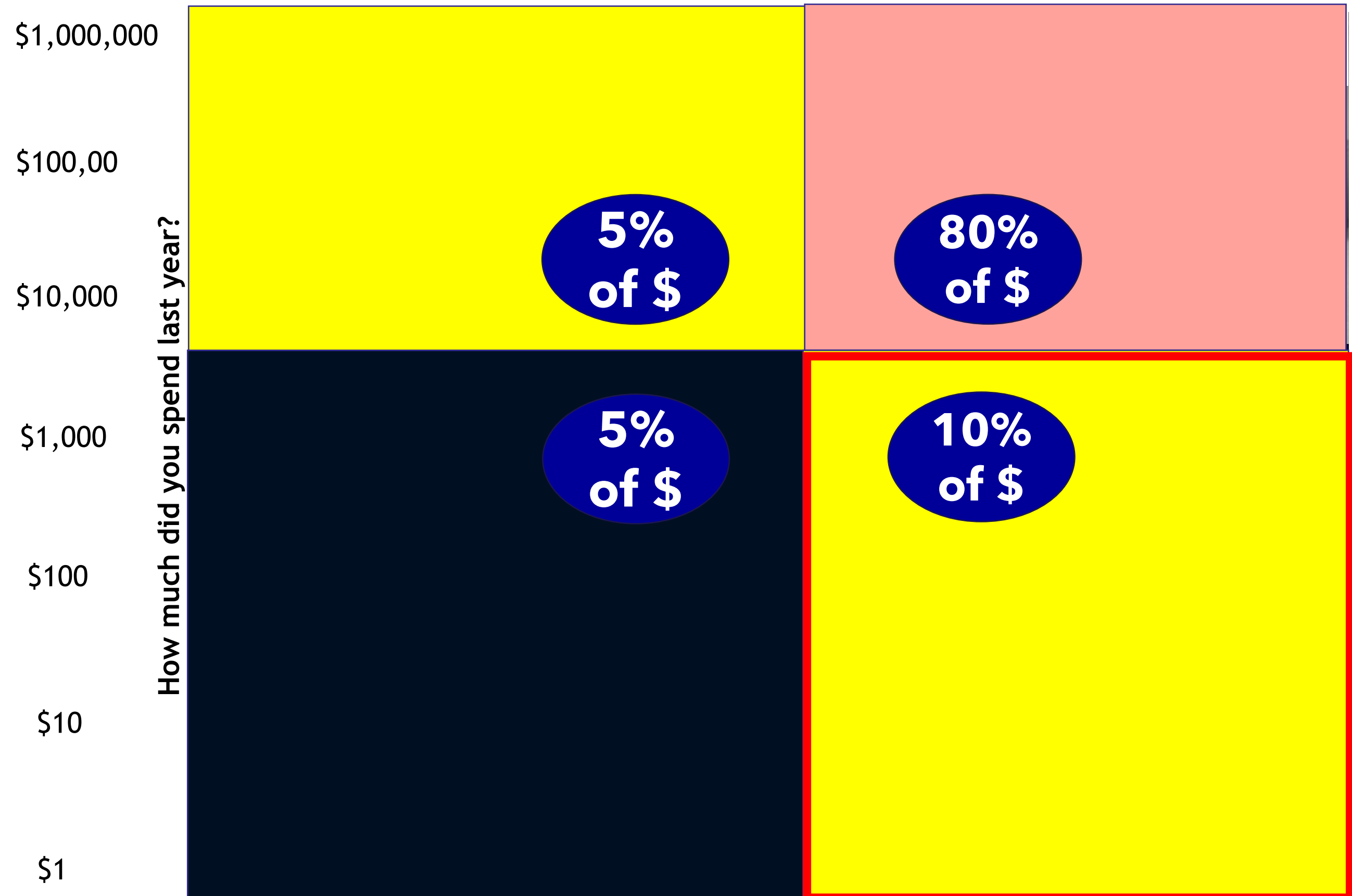


Linda Brady
VBC Portfolio and Network
Strategy Manager, Health
Care Strategy and Well
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Understanding “Whole Person” Clinical Risk Management

The 20th Century - What We Learned:

- Prevention Programs that are Disconnected from Whole Person Health has No Significant ROI
- Disease State Management Point Solutions Rarely Engage Patients
- Primary Care is Not Living Up to Expectations in FFS Model
- We have a Medical Marketplace to Drive Revenue
- FFS Drives Over-Utilization
- At Risk Entities Need a System of Care that Members Understand



Creating the Yellow Brick Road for Corporations

Right Cost

Fee-for-service primary care in America

Relationships between members and PCPs have eroded

Too Much

1 in 5

Of members had an annual wellness visit with a PCP in the last three years*

40%

Of members switch to a new provider each year***

2/3rds

PCPs owned by health systems or Optum, up from ~20% twenty years ago**

Right Care

Care



Advanced Primary Care has driven 10-15%+ total-cost of-care savings over 3-5 Years: **>\$1M for every 1,000 employees**



“Employers save an average of **25% on their employees’ total cost of care**”



“In the first two years, practices improved care for over 41,000 patients, resulting in nearly **\$14 million in shared savings.**”



“Preliminary data over a nine-month period indicates that per member-per-month **spending for participants has decreased by 14%**, ER utilization has decreased by 11%”



“Employees with diabetes, for example, saw a **24% reduction** on average in HbA1c levels.” and “patients saw an **11% reduction** in total cost of care”



“Increasing primary care spend by **just 1% led to a \$9 decrease** in per member per month costs, while also improving patient experience and outcomes” [**>5x ROI**]

¹ [ZocDoc](#), ² [JAMA](#), ³ [JAMA](#), ⁴ [J Gen Intern Med](#), ⁵ [JAMA](#), ⁶ [Aledade](#), ⁷ [CHCF](#)

⁸ [Included Health](#), ⁹ [BCBS NC](#)

1

Enhanced access for patients

Convenient access, same day appointments, walk-ins, virtual access, no financial barriers to primary care

2

More time with patients

Enhanced patient engagement and support, shared decision-making, understanding preferences, social determinants of health

3

Realigned payment methods

Patient-centered experience and outcomes, quality and efficiency metrics, deemphasize visit volume

4

Organizational & infrastructure backbone

Relevant analytics, reporting and communication, continuous staff training

5

Disciplined focus on health improvement

Risk stratification and population health management, systematic approach to gaps in care

6

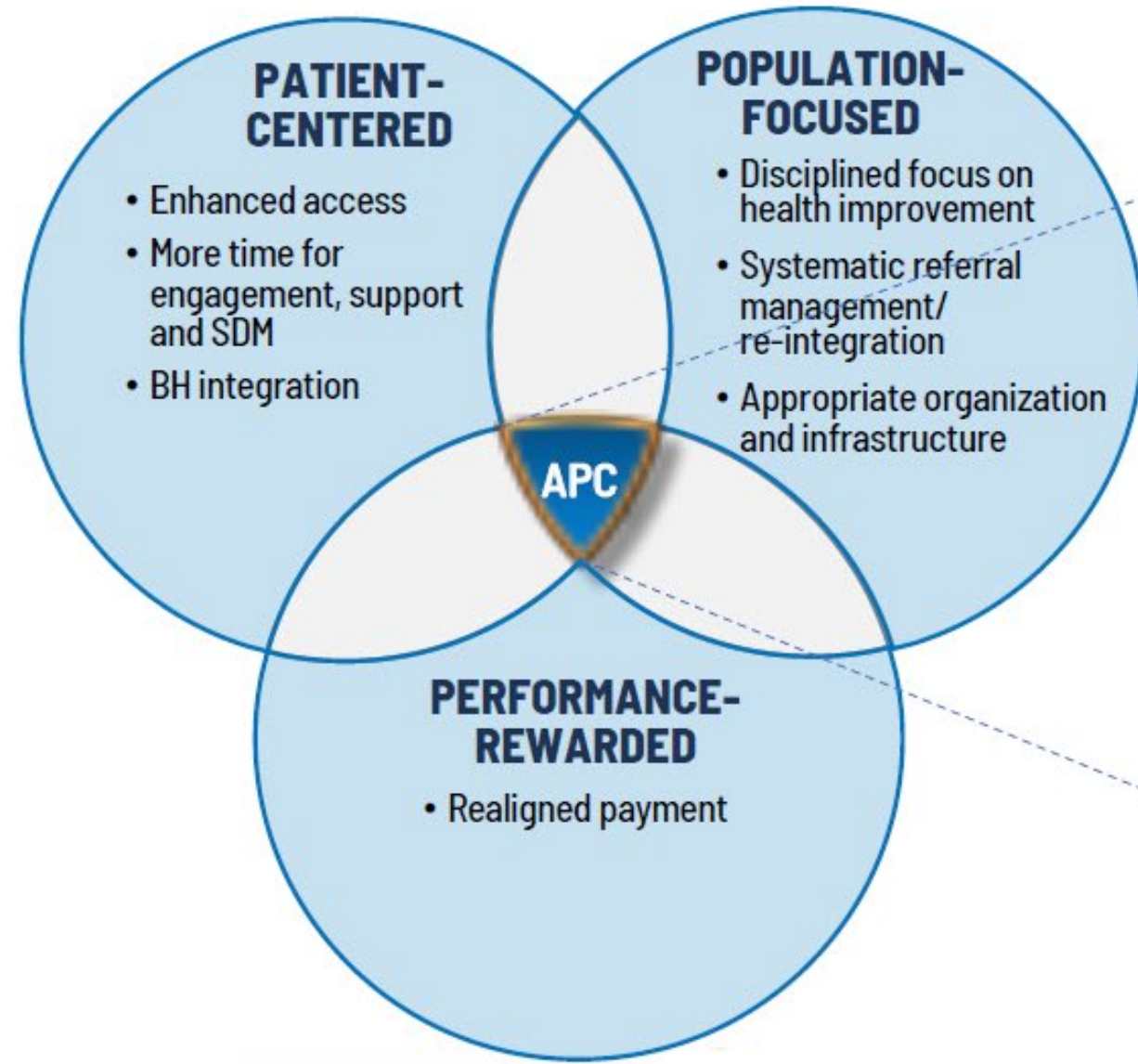
BH Integration

Screening for BH concerns (e.g., depression, anxiety, substance use disorder) and coordination of care

7

Referral Management

More limited, appropriate and high-quality referral practices, coordination and reintegration of patient care



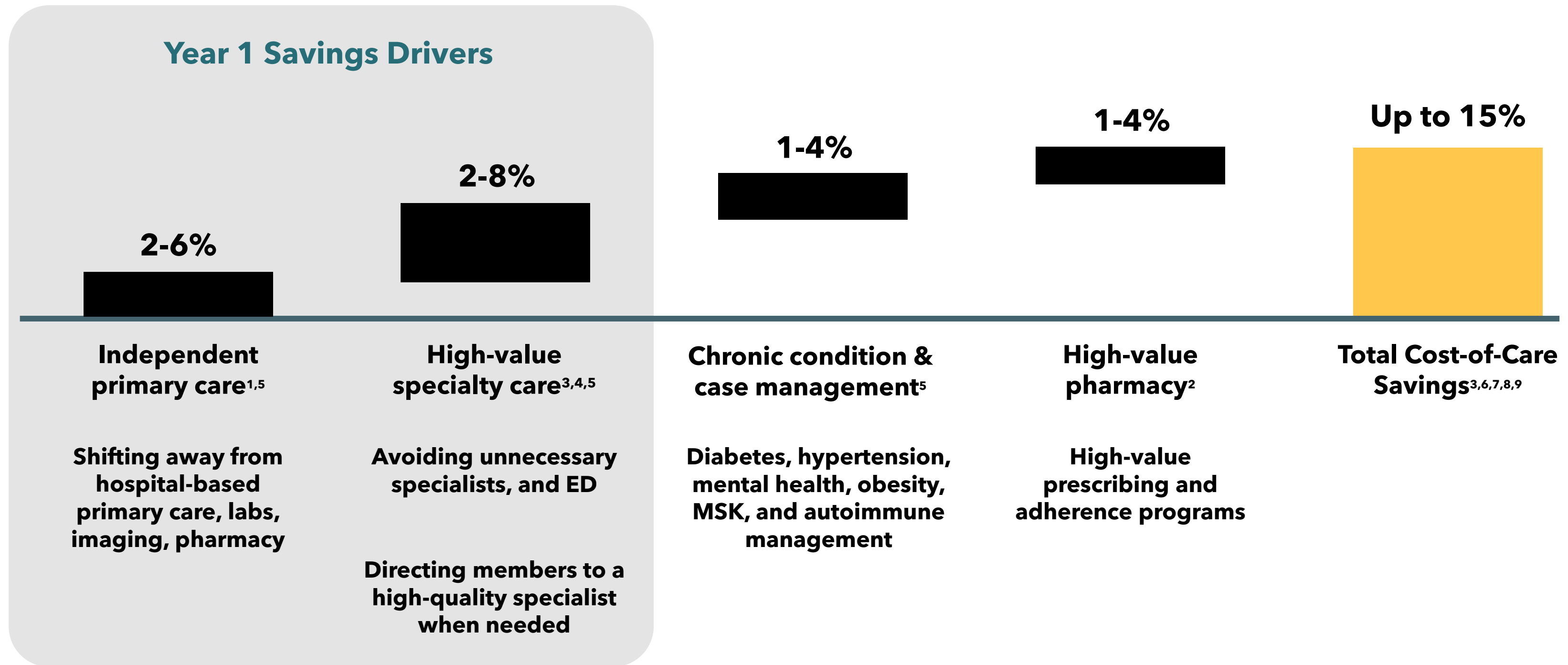
THE PROMISE OF APC

↑ Health, patient engagement, satisfaction, personalized and holistic care

↓ Unnecessary care and referrals
Urgent care, ER visits, and hospitalizations

Overall reduced total cost of care
15+%

Advanced Primary Care Can Drive Savings



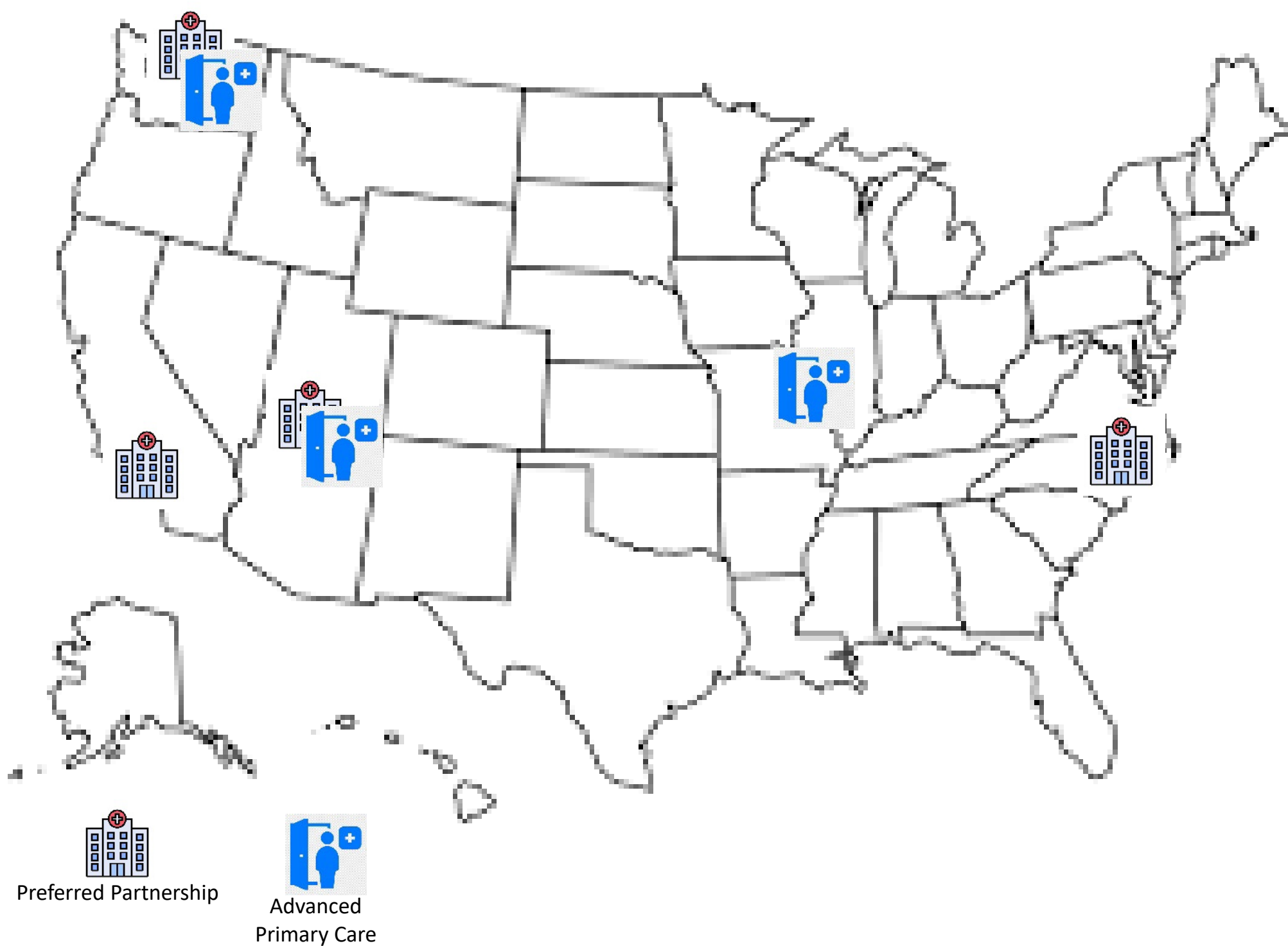
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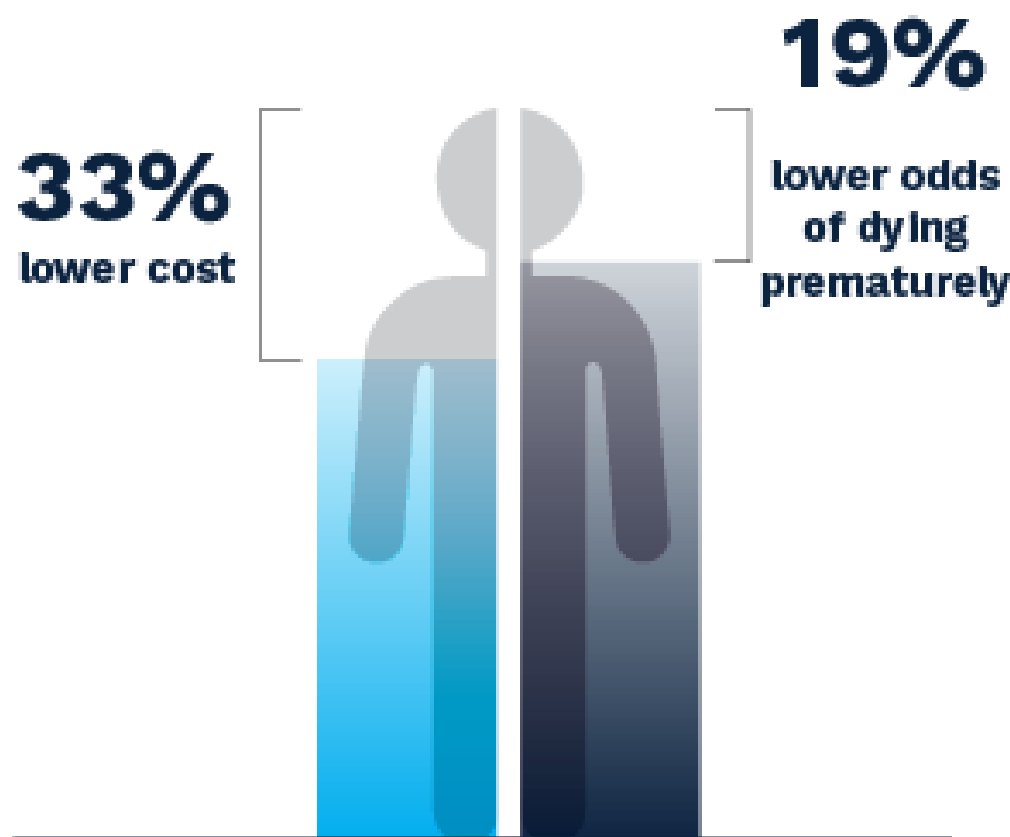
Value Based Care Journey



- Annual Health Care spend of \$2.5B
- Over 400,000 lives covered
- IOC program in early 2000s
- ACOs begin in 2015
- Advanced Primary Care begins in 2018

Ensuring employees have access to advanced primary care is the best way to improve health care quality, patient experience and reduce costs

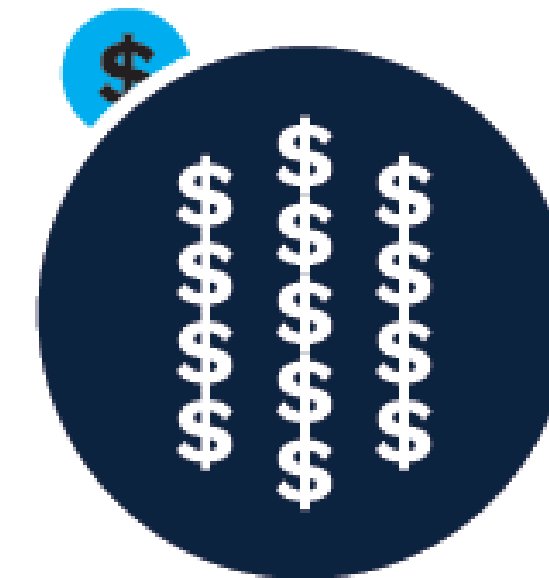
Value



U.S. adults who regularly see a primary care physician have 33% lower health care costs and 19% lower odds of dying prematurely than those who see only a specialist. ¹



The U.S. could save \$67 billion each year if everyone used a primary care provider as their principal source of care. ²



Every \$1 increase in primary care spending produces \$13 in savings. ³

¹ [The Case for Primary Care](#), Primary Care Progress, 2020; ² Ibid; ³ Ibid; ⁴ Ibid

Focus on Member Experience



A new take on primary care

Quick access to affordable, quality health care



Total **Rewards**

Save Time • Save Money • Get Great Care

- **Access to more services:** Primary care, physical therapy, chiropractic care, mental health support, health coaching, lab tests, vaccines and more
- **Get care at low or no cost:** Out-of-pocket costs are \$0 or, for HDHP health plan participants, significantly reduced until their annual deductible is met
- **Connect for virtual or in-person care:** Same or next-day appointments
- **Spend more time with the doctor.**
- **Start with a Primary Care+ Clinic if you're looking for a specialist.**
- **Flexibility:** You don't have to change health plans or doctors

What our employees are saying ...

“

I wanted to write and tell you how grateful I am for this benefit. I have used it multiple times, they have saved me hours.

“

During the employee open house, we had a pre-65 retiree who is struggling with a chronic condition and ‘can’t afford the monthly mental health copays.’ While he was talking, Jen (the Mental Health Specialist in the clinic) casually joined the conversation. Within five minutes he was walking with her to her office to talk about his challenges more in depth and in private. He later said he and his wife were registering and can’t believe this clinic is available to them.

“

I just wanted to say I had a primary care appointment at [CLINIC] yesterday and it was honestly the best medical experience I have ever had. You leave feeling so seen and heard, with a real plan to move forward with. I told my husband he needs to switch doctors and start going to [CLINIC].

“

[Doctor] is fantastic. I get in whenever I want. I connect to my doctor through this cool App. I never have to wait for care, and they really know me. Why can’t we have this for all our members?

Implementing an Advanced Primary Care Strategy

Not as difficult as you might think

- Pick a market – preferably a market where other employers are working on a primary care solution
- Pull your baseline together – know your demographics, current usage, success criteria/targets
- Pay direct (if your TPA is not able to implement an alternative payment model – most are not ready)
- No need for annual enrollment – add the clinic(s) to your existing networks
- Determine your incentives
- Create your communication and promotion strategy
- **Beware!** Not all clinics/solutions are providing *advanced* primary care!

If you build it RIGHT – they will come.

There's a Blueprint

Invest in a health care system centered around Advanced Primary Care under a Pay-for-Value Model

- ✓ **Employers are working together**
- ✓ Health plans need to collaborate, support and invest
- ✓ Providers, and health systems, may need to redesign their practices
- ✓ Members must have a distinct and delightful experience that convinces them to attach to a usual place for care
- ✓ Legislators must support bills that broaden access to primary care

The risk of doing nothing



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

Speakers



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