

2010 eValue8 Health Plan Evaluation: Collaborating for Better Health Care



Collaboration

col-lab-o-ra-tion - a process where two or more people or organizations work together in an intersection of common goals by sharing knowledge, learning and building consensus.

Collaboration is a relatively simple concept, yet it can be extremely challenging to achieve. In health care, there are many stakeholders; some with similar, complementary objectives, others with competing priorities. And yet we all agree on one premise – the health care system needs to change. What that change looks like and who drives it is still open to debate.

At the Buyers Health Care Action Group (BHCAG), we believe:

- Collaboration is essential in order to improve health care in the long term.
- Health care reform must happen locally or it won't happen at all.
- The real driver of change will be active public and private partnerships that are open to all interested parties.

There is no better catalyst for collaboration in health care than eValue8. eValue8 itself is a collaboration between:

- the national organization that develops it (NBCH),
- the content experts that contribute to it,
- the regional coalitions that manage it, like BHCAG,
- the purchasers that use it, and
- the health plans that accept the challenge of accountability and the transparency of publicly reporting their results.

It is a springboard for multi-stakeholder collaboration leading to meaningful community-wide action.

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About eValue8™

eValue8 is sponsored by the National Business Coalition on Health (NBCH) and managed by regional health care coalitions on behalf of their members who purchase health care. More than a decade ago, several coalitions and large employers across the country gathered to develop a way in which purchasers could evaluate health plans based on value, not just price. The concept of quality was introduced and has become the overarching principle in the eValue8 process. eValue8 conveys purchaser expectations for health plan performance based on the best available evidence and expert agreement on innovative approaches to improving health and health care. This year, more than 64 health plans across the country participated in this process.

eValue8 is a nationally-recognized health care purchasing and quality improvement assessment process. Using a standardized request for information, eValue8 asks health plans to submit information about clinical quality and administrative efficiency so that purchasers of health care can compare health plans against one another and national benchmarks. Communities use eValue8 results to understand population health opportunities and work collaboratively on community-based solutions.

Organizations from which NBCH gathers national standards for eValue8 include:

- The federal Centers for Disease Control and Prevention (CDC)
- The federal Centers for Medicare & Medicaid Services (CMS)
- The federal Substance Abuse and Mental Health Services Administration (SAMHSA)
- The Federal Agency for Healthcare Research and Quality (AHRQ)
- American Board of Internal Medicine (ABIM)
- e-Health Initiative (eHI)
- The Leapfrog Group
- The Pharmacy Quality Alliance
- George Washington University
- Pennsylvania State University

eValue8 also works in concert with accredited bodies, including the National Committee for Quality Assurance and The Joint Commission, to prevent redundancy and build on existing standards.

Advancing Health Reform with eValue8

The U.S. health care system is unsustainable as currently organized – that’s no surprise to people who purchase health care for their employees or work in health care. For the last 30 years, we have been discussing what is needed to improve the efficiency of our health care system, with a focus on illness prevention, care coordination and chronic disease management. This discussion resulted in the passage of the Patient Protection and Affordable Care Act (PPACA). Contained in the Act is a broad call to increase measurement, accountability and public reporting, which opens the door to new opportunities and expanded use of eValue8.

eValue8 is a tool that has been used by private purchasers for more than a decade to assess the value provided by health plans. It emphasizes measurement, accountability and public reporting. eValue also provides actionable results that foster

collaboration in the marketplace and improvement by health plans. As a result of a new direction nationally, eValue8 has the potential to serve as a valuable resource for:

- State Insurance Exchanges that must develop criteria to qualify health plans for participation in the exchange.
- Medicaid programs where coverage will be expanded to more beneficiaries, creating a greater need for health plan efficiency and improved performance.
- Individual states as employers providing health care coverage to their employees.

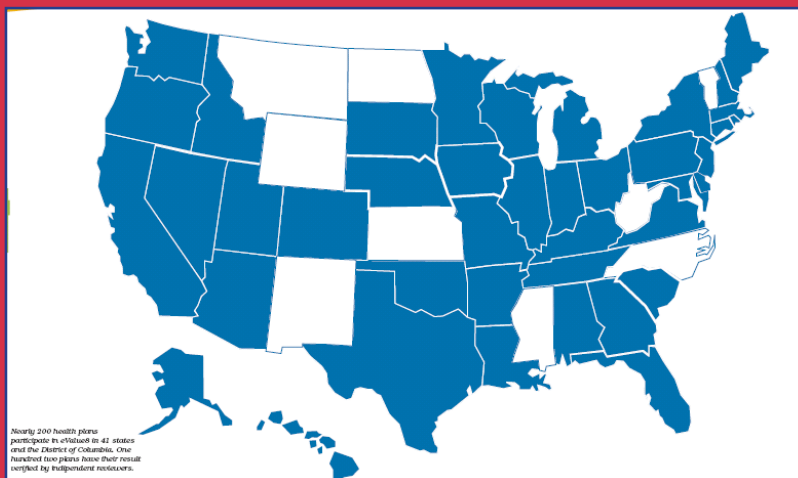
Along with the steady increase in sponsorship by health care coalitions like BHCAG in other parts of the country, this expansion will benefit national purchasers by offering detailed health plan performance information in more markets where they operate.



Strength in Numbers

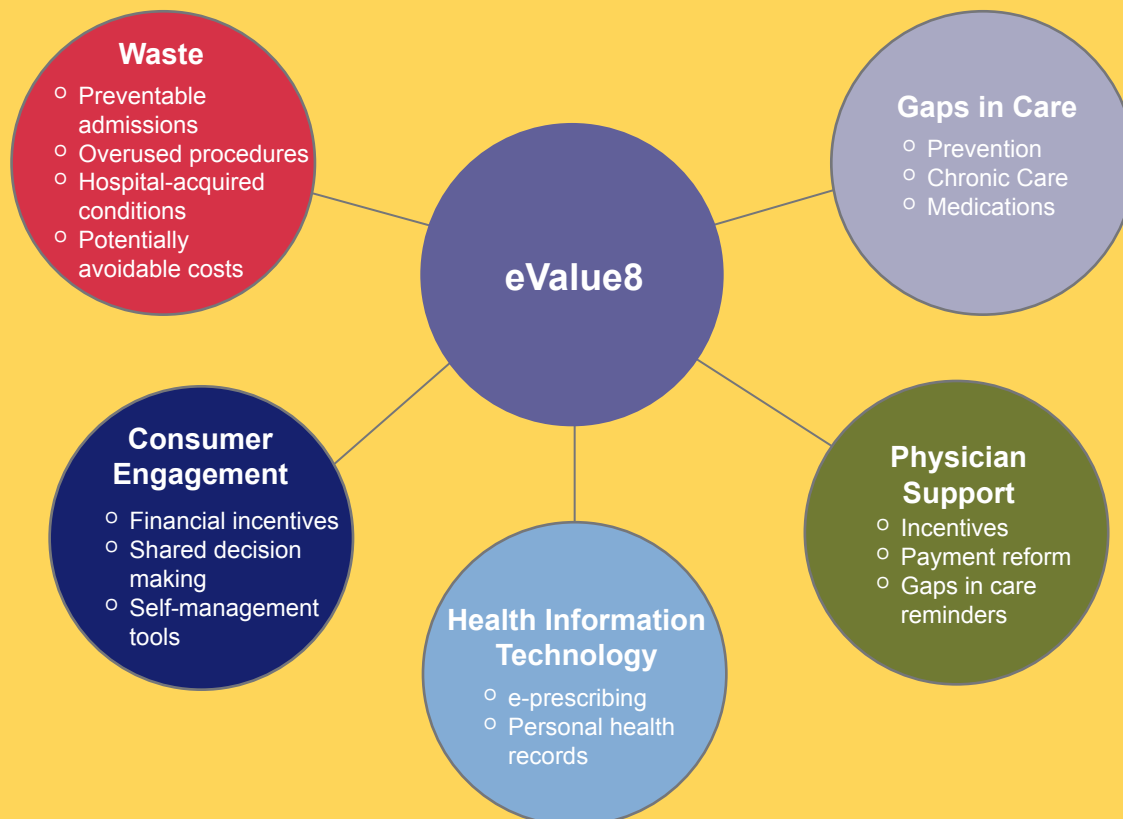
Regional coalitions lead the effort to measure health plan performance using eValue8. Their support resulted in health plan responses in 39 of our 50 states. In 2010, the following coalitions sponsored eValue8:

- Buyers Health Care Action Group
- Colorado Business Group on Health
- Florida Health Care Coalition
- HealthCare 21 (Tennessee)
- Memphis Business Group on Health
- Mid-Atlantic Business Group on Health
- Midwest Business Group on Health
- New York Business Group on Health
- Oregon Coalition of Health Care Purchasers
- Pacific Business Group on Health
- Puget Sound Health Alliance
- Rhode Island Business Group on Health
- South Carolina Business Coalition on Health



eValue8: Addressing Critical Issues

Evidence suggests there are big opportunities in health care to improve patient safety, control resource use and cost, engage providers and consumers and promote health improvement. These opportunities translate into critical themes for eValue8 – areas where a health plan can add value by providing services and oversight to influence outcomes. They encompass:



Building a Better eValue8

Who better to provide advice on increasing the “value” in eValue8 than:

- the health plans that respond to it,
- the purchasers who use it, and
- the organizations that provide content.

Demonstrating its commitment to continuous improvement, NBCH created two advisory councils in 2008: one comprised of health plans and the other of purchasers. Minnesota is represented on each of these advisory councils and this collaboration has resulted in improvements, such as:

- Refocused evidence-based content and re-calibrated scoring to put more emphasis on the drivers of health status and cost, efficiency and appropriateness,

- A greater emphasis on outcome measures, and
- An improved technology platform that allows the survey to be pre-populated with the health plan’s responses from the previous year.

As we head into 2011, participating health plans will realize the additional benefits of:

- A 30 percent reduction in content volume,
- The ability to have HEDIS 2010 results automatically populated through an enhanced partnership with the National Committee for Quality Assurance (NCQA), and
- The ability to combine HMO and PPO responses into one survey response.

BHCAG and eValue8

BHCAG has a long history of collaboration in the Minnesota market. We lend a collective voice to purchaser expectations and advocate for the principles of value-based purchasing because no single purchaser has the breadth of influence or geographic presence to impact reform on their own. We believe our vision – **health care at the right time, in the right place and at the right price** – can be accomplished if purchasers of health care work together with political leaders and others in the health care industry toward a collective goal of optimal health and total value.

BHCAG was part of the original eValue8 development team, along with seven other health care coalitions. We sponsored the first eValue8 request for information for Minnesota health plans in 2004.

eValue8 can inform a health plan's strategic plan for future investments in health improvement.

Over the years, we have learned that the longer a health plan participates, the better the plan's performance. Why? Because health plans become more familiar with eValue8 and the information the survey requests. Health plans that collaborate internally by bringing together subject matter experts become more efficient in developing their responses. Optimally, eValue8 becomes part of the health plan's strategic planning for future investments in health improvement and developing tactics for year-over-year improvement in plan performance.

NBCH Innovation Awards

Health plan innovation is prominently featured through the NBCH Innovation Awards, with awards presented to health plans at the NBCH Annual Meeting in November. This year, HealthPartners and PreferredOne are being considered for a joint Innovation Award for their collaboration in the DIAMOND Initiative – Depression Improvement Across Minnesota, Offering a New Direction. DIAMOND is one of the nation's most promising efforts to improve health care for people with depression by changing the way care is delivered and paid for.

Through the lens of health plan performance, BHCAG mines eValue8 results to identify community-wide opportunities for health improvement. We use these topics as a call to action for collaboration among all health plans and interested stakeholders to resolve issues in health care and to improve care for all Minnesotans. Since beginning this process, BHCAG has identified improvement opportunities in health care disparities, patient safety, health information technology, health care homes and the expansion of community-wide behavioral health initiatives beyond depression to alcohol use disorders. Summaries from previous discussions on community-wide health care opportunities are available at www.BHCAG.com.

2010 Minnesota Participating Health Plans

Participation in the eValue8 Request for Information is voluntary. In 2010, HealthPartners and PreferredOne chose to complete the survey. BHCAG thanks each health plan for their leadership, commitment to their customers and willingness to publicly report their performance. Purchasers of health care, whether large, private employers, public agencies or small employers — all of whom may not have access to this information through other means — benefit from this transparency. Public reporting ultimately helps every Minnesotan.



eValue8: Identifying Gaps in Care

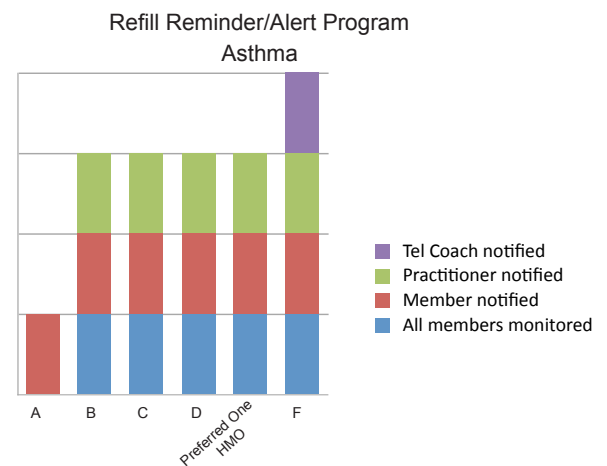
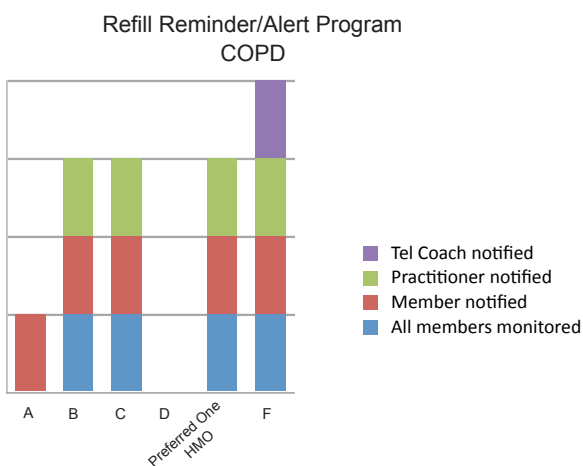
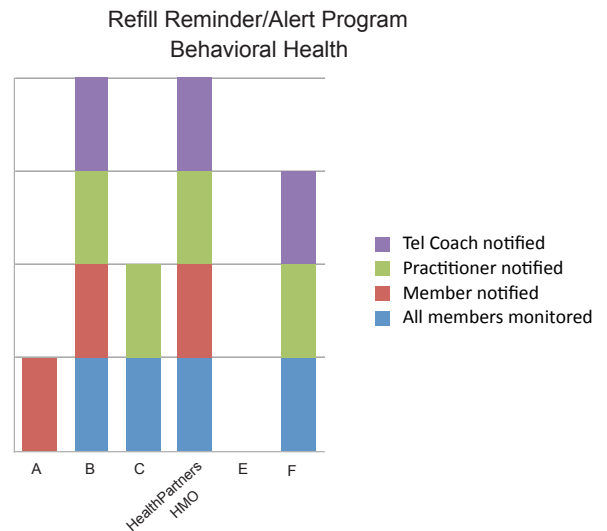
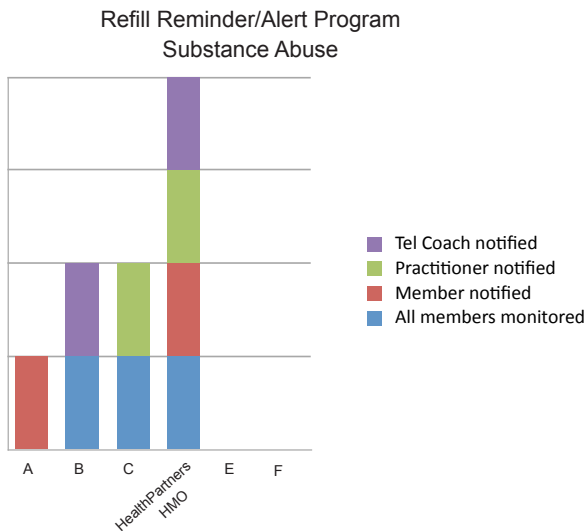
Reducing gaps in care can result in improved health and reduced cost. Health plans play a critical role in identifying gaps in care and members who are missing specific services, and they can serve as an important communication link between clinicians and patients. In some cases, health plans are the only information source that can identify if a gap in care has occurred.

eValue8 measures the effectiveness of a health plan's efforts to address gaps in care, from reminders about eligibility for different screenings based on age and gender, the absence of appropriate screenings, to medication fills, refills, and alerts for members with chronic disease. Monitoring gaps in care for all members, not just members formally enrolled in a

disease management program, and providing notification about gaps to a member, a member's clinician and their health coach, if one is assigned, is a best practice in addressing gaps in care.

Based on data from the 2010 eValue8 results, **HealthPartners** scored among the highest ranking plans across the country in two important areas – substance abuse and behavioral health. They received these rankings because they use the best practice approach for patients taking medications for substance abuse or behavioral health conditions.

PreferredOne is one of the highest ranking plans in the country when it comes to refill reminders and alert programs for patients with asthma or chronic obstructive pulmonary disease (COPD). Their high rankings are the result of using most of the best practices for monitoring medications and providing alerts for patients with these chronic conditions.



Find it Online

Detailed information on Minnesota health plan performance in each of the seven eValue8 modules is available at www.BHCAG.com. Learn more about how participating health plans performed in the areas of: Consumer Engagement, Provider Measurement, Pharmaceutical Management, Prevention and Health Promotion, Chronic Disease Management, Behavioral Management and Health Plan Profile.

| The eValue8 ADVANTAGE | The eValue8 advantage to a purchaser | Benefits from leveraging eValue8 through a coalition |
|---|--------------------------------------|--|
| Cost Control <ul style="list-style-type: none"> • See if your plans optimize resource use by reducing readmissions, identifying waste and other potentially avoidable costs. • Assess plan performance in other cost control activities such as generic prescribing, appropriate use and e-prescribing. | √ | √ |
| Quality <ul style="list-style-type: none"> • Get detailed assessments of your plans' actual performance in wellness, prevention, chronic disease and behavioral health management, care coordination, closing gaps in care, as well as in employee engagement and provider support. • See what decision support tools your plans use to help your employees consider different treatment options and choose higher performing doctors and hospitals, and how they promote these tools to your employees. | √ | √ |
| Actionable <ul style="list-style-type: none"> • Get specific recommendations on how and in what areas your plans can improve. | √ | √ |
| Transparency & Consistency <ul style="list-style-type: none"> • Hold your plans accountable for better performance, as you compare your plans' performance to other plans in the market and to national and regional benchmarks. • See if your plans' performance improves from year to year on measures you care about. | √ | √ |
| Evidence-based <ul style="list-style-type: none"> • Understand how your plans perform on the drivers of health and cost from content vetted by organizations such as NCQA, Centers for Disease Control, and the Agency for Healthcare Research and Quality. • See plan performance in other third-party accreditations such as NCQA and URAC and HEDIS/CAHPS scores. | √ | √ |
| Leverage & Voice <ul style="list-style-type: none"> • Magnify your purchasing power and voice by joining with other purchasers to send plans a common set of expectations, issues and concerns. | | √ |
| Community Building <ul style="list-style-type: none"> • Discuss eValue8 results with other employers and express purchaser priorities directly with plan leadership during coalition sponsored "site visits." This dialogue typically results in plan action and/or joint projects to develop community-based solutions. | | √ |
| Value <ul style="list-style-type: none"> • Get answers at a fraction of the cost of independent consultant RFIs/RFPs, especially when participating through a coalition, where costs are shared across the participant base. • Uncover reports, health screenings, and other plan offerings you may not have been aware of. | | √ |
| National Scope <ul style="list-style-type: none"> • Access plan results in many other markets at no additional cost. | | √ |



buyers health care action group
BHCAG

Buyers Health Care Action Group
7900 International Drive, Suite 1080
Bloomington, MN 55425