

ALIGNING THE NEEDS OF PATIENTS, PROVIDERS, PAYERS

MATT DAY, FSA, MAAA

SVP NETWORK PAYMENT INNOVATION & CONTRACT MANAGEMENT

The relentless pursuit of quality,
affordable, and equitable
healthcare and an unparalleled
consumer experience.

AQC NEXT STEP: CONTINUED INNOVATION



For over a decade, BCBSMA has been the national leader in value-based care innovation

- 2009: AQC launched a new generation of value-based care
- 2011: All contracts moved to include behavioral health
- 2015: Model expanded to PPO
- 2016: Local innovations matched with national scale through BCBS Total Care program
- 2019: New model to bring AQC accountability and incentives to small, independent, and emerging practices
- 2020: Support primary care transformation through population payment program

SMALL GROUP AQC

- Incentive-based payment model and support structure that enables small groups to provide affordable (TME-focused), patient-centered and high-quality care to members
- Available to groups with 1,000 – 20,000 members

Model Components

INCENTIVE PROGRAM	INFRASTRUCTURE SUPPORT	PAYMENT FOR SERVICES
<ul style="list-style-type: none">▪ TME▪ Quality	<ul style="list-style-type: none">▪ Fixed PMPM	<ul style="list-style-type: none">▪ Option for fee for service or PCP panel payments

PCP POPULATION BASED PAYMENTS OVERVIEW

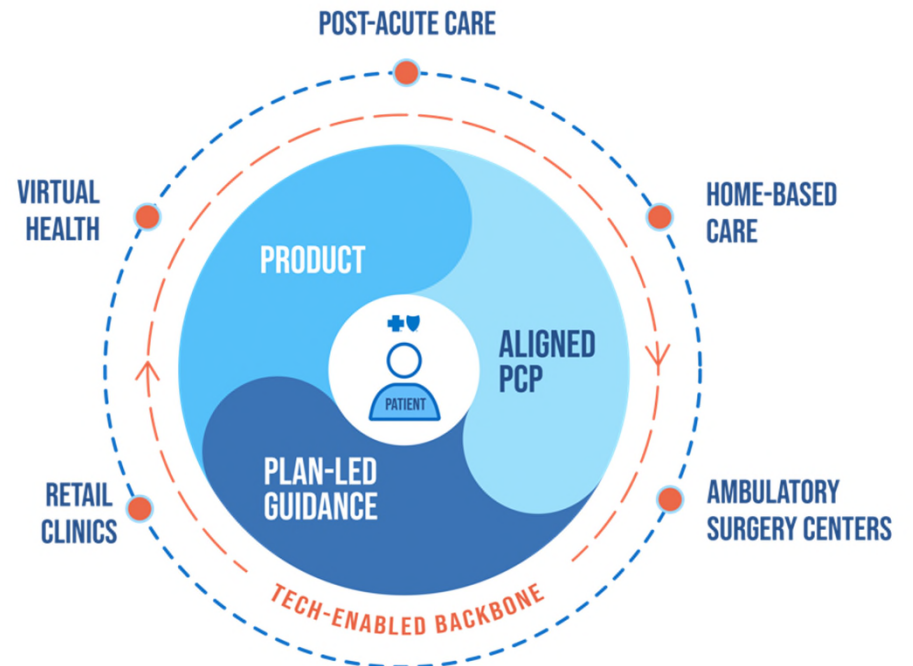
- Encourages innovation in care delivery
- Financial stability for PCPs
- Two-year collaborative effort with providers and other Blue plans offering input
- Must participate in a value-based contract to be eligible
- Pilot group launched 1/1/2021

WHAT IS PATIENT FIRST HEALTH CARE?

Getting patients the care they need, when they need it, in the way they prefer.

Reimagining Blue Cross's plan offering as an architect and facilitator for members by building a leading-edge accessible digital-first patient experience with high value care paths that offer personalized affordable care.

- *NEW OPTIONS*
- *ALIGNED PCP*
- *PLAN AS NAVIGATOR*
- *INNOVATIVE PRODUCTS*



TARGETED OUTREACH TO THE MOST VULNERABLE DURING COVID-19

THE CHALLENGE:

Who is most at risk for COVID-19?
How can we lower the risk of infection
and the risk of severe illness if infected?

30,000

Outreach efforts by a nurse
care manager with education
about COVID-19 safety

2,400

Offers to assist members
with PCP selection

OUR GOAL

Engage members at risk for COVID-19 who don't have a primary care provider, to help them navigate their care needs in a manner that feels safe to them, particularly those who have known gaps in care.