

# TRENDING NOW:

Taking a Proactive Approach to Care




As health care costs continue to climb with seemingly no end in sight, what can be done to keep them in check while still delivering the care employers want? Finding the right formula for managing population trends has, in the past, proven to be difficult. But when you uncover the right steps to the process, staying ahead of trends is not only an attainable goal, it's a sustainable one.

Beginning with the right formula, one with a proven track record of improving plan performance, is fundamental. Nova's Stewardship Formula works to create strategies for health plans of all sizes. It's important to take a customized approach to trend management and a thoughtful, proactive approach to plan management results in improved health outcomes and reduced plan spend.

First we identify cost-drivers that are controllable. Focusing on controllable costs, such as utilization, care delivery, and pharmaceutical spend, drives decisions to meet business goals and plan participant needs.

By identifying controllable cost drivers and stratifying risk, there are three informational components from which successful strategies can be built.



## Medical & Rx Claims Data

Leveraging medical and pharmacy claims data can help uncover the answers to some key questions about plan utilization:

- Are members getting routine care?
- What percentage of your population is driving cost?
- What does provider utilization look like?
- What does treatment cost at different facilities?
- Where are plan members seeking care?
- What diagnoses/treatments are driving cost?

The answers to these questions should drive a strategic approach for the plan going forward. Beyond merely reviewing a static report, you are engaging in surface-level trend management. Take trend management to the next level by digging deeper. It's necessary to understand why plan participants use the plan the way they do if you're truly aiming to manage trends. Gather insights from medical and pharmacy claims data. Make meaningful connections between plan utilization and the associated costs. This approach allows a plan sponsor to tailor the plan to address the unique utilization trends and cost drivers in their population.

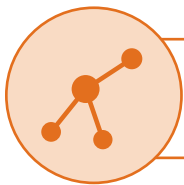


## Biometric & Health Assessment Data

Another key to identifying risk is leveraging the information available through biometric screenings and health assessments. Especially helpful for plans that are newer to the self-funded arrangement, these valuable pieces of intel can fill in the gaps when previous claims data might be unavailable. For established plans, this data provides another lens through which to evaluate potential plan utilization and identify prospective cost drivers.

Biometric screenings and health assessments can be a proactive indicator of future trends within each population. Uncovering plan participants' potential or previously undiagnosed conditions can assist in helping members pursue preventive measures or ongoing condition management.

Why wait until you're paying claims to find out what your expenses will be? Get ahead of the trends and gain valuable benchmarks to help measure results of plan initiatives year-over-year by assessing the current state of the plan population's overall health.



## Connected Company Intel

One challenge many plans face is care and administrative fragmentation – employees, vendors, and providers failing to talk to each other. To combat this challenge, it is critical to maximize the value of connectivity through ongoing, meaningful communication.

In failing to capitalize on the value of real-time intelligence that stems from open communication and shared expertise, many organizations miss out on opportunities to have a greater impact on the member experience. From employees who process claims to customer service representatives, every member of the team has the opportunity to gather and share potentially significant information about population trends. By tapping into the insight of each employee and vendor with access to plan information, you build a more robust view of plan activity.

To improve health outcomes and reduce plan spend, it is critical to take a proactive approach in evaluating data. By continuously analyzing claims and pharmacy data, biometric screenings, and connected company intel, you will have the information needed to design the most impactful strategies to address the unique needs of each population. If you have questions or would like more information about how this approach can work for you, please contact us at 716.932.5105 or AskNova@novahealthcare.com. Click [here](#) to watch our webinar on this topic at your convenience.

