

# Case Study: Measuring Health Plan Success with Real Data



## Measuring Data — And Measuring Success

“Big data” is a big buzzword in the health care industry. It’s important for all of us, from plan administrators to brokers and employers, to understand the utility of big data. And to understand what it means not just for the bottom line, but for the people behind your plan — that’s how we measure success.

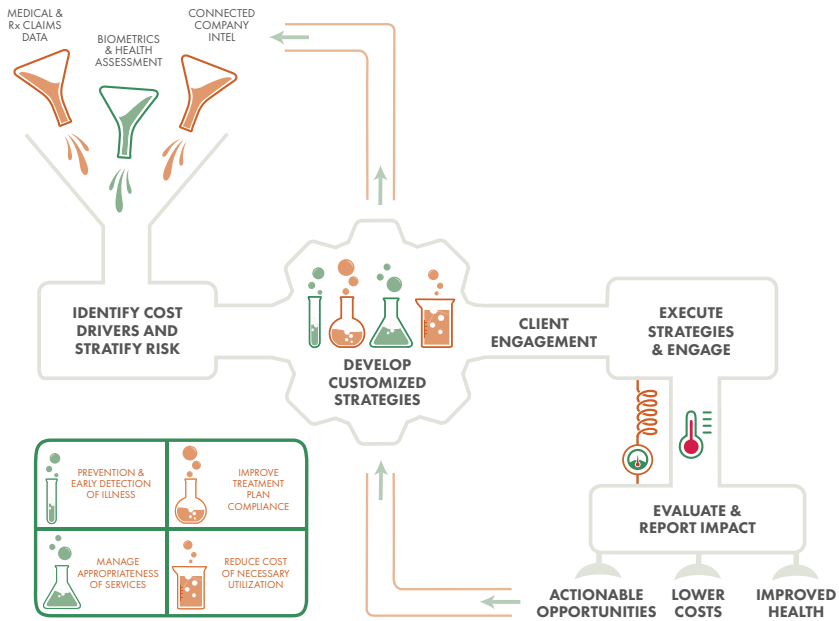
We bring our connected company intel together with plan and local population data to deliver actionable insights into your unique cost drivers. We call it our formula for plan success — and we’ve got the data to prove it works.

## Measurable Success

Clinical data, market due diligence surveys, client culture questionnaires, and plan goals provide Nova with the formula to present recommendations and strategies based on what makes the most sense for the plan. Instead of focusing on static reports, Nova’s team transforms information into real-time, actionable insights resulting in health plan performance to mitigate cost trends and positively impact health outcomes.



# Stewardship Formula



## Transforming Risks Into Opportunities

How do you manage risk? You manage trend. Taking a deep dive into your plan data can reveal areas of risk that can be turned into actionable opportunities to reduce spend and improve health outcomes for plan participants.

At Nova, we've identified four key areas of self-funding risk that can be transformed into opportunities:



Prevention & Early Detection of Illness



Improve Treatment Plan Compliance



Manage Appropriateness of Services



Reduce Cost of Necessary Utilizations



## Prevention & Early Detection of Illness

Checkups, vaccinations, preventive screenings, and various other types of non-emergency medical care are important. The Covid-19 pandemic has changed many aspects of our society and daily routines. However, we need to remain proactive about our overall health and wellness. Preventive measures are now more important than ever. The goal in this area of plan management is to increase utilization of preventive services. The real value, however, is keeping employee populations healthy and safe. Creating a culture of health within an organization should be a top priority. Through a comprehensive approach to managing participants' health, Nova's team of physicians, nurses, clinicians, and preventive health experts help manage risks that can lead to poor health and costly medical care.

Early detection results can empower plan participants to action, engage in their own health, and make necessary changes to improve their health. Additionally, a targeted approach can spur plan participants to utilize their preventive care benefits. Through consistent monitoring of plan utilization, it's possible to identify gaps in utilization for preventive care.

With the goal of maximizing utilization of preventive services, monitoring claims data is essential. Adding the layer of clinical data and preventive initiatives deepens the data pool as it's possible to identify unmanaged disease states and costly future claims. It's important to consider employee satisfaction with wellness and prevention strategies. With careful messaging, these programs can serve as a strategy for employee loyalty and retention—and that's key from an organization-wide risk management approach.



Nova's clients who offer a comprehensive wellness program experienced preventive screening rates **20% higher** than CDC preventive screening rates.

Similar results cannot be guaranteed as plan savings will vary based on utilization patterns.



## Improve Treatment Plan Compliance

A successful approach to improve treatment plan compliance includes targeted outreach campaigns to plan participants with chronic conditions. Additionally, when clinicians work one-on-one with plan participants, they can address patient needs and potential barriers to care. Information sharing with physicians can help connect the dots to improve communication with the provider and patient to address behaviors that may result in more costly urgent and/or emergent care. Nova leverages a patient health summary to bring all the data points (medication, labs, utilization, etc.) together ensuring clinicians have access to a comprehensive view of each patient.

Nova clients have year-over-year medication compliance improvements as high as 14.98% with an average improvement of 5.11%. Ultimately striving to ensure plan participants follow through with prescribed treatment plans, success can be measured in several ways. Success measures can include evaluating the health status of plan participants year-over-year, medication compliance, closure of gaps in care, and key plan utilization metrics.

**Plan of Care - Open Problem Report**

Plan Of Care Summary for: Man, Iron

Problem Total: 1

Program: Diabetes

Problem: Attention Priority: Member does not have a Primary Care Provider (PCP)

Outcome:

Outcome Category: Start: 11/18/2020 Target Completion: Actual Completion:

Comments:

Goal: Member will identify and schedule visit with PCP

Type: Short Term Start: 11/18/2020

Focus: Member Target Completion: 12/17/2020

Actual Completion:

Outcome:

OutcomeCategory:

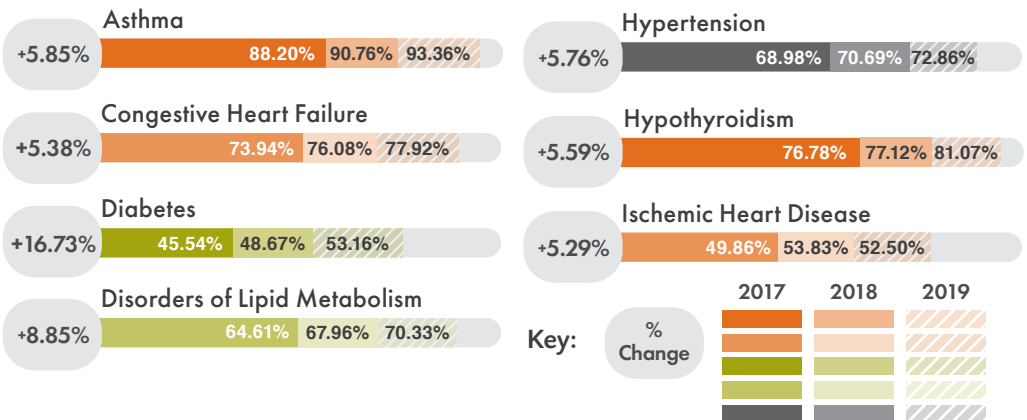
Intervention: Provide member with list of 5 local PCPs that have hours of service that correlate with member sched

Start: 11/18/2020

Target Completion:

### 2017-2019 Increase In Compliance

Nova's client population chronic condition cohort with two years of eligibility experienced the following increase in medication compliance:





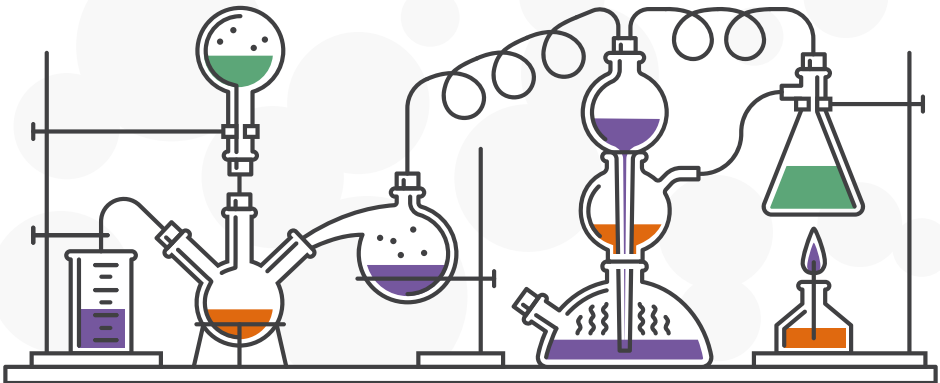
## Manage Appropriateness of Services

To build a strategy designed to manage cost, it's important to understand the plan's cost drivers. For some clients, modifying plan design to include a telehealth solution or creating targeted education and notifications can mitigate unnecessary utilization of costlier alternatives. A thoughtful, data-driven precertification list can create visibility into potential future high-cost claims, serve as a forum to trigger outreach to enroll plan participants in case or disease management programs, and provide a mechanism to ensure network alignment.

The goal is to promote the right care at the right time. Assess how your plan performs against a standardized benchmark which is most effectively measured against prior plan performance. A review of utilization management data will help stratify results by type of savings (contractual, medical necessity, out-of-network) to easily categorize and analyze the effectiveness of the overall benefit strategy.



Nova's comprehensive utilization management strategy, including an emphasis on in-network utilization, resulted in a savings of **\$5.47** for every dollar spent on utilization management.





## Reduce Cost of Necessary Utilization

Assessing the utilization of in-network providers helps determine whether or not the plan's current network solution is appropriate. If not, it may be time to explore alternatives. Additionally, bill audits can cut costs by uncovering coding or billing errors. This may be the easiest area to measure success because it translates into hard-dollar savings. The end goal is to better manage the cost of services without sacrificing patient care or resources.

With a client using a direct primary care (DPC) model, Nova began immediately working with the DPC physician to identify opportunities to bridge the typical gaps that exist between providers and payers. Nova implemented several integrated processes that produced positive cost saving results.

### Two Examples Include:

**Utilization Management** – Rather than simply reviewing requests for medical necessity, Nova implemented a process whereby we share the request with the primary care physician to ensure they are aware when their patient is seeking services. In many situations, the DPC physician reached out to the patients advising them of lower cost, less invasive treatment options which in turn produced better outcomes and a savings to the self-funded plan.

**Pharmacy Information** – This data is shared between the DPC and Nova to ensure there are no gaps in prescription fills. Nova receives notification when new scripts are written and monitors the PBM data to ensure the prescription is filled. This process allows the DPC physician to contact the patient proactively to help eliminate any barriers that exist. Nova also monitors maintenance medication for gaps in fill. If Nova's Health Care Advocates are unable to reach the patient, the DPC provider is notified.

By working in collaboration with the provider and patients, Nova was able to save the employer money, improve employee satisfaction with the plan, and help plan participants engage in their health and follow their plan of care for improved health outcomes.

	Nova Client	Milliman Benchmark
Days/1000	186.2	294.7
ER Visits	101	136.4
Total Allowed PMPM	\$238.10	\$307.55

## The Key To Managing Risk?

Manage trends. Dig deep into the data, engage in conversation, and implement strategies to meet plan goals and balance plan participants' satisfaction. No matter what type of strategy you use for reducing cost, you should be able to drill into solution-specific savings to gauge what's working best for your unique plan. Implementing strategies to address the four areas of risk can help transform your data into actionable opportunities to manage health care spend and improve health outcomes — with measurable, attainable, and consistent results.

A self-funded health plan is only as successful as its administrator. We're in the business of successful — and effective — plan management and our innovative health plan solutions can transform your unique areas of risk into opportunities.



Discover the benefits of  
successful health plan  
management.

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