



Perdue “BestHealth” – an Evidence-Based Plan Design

Institute of Medicine

March 14, 2012

Washington, DC

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Evidence-Based Plan Design

- ❖ BestHealth addresses the question: “If we had just \$1 to spend, where would we spend it to get the maximum benefit?”



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Value = Health Conveyed per Dollar Spent



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❖ Concept 1: Push folks to receive appropriate science- proven interventions

- ✓ Participants must name a PCP at time of enrollment.
- ✓ All participants must be active in Perdue Health Improvement Program



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Health Improvement Program (HIP)

- ✓ Every participating associate (85% participate) fills out a brief health risk appraisal
 - Incentives: No \$, just a smile from our nurses!
- ✓ We measure a few things (BP, lipids, Hemoglobin A1c [diabetes], nicotine, and fat-o-meter)
- ✓ All this gets entered into a database that...



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Health Improvement Program (HIP)

- ❖ Gives us an aggregate 'health score' for each plant and the Company.
- ❖ Generates a personal health score, and a personal plan for health for each associate.



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The Perdue logo is a blue rounded rectangle with a white border, containing the word "PERDUE" in white, bold, sans-serif capital letters with a registered trademark symbol. A yellow swoosh underline is positioned below the text.

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Health Improvement Program (HIP)

- ❖ Health Coaches then work individually with our associates in QIP mode to improve those targeted health risks.
- ❖ This “high touch” approach has driven our success in enrollment and personal engagement

A photograph of a two-story white house with a blue roof and red shutters, set against a sunset sky with orange and yellow clouds. The house is surrounded by green grass and trees.

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❖ Concept 1 (cont'd)

- ✓ Folks with certain disorders (the “7 Deadly Diseases”) amenable to effective Rx must have at least 3 Health visits / year.
 - PCP visits for diabetes, hypertension, asthma, CAD, CHF, depression, and high cholesterol
 - Health Coach visits for tobacco, and obesity.



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❖ Concept 2: Pull folks away from procedures and events that have proven low or negative value

- ✓ Using tools developed by National Priorities Partnership, the Oregon Health Leadership Task Force, and the NBGH, we move folks away from low- or no-value interventions (the “7 Deadly Interventions”):



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Type of Intervention	Only covered at 70 percent...
Coronary angioplasty and Coronary Artery bypass Graft (PCI, PTCA, heart stents, CABG)	<p>Except when the patient has had a heart attack and the angioplasty is performed in the first 120 minutes after the patient's onset of pain</p> <p>Except when the patient is diagnosed with having Ischemic cardiomyopathy (continuous pain congestive heart failure)</p> <p>Except when the patient is diagnosed with having intractable angina (heart pain) causing disabling symptoms that cannot be controlled with medications and lifestyle changes</p>
Knee Arthroscopy (internal scope of the knee)	<p>Except when the patient has a torn meniscus (torn cartilage)</p> <p>Except when the patient has a torn ACL (torn ligament)</p>
Hysterectomy (a surgical removal of the uterus that results in the inability to bear children)	<p>Except when the patient has been diagnosed with Cancer</p>
Low Back Surgery	<p>Except when the patient has spinal stenosis (pressure on the spinal cord)</p>
Coronary CT calcium scoring (procedure performed for the purpose of detecting calcium deposits in coronary arteries-heart)	<p>No exceptions</p>
Nuclear cardiology (nuclear "stress test") Note that "regular" stress tests, or Exercise tolerance Tests – ETT – are covered at regular plan benefits.	<p>Except when the patient has a left bundle branch block (LBBB) on EKG</p> <p>Except when the patient has intolerance to exercise due to arthritis, peripheral vascular disease, or disability.</p>
Radical prostatectomy without a conversation with a 2nd urologist (prostate cancer treatment)	<p>No exceptions</p>



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❖ Concept 2 (cont'd):

- Note: For every event there will be a second opinion process available through the Cleveland Clinic, “eConsult” service.
- ✓ These items will be covered at a lower level (70/30) of benefit rather than the regular plan benefits (90/10).



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❖ Concept 3: Help folks to increasingly have real treatment options, with significantly different outcomes and significantly different costs to the patient.

- ✓ BestHealth will be substantially less expensive per week than the current lowest-cost offering.



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Results

- ❖ Health and Wellness Program (HIP) score higher in this group, and rose to a higher endpoint
- ❖ 30% fewer of the “7 Deadly Procedures” done/ 1000 in the BH group vs. other plan offerings
- ❖ Higher HIP participation in the BH group than the rest of the population.
- ❖ Enrollment doubled (to ~38% of associates) in the 2nd year.



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Results:

- A. Company-wide HIP (Health) score has risen every year for 7 years
 - Counterintuitive!
 - More this year than any previous
- B. Turnover among HIPsters is 1/3 of non HIPsters



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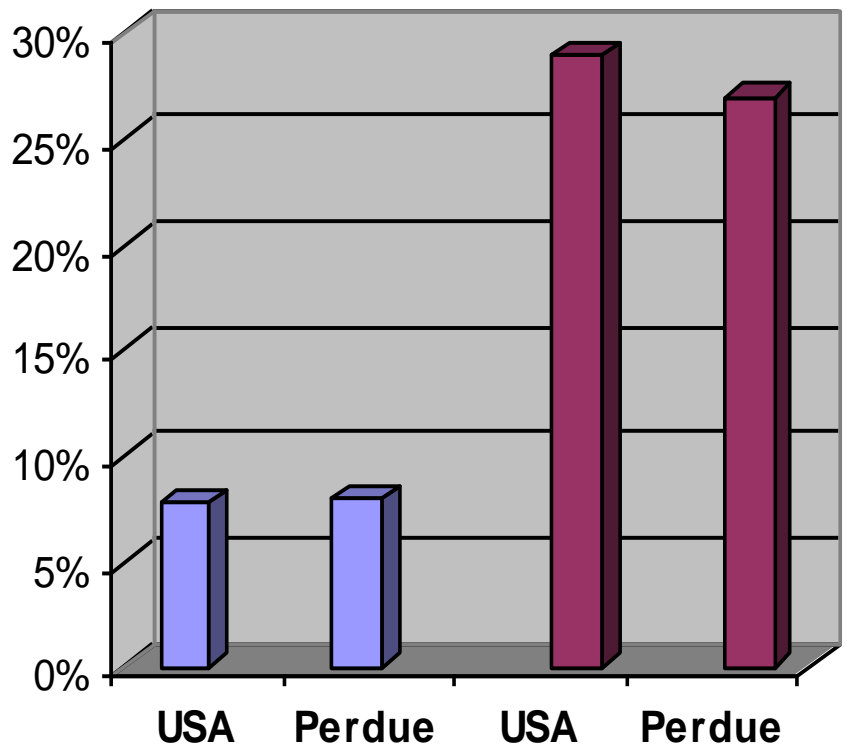


Disease Control



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Prevalence of Serious Diseases



■ Diabetes
■ High Blood Pressure

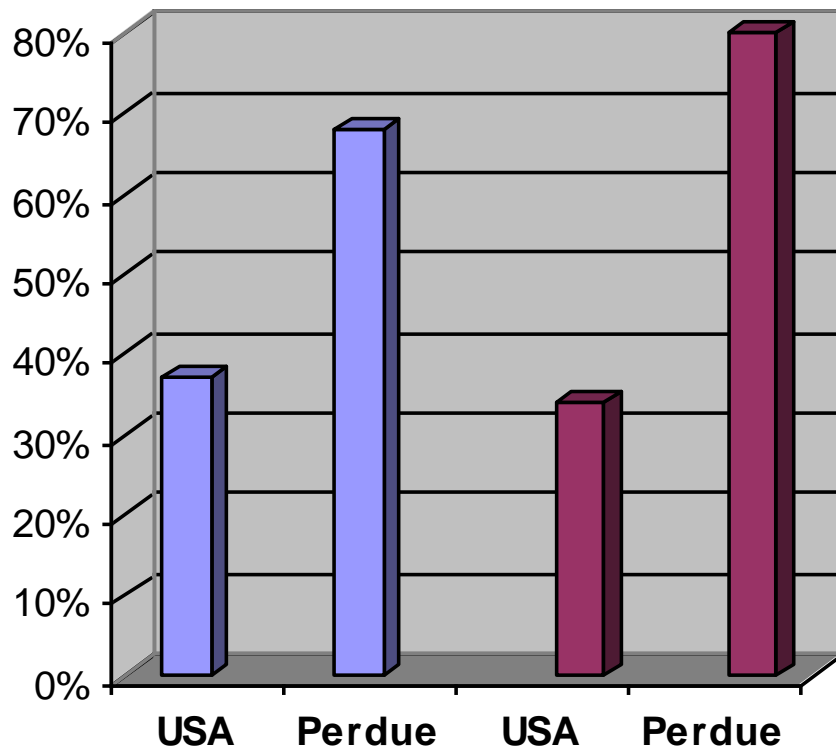


Disease Control



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Control of Serious Diseases



- Diabetes
- High Blood Pressure



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Evidence-Based Plan Design – next steps

- ✓ 1st year was deliberately “mild;” it served as the camel’s nose under the tent.
- ✓ Certain imaging codes: MRI pre cert experience
- ✓ All arthroscopy
- ✓ Adherence to practice guidelines in DM, HTN, CHF, post MI.
- ✓ Expand to pharmaceuticals: Life saving – life prolonging- quality of work life – quality of home life - pleasure



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