



THE POWER OF PARTNERSHIP. HEALTH CARE REIMAGINED.

Delivering Value Series Symposium – Optimizing Onsite & Near-Site Clinics

July 13, 2022

Agenda

- **Opening Remarks**

- *Jeffrey Kluever, BHCG Executive Director*

- **General Overview**

- *Dave Osterndorf, BHCG Strategic Consultant & Chief Actuary, Centivo*

- **Onsite/Near-Site Clinic Optimization**

- *Jihye Tahk, General Market Manager, Centivo*

- **Health Systems Perspective**

- *Ashok Raj, M.D., President and CEO, Prevea Health*

- *Donna Owens, Vice President Wisconsin Employer Solutions Ascension*

- **Employer Perspective**

- *Janet Lucas-Taylor, Senior Director, Employee Benefits Northwestern Mutual*

- **Panel Discussion & Q & A**

The High-Performance PCP-Guided Model

An engaged business community & progressive health plan partnering closely with accountable, high-value providers



A new model that provides high-quality, cost-effective care with a focus on right care at the right place and time

Potential for Dramatic Savings

The Bottom Line First

	Primary Care Physicians (PCPs)	All Specialist Procedures	PCPs + Specialist Procedures
Total Annual Cost	\$810M	\$681M	\$1.49B
Annual Savings by Improving Performance to 50 th %-ile or above or Steering Pts to Providers at the 50 th %-ile or above	\$324.7M (40%)	\$57.65M (8.5%%)	\$382.35B (25.7%)

Supercharging Onsite/Nearsite Clinics

From:

To:



Employees

- Using onsite/near site clinics for acute health care needs



- Establishing/growing working relationships with providers/PCPs



Onsite/ Clinics

- Strong providers of episodic care
- Operating on a cost-plus model
- Specialty referrals driven by relationship or history



- Effective holistic patient managers
- Health outcomes-focused model
- Specialty referrals driven by data and analytics from the Physician Value Study



Employers

- Assessing onsite clinic performance based on convenient access and employee productivity
- Managing onsite clinics separate from the health plan
- Limited impact on “medical homelessness”



- Assessing onsite clinic performance based on appropriateness of care, in addition to impact on productivity
- Integrating onsite clinics into the health plan
- A proactive solution for medically homeless

Onsite/Nearsite Clinic Optimization Within the Model



Built into the high-performance health plan



PCP activation and employee engagement strategy



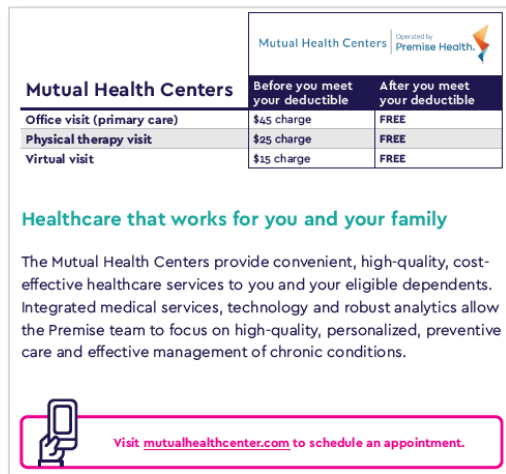
Care coordination technology



Data exchange capabilities to support patient management

Best Practices Learned #1: Member Incentives and Communication

Employee financial incentives aligned with clinic strategy



Mutual Health Centers <small>Operated by Premise Health</small>		
	Before you meet your deductible	After you meet your deductible
Office visit (primary care)	\$45 charge	FREE
Physical therapy visit	\$25 charge	FREE
Virtual visit	\$15 charge	FREE

Healthcare that works for you and your family

The Mutual Health Centers provide convenient, high-quality, cost-effective healthcare services to you and your eligible dependents. Integrated medical services, technology and robust analytics allow the Premise team to focus on high-quality, personalized, preventive care and effective management of chronic conditions.

Visit mutualhealthcenter.com to schedule an appointment.

Tailored employee communication

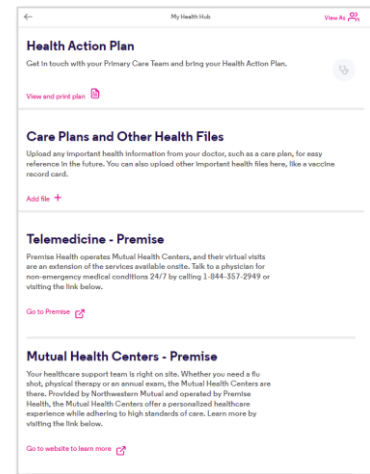
Will our company clinic be in the Centivo Network?

Your company clinic will be part of the High Performance plan. You can select a clinician from your company clinic as your PCP.

What are the fees for our company clinic?

The fees for your company clinic are \$45 for a physician visit, \$15 for a virtual visit and \$25 for physical therapy. Please note once you have reached your deductible if you have selected the High Performance plan all services at your company clinic will be free. If you have selected either the HSA Saver or HSA Select plans co-insurance will apply.

Promotion within member portal and app



Health Action Plan

Get in touch with your Primary Care Team and bring your Health Action Plan.

Care Plans and Other Health Files

Upload any important health information from your doctor, such as a care plan, for easy reference in the future. You can also upload other important health files here, like a vaccine record card.

Telemedicine - Premise

Premise Health operates Mutual Health Centers, and their virtual visits are an extension of the services available onsite. Talk to a physician for non-emergency medical conditions 24/7 by calling 1-844-357-2949 or visiting the link below.

Mutual Health Centers - Premise

Your healthcare support team is right on site. Whether you need a to go, physical therapy or an annual exam, the Mutual Health Centers are there. Provided by Northwestern Mutual and operated by Premise Health, the Mutual Health Centers offer a personalized healthcare experience while adhering to high standards of care. Learn more by visiting the link below.

Best Practices Learned #2: PCP Engagement and Accountability

Clinic PCP promotion
in member activation

Primary Care Team

IN-PERSON PRACTICE

Results near 10001

- Soralda Polanco**
Family Practice
Mutual Health Center New York
200 Liberty St
New York, NY, 10006
Employee Only
- Elizabeth Choi**
Family Practice
Mount Sinai
550 W 84th St # 2
New York, NY, 10001
- Jared Dropkin**
Family Practice
Mount Sinai
550 W 84th St # 2
New York, NY, 10001

Soralda Polanco, NP
Family Practice
Mutual Health Center New York
200 Liberty St
New York, NY 10006
(212) 803-5825
Review coverage information >

About
Specialties: Family Practice
Accepting New Patients: Yes
See more >

All Locations

Mutual Health Center New York
200 Liberty St New York, NY 10006

Choose this provider

Personalized outreach to those who have not
yet activated or scheduled PCP appointment

CENTIVO

Member Search Referral Management More > Practice Reports

Tax ID 061458543

Assigned Member Report

Search by member, provider, specialty, ID, etc.

STATUS	MEMBER ID	TYPE	FIRST NAME	LAST NAME	DOB
Active	Nwm0100916	Child			
Active	Nwm01001422	Child			
Active	Nwm01001916	Child			
Active	Nwm01000071	Self			

MEMBER ADDRESS MEMBER PHONE

MEMBER EMAIL

Work with your PCP to pay less for healthcare

Dear {{[First_Name]}}

Our records indicate that you have not activated your health plan. The time to **activate** and get lower out-of-pocket costs for healthcare is NOW.

When you **activate**, you will learn more about your plan and designate a doctor to lead your Primary Care Team. After activation, all visits with your designated Primary Care Team are [[PCP_Copay]]. And you will qualify for lower out-of-pocket costs for specialist visits when you get a referral from your Primary Care Team.

It's quick and easy to **activate**:

- On the Centivo app: text "DOWNLOAD" to [[TEXT_CODE]] or visit your app store
- Online: go to [[URL]]
- By phone: Want to talk it through? Call the [[Support_Team_Name]] Team at [[Support_Phone_Number]]

Don't miss out! **Activate** today to save money on your healthcare.

Sincerely,
The Centivo Team

Best Practices Learned #3: Data-Driven Referrals

Medical neighborhood curation

- Curation based on Physician Value Study 2.0
- Ability to utilize other supplemental quality data

The screenshot displays the CENTIVO Subscriber Test interface. At the top, there are navigation tabs: "Initiate referral" (active), "Member details", "Directory search", and "Member programs". Below the tabs, a search bar contains "57 Providers Identified for 'Gastroenterology'". The search filters include a search input, a radius of "20 miles", a gender of "Female", and a checkbox for "Accepting new patients". A "Medical Neighborhood" checkbox is also present. The results are sorted by "Performance".

Selected Provider	Provider Name	Address	Distance	Phone
<input type="checkbox"/>	Preetika Sinh, MD Gastroenterology 5.32 miles Accepting new patients	Froedtert & Med College Clinic 9200 W Wisconsin Ave Milwaukee, WI 53226 Phone: (414) 805-4777		
<input type="checkbox"/>	Tatyana Taranukha, MD Gastroenterology 11.71 miles Accepting new patients	Ascension Medical Group at Franklin Medical Office Building 9969 S 27th St Franklin, WI 53132 Phone: (262) 687-8887		
<input type="checkbox"/>	Erica Samuel, MD Gastroenterology 6.52 miles Virtual care available Accepting new patients	Milwaukee GI Specialists 1033 N Mayfair Rd Ste 104 Wauwatosa, WI 53226 Phone: (414) 454-0600		

Questions?

Thank You!

For more information about BHCG membership and/or onsite/near-site clinic optimization, please contact:

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