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The Business of Healthcare Data: The Value & Return on Investment in Big Data Analytics

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Conflict of Interest

Kevin Meriwether

Patrick Murta

Have no real or apparent conflicts of interest to report.

Agenda

- Company overviews
 - Humana
 - Conviva Care Solutions
- Payer/Provider partnership
- Drivers changing the landscape
- Creating strategic data assets and full spectrum value
- Big Data focused on people, process, and workflow
- Using Big Data to support models in care and enable organizational efficiencies
- Achieve ROI across the continuum
- Q/A



Learning Objectives

- Showcase an overarching business plan to create data and value-driven business models
- Outline a Big Data program that reduces costs by focusing on people, process, and workflow
- Leverage Big Data to support new models in care while enabling organization to build efficiencies and reduce friction at the point of care
- Highlight the Conviva approach to holistic value-based care
- Explore innovative methods to achieve ROI from both the organizational and patient perspectives



Humana is a leading insurer and health care provider, with a focus on seniors

- Committed to helping our members achieve their best health through a spectrum of products and offerings including insurance products, case management, population health, predictive analytics, and well-being initiatives
- Sees integrated health delivery as the key in providing maximum benefit to our members and partner providers
- Believes technology, including shared Big Data, is critical in achieving the goal of integrated care delivery
- Closely partners with provider groups to enable the value based care and integrated care delivery model

Insurance Services

- **Leading position in Medicare Advantage (MA) and Part D**
 - 3.9 million¹ MA members
 - 4.5 million² stand-alone Prescription Drug Plan (PDP) members
- **One of the leading service providers to the military through TRICARE contract**
 - 5.9 million³ members
- **1.5 million⁴ commercial group members**

Healthcare Services

- **Humana At Home** – approximately 716,000 members⁵ enrolled
- **Humana Pharmacy** – 4th largest PBM⁶/mail order services
- **Primary Care Clinics** – 233 owned, JV and alliance clinics across 30 markets
- **Integrated Clinical & Consumer Analytics platform**



Conviva Care Solutions

- Conviva Care Solutions manages \$2.2B in patient revenue, serves 235,000 patients of which 79% are in full risk arrangements
- Created as a joint venture between Humana & MCCI as an independent and multi-payer care delivery organization
- Manages over 100 primary care medical centers in Florida and Texas
- Employs 375 primary care clinicians in the Conviva Physician Group and supports over 300 independent physician practices
- Conviva's vision is to help people achieve their best lives



Partnership Model

- Principal guideline: only through a provider/payer partnership can we fully optimize patient care
- How this is achieved...
 - Each focuses on core competencies
 - Humana focuses on Big Data analytics and provides those insights to Conviva
 - Conviva takes the insights and optimizes patient care and clinic operations



Value Based Care

- Value Based Care has fundamentally changed the healthcare landscape by tying data and analytics to desired health outcomes:
 - Identification of at-risk populations and individuals
 - Guidance on which actions or behavioral changes are needed to achieve desired outcomes
 - Predictive modeling of interventions
 - Feedback on the results of those interventions
- Humana's Big Data informs the mechanisms of risk stratification, proactive solutions, appropriate hospitalization, appropriate utilization of resources, and better quality of life



Industry inflection point

- Value based care drives the need for integration
- API/FHIR adoption is increasing
- 21st Century Cures Act is a lever to enable integration and interoperability
- Industry initiatives such as Da Vinci and *FAST* are accelerating the cause
- Blue Button 2.0 and other CMS and ONC support is moving forward
- Need for innovation



Poll Question 1

- Do you see value based care driving adoption of shared analytics?
 1. Yes, it's necessary
 2. No, not needed
 3. Not sure yet



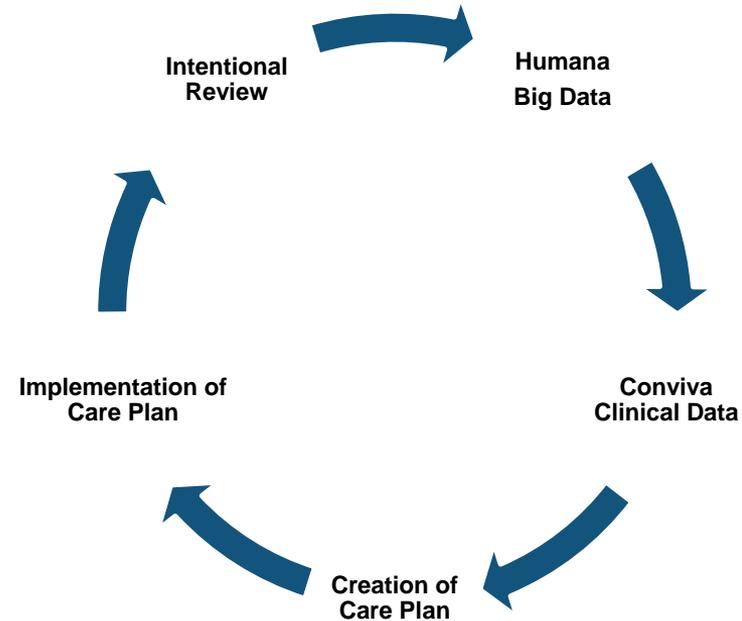
Why a payer / clinician partnership?

- Payers have lots of data, both administrative and increasingly clinical, to provide a more holistic view of the patient
- Payers typically have big computing infrastructures and Big Data capabilities from both a compute stand point and data science
- Payers are willing to participate
- Clinicians who are experienced in Value Based Care provide relevant insight to make payer data actionable



Plan for creating data with value – the goals

- Distill Humana Big Data into usable insights for care delivery, providing high value at the point of care for our clinicians and patients
- Identify and treat the Right Patient, at the Right Time, in the Right Place, by the Right Care Team
- In full-risk situations, every interaction needs to be tied to improved health outcomes
- Driving our investment in minable data that is actionable



The Conviva Model

- Humana has a wealth of data and synthesizes the information from across the health care landscape
- Claims data includes touchpoints and interactions from across the continuum of care – providing valuable insight for our Care Teams to build personalized and holistic care plans
- Critical to this endeavor is proper Risk Stratification
- Stratification by clinical risk profile informs:
 - Frequency of clinic visits
 - Utilization of clinicians and specialist
 - Referrals to specialty programs such as disease / pain management and care coaching



The Conviva Model

- Preventive testing and screening are optimized, addressing HEDIS / quality gaps
- Insight into medication profiles allow clinicians to address adherence and polypharmacy issues
- Insights from utilization across the continuum of care drive post-acute management and transition of care planning
- Under-utilization patterns can also be identified, frequently signaling social issues such as: *Food Insecurity, Transportation, and Care-giver Burnout*, which can then be addressed



The Conviva Model at Work

- Targeted primary prevention
 - Flu Vaccination Program for high-risk patients
- Clinical pathways for special populations
 - COPD optimization
- Optimized collaboration with specialists
 - Pain management



Poll Question 2

- How would you describe the term 'Big Data'
 1. Any large database
 2. Marketing term
 3. Specific tech such as Hadoop

Key technical points

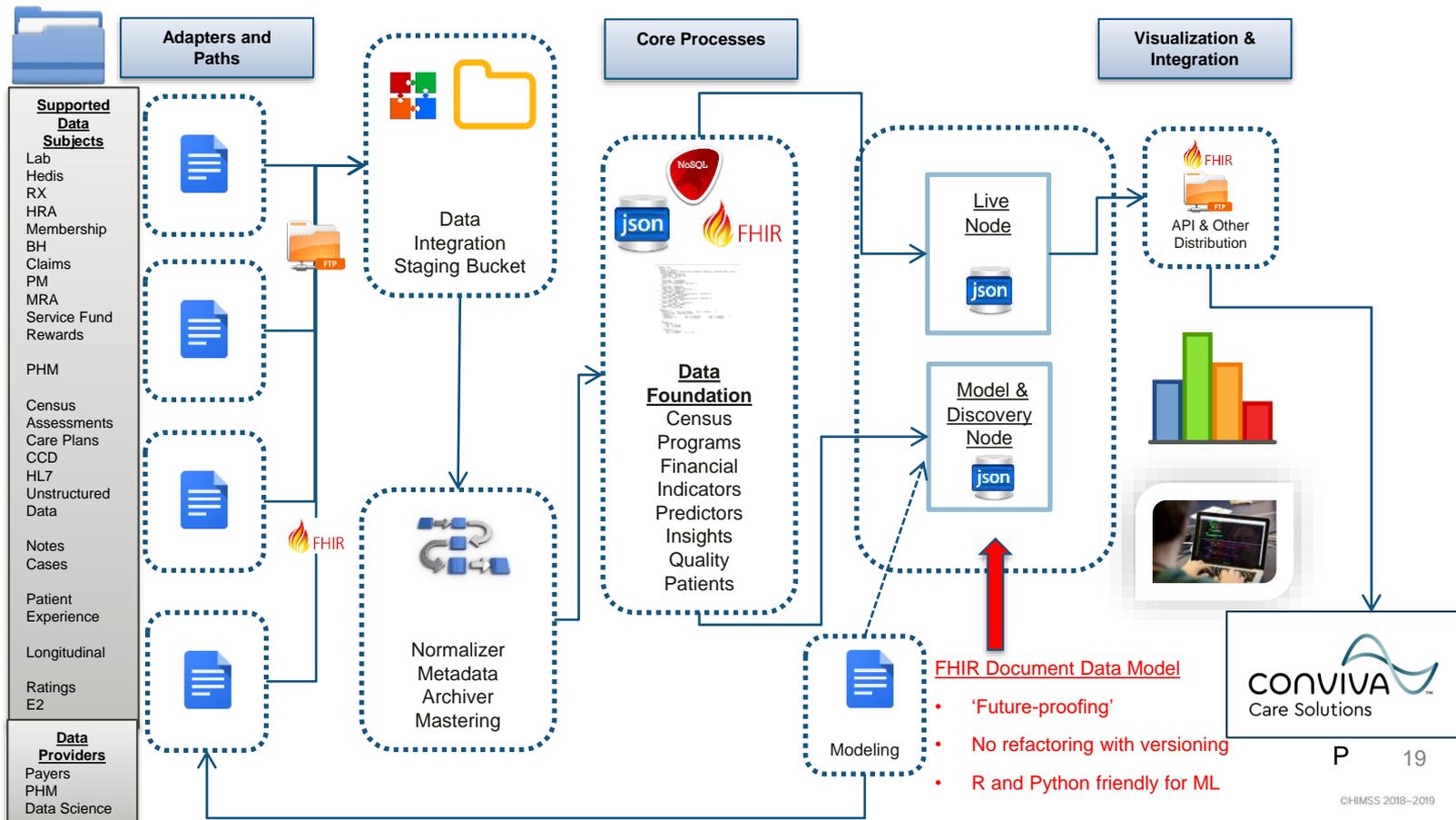
- Big Data is a combination of database technologies including
 - Relational data models
 - Hadoop
 - Document data models
 - NoSQL
- Big Data should be considered as one leg in a three legged stool that consists of
 - Big Data
 - Workflow integration using contemporary technology such as FHIR and SMART on FHIR
 - People with right process



Poll Question 3

- Do interoperability and data analytics compliment each other?
 1. No relationship between them
 2. Yes, definite synergy
 3. Not sure yet

Big Data Process



Realizing ROI - Conviva

- Big Data acquisition and computing costs leveraged
- Clinician resource planning optimized
- Optimized clinical workflows and documentation
- Better health outcomes for our patients



Realizing ROI - Humana

- Healthy/happy members
- Decreased provider abrasion
- Better quality care
- Optimized outcomes and corresponding financial benefit

Realizing ROI – Patients

- Living their best life
- More efficient interaction with clinicians
- Optimized use of their health care dollars
- Better engagement to community resources

Questions

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