Why Are We Talking to You Today

Kootenai Care Network and Blue Cross of Idaho

- Acknowledge the changing landscape for the care delivery models affecting our patients and providers.
- Identified the opportunity to contract on behalf of patients purchasing individual qualified health plans.
- Created a more contemporary strategy in which there is increasing focus on the patient/provider partnership coupled with benefit design supportive of those relationships.
- Need the active engagement of patients, providers, hospital teams, and all of our partners in care to make a difference.
Partnership Details
How Does This Affect You?
Scope of the Agreement

- Currently 8,092 enrolled in Blue Cross of Idaho Qualified Health Plans in 2016; 11,000 enrollees anticipated in 2017
- Product for 2017 is Point-of-Service
  - Requiring patients to select or be assigned to a primary care provider, and
  - Requiring patients to obtain care from within Kootenai Care Network unless the service is not available within our network
- Point-of-Service as opposed to Preferred Provider Organization
  - Patient care coordination key to success
  - Allows providers to effectively manage care for the patients they serve
  - Allows maximized ability to influence patient engagement, clinical outcomes, and medical spending
At the Core of Change is Coordinated Care
Care coordination benefits members AND providers in many beneficial ways – while lowering the cost of care and increasing quality and outcomes.

Source: Addressing Rising Health Care Costs: A Resource Guide for Consumer Advocates, Consumers Union
Responsibilities of Primary Care Providers and Specialists to Coordinate Care

- Care is coordinated among providers and WITH AND FOR patients.
- For clinically integrated networks to work as intended, communication between providers is essential
  - Providers with continuing focus on best practices and closing gaps in care
  - Strong communication channels for all information required between primary care providers and specialists including effective health information exchange technology and services
- Many of the programs designed and/or under construction by Kootenai Care Network support this work
  - Certified Patient Centered Medical Homes in primary care
  - Wellness and chronic care management supported by nurse navigation, care coordination, health coaching in primary and specialty services
  - Lightbeam Health Population Health Analytics supported by clinical and financial analysts
  - Quality initiatives aligned with requirements under MACRA, ACO and primary care and specialty specific drivers
Responsibilities of Blue Cross of Idaho

• Timely management of patient enrollment information
• Clarity with patients regarding benefit design
• Collaborative relationships within the Joint Operating Committee (BCI and KCN) to understand effectiveness of patient engagement, clinical management, and financial outcomes
• Continuous focus related to online tools and person:person communications affecting care and benefits
• Aligned partnerships associated with clinical quality and resource management
Key Points for the Agreement

• The QHP network contract will not impact your existing commercial or Medicare Advantage contracts

• The only population impacted will be members who choose a Kootenai Care Network product effective January 1, 2017

• Primary Care Physicians compensation will be the current Commercial Managed Care rates

• Specialist Physicians compensation will be the current Commercial Managed Care rates

• Primary Care is defined as physicians, including service extenders such as PAs and NPs, who have credentialed with Blue Cross as
  • Family Practice
  • General Internal Medicine
  • General Practice
  • Pediatrics and Obstetrics/Gynecology
Key Points for the Agreement

• The agreement includes a Joint Operating Committee between Kootenai Care Network and Blue Cross of Idaho

• The agreement focuses on:
  • Direct patient relationship to primary care provider
  • Care coordination
  • Quality measures
  • Management of the cost of care with opportunity for shared savings
  • Advancement to model in which more focus on quality, outcomes, and shared savings and less focus on fee for service

• Kootenai Care Network is the network for Kootenai County residents who choose one of the available Blue cross of Idaho Qualified Health Plan options, and for those services not available in networks of the other nine northern Idaho counties
2017 BCI QHP Network Overview: Geographic Spans
Kootenai Care Network Support

Networks and Hospitals

**Hospital:** Kootenai Health

**Hospitals:** Benewah Community Hospital, Bonner General Hospital, Clearwater Valley Hospital

**Hospitals:** St. Joseph Regional Medical Center, Valley Medical Center, St. Joseph Medical Group, Moscow Family Medicine, Lewiston Orthopaedics
# Kootenai Care Network 2017 Individual QHPs

<table>
<thead>
<tr>
<th></th>
<th>Kootenai North Bronze HSA 6590</th>
<th>Kootenai North Bronze HSA 6000</th>
<th>Kootenai North Silver 6050</th>
<th>Kootenai North Silver 4000</th>
<th>Kootenai North Gold 1200</th>
<th>Kootenai North Catastrophic 7150*</th>
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<tbody>
<tr>
<td><strong>ANNUAL COSTS</strong></td>
<td>WHAT YOU PAY IN-NETWORK</td>
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<td>WHAT YOU PAY IN-NETWORK</td>
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<td>Advanced Imaging Services (MRI, CT Scan, PET Scan, etc.)</td>
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*For treatment of emergency medical conditions as defined in the policy, Blue Cross of Idaho will provide in-network benefits for covered services. *1 Includes physical, occupational, and speech therapy services. You have a total of 20 in-and out-of-network visits for covered rehabilitative therapy services per member per year and a total of 20 in-and out-of-network visits for covered habilitative therapy services per member per year.

*Prescription drug coverage includes a generic substitution requirement. If you or your doctor requests a brand-name prescription when a generic equivalent is available, you are responsible to pay the difference between the allowed cost of the generic drug and the brand-name drug and any applicable brand-name copay. The extra costs do not count toward your deductible or out-of-pocket maximum. You or your provider can ask Blue Cross of Idaho to review this policy on a case-by-case basis. *1 BLUE Southwest Catastrophic 7150 is only available to people under the age of 30 or to people who qualify for a hardship exemption through the Idaho health insurance exchange. See yourhealthidaho.org for more information on catastrophic coverage.

*Separate pharmacy (Rx) deductible of $1,000 per person applies.
Processes:
- Primary Care Assignment
- Web tools
- Referral Management
Why is PCP Assignment Important

- In order to truly affect outcomes for patients, the relationship between patient and provider is critical.
- In a benefit design for the patient strongly aligning the patient/provider relationship and the patient/network relationship, PCP assignment is essential.
- For many primary care providers, the patient has already “chosen” you as their provider.
- For some patients, they have not established the relationship in such a way as to be the cornerstone of their care.
- This formalizes the relationship and begins to inform Kootenai Care Network and Blue Cross of Idaho on ways in which we can maximize the experience for patients and providers.
Under Construction October to December 2016

TOGETHER, Blue cross of Idaho and Kootenai care network will be finalizing processes and providing education to all practices regarding:

- On line tools
- PCP Assignment Process
- Referral Management
- Quality measure selection, management, and reporting
- Care Coordination resources and workflows
Out-of-Area Services: When You Need to refer Patients Elsewhere for Care

- For services that cannot be provided within Kootenai Care Network, gap referrals will be permitted using structured processes
- Gap Referrals will be reviewed through the Joint Operating Committee to understand the gaps and whether or not they can be managed otherwise by KCN
- During the first year, understanding gaps and determining strong partnerships to help manage care will be critical to overall success
Continuity of Care
Members in Midst of Treatment/Care During this Transition

• Blue Cross will evaluate all individual QHP members to determine who is in the midst of an ongoing course of treatment.

• Kootenai Care Network patients who are in this situation will be evaluated by Blue Cross’ Healthcare Operations team on a case-by-case basis.

• Members will ultimately need to switch to an in-network doctor.
Marketing Materials
What Will Patients See?
Sales materials

See the network available where you live:

**ClearWater**

- Coverage: Premium Network, 3,500 doctors; Most doctors and hospitals; Large network
- Costs: Lower out-of-pocket costs

**Hometown North**

- Coverage: Local network, 1,000 doctors; Large network
- Costs: Lower out-of-pocket costs

**Kootenai Care Network**

- Coverage: Large network, 2,000 doctors
- Costs: Lower out-of-pocket costs

**Kootenai Care Network: Your 2017 Blue Cross Provider Network**

- Your health insurance for 2017 provides hundreds of doctors and hospitals throughout the country.
- You’ll use the Blue Cross Provider Network (BCPN).
- Your health insurance for 2017 provides hundreds of doctors and hospitals throughout the country.
- You’ll use the Blue Cross Provider Network (BCPN).

Important network details:

- If you’re new to the BCN network, you may find it confusing to know where to turn. You can always reach us 24/7 at 1-800-283-3300.
- You’ll need to call your provider to find out where you can go.
- Your health insurance for 2017 provides hundreds of doctors and hospitals throughout the country.
- You’ll use the Blue Cross Provider Network (BCPN).

For help choosing a doctor, call us at 1-800-283-3300.

You can also find out more about our network online at bluecrossidaho.org.
New ID card designs reinforce the network, need for referrals and PCP, and underscore the out-of-network aspects of the plans.
Blue Cross of Idaho Is Developing Detailed Communication Plans for All Affected Audiences

**Brokers**
- Weekly broker blasts
- Fall broker training
- Hosted webinars
- Monthly Q&A briefs
- Comprehensive product training at Online Learning Center

**Providers**
- Digital guide on provider website
- Hosted webinars with Q&A with Provider Services; Monthly Q&A briefs
- Comprehensive training at Online Learning Center

**Public Relations**
- Op-eds and guest columns
- Press releases
- Editorial board meetings; Interviews

**Members and Shoppers**
- Complete members and shoppers website update
- Questions on member portal; Monthly Q&A briefs
- Renewal packet
- Member handbook and ID card
Media/Public awareness of plans

• Blue Cross of Idaho CEO Charlene Maher recently conducted an exclusive one-on-one interview with The Associated Press, focusing on the benefits of coordinated care and the QHP healthcare networks
• Media coverage is anticipated around the following dates:
  • Anonymous shopping for plans (with rates) begins Oct. 1
  • Open enrollment period runs Nov. 1 through Jan. 31
  • Coverage begins Jan. 1
What to Expect Before January 1, 2017
Communication/Communication

- **Blue Cross of Idaho marketing strategy**
- **Joint BCI/KCN education for providers and practice leadership**
  - KCN newsletters
  - Topics and tips to understand key initiatives, terms, and projected outcomes
  - Ongoing 1:1 meetings onsite in KCN practices
  - Reports and projections on currently established patients in the KCN community
  - Continuing analysis of current population and impact to both primary care and specialty services in KCN
- **Maximized readiness for care delivery beginning 1/1/2017**
How Else Can We Help You?

Questions?