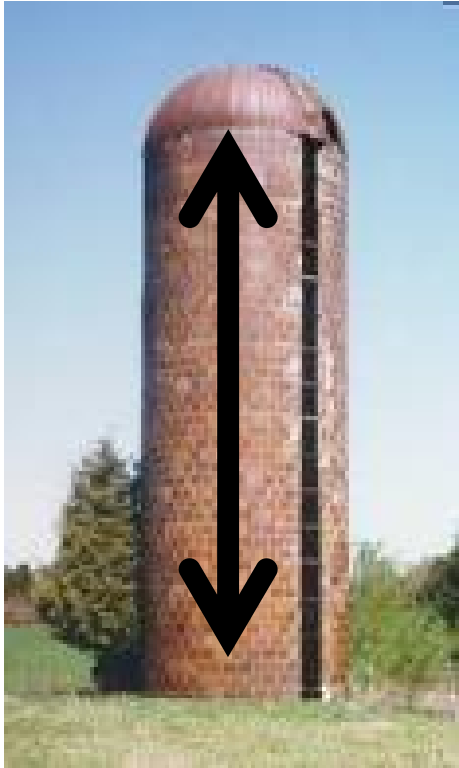


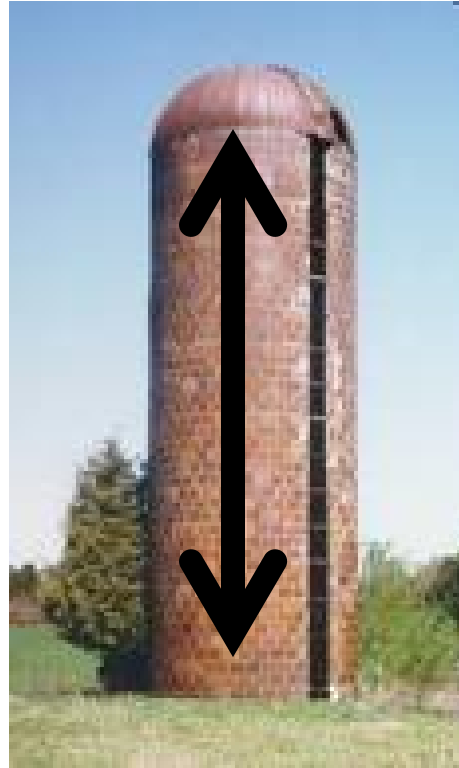
Divergence

Clinician (staff)



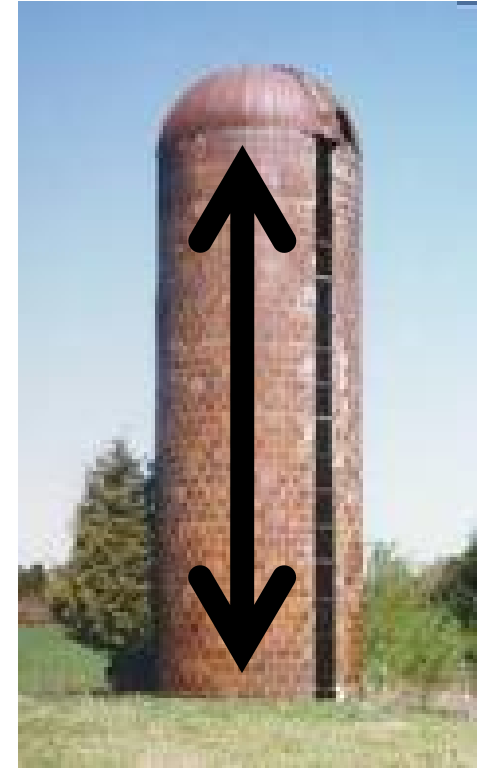
Patient Member

Healthplan
(employer)



Clinician (staff)

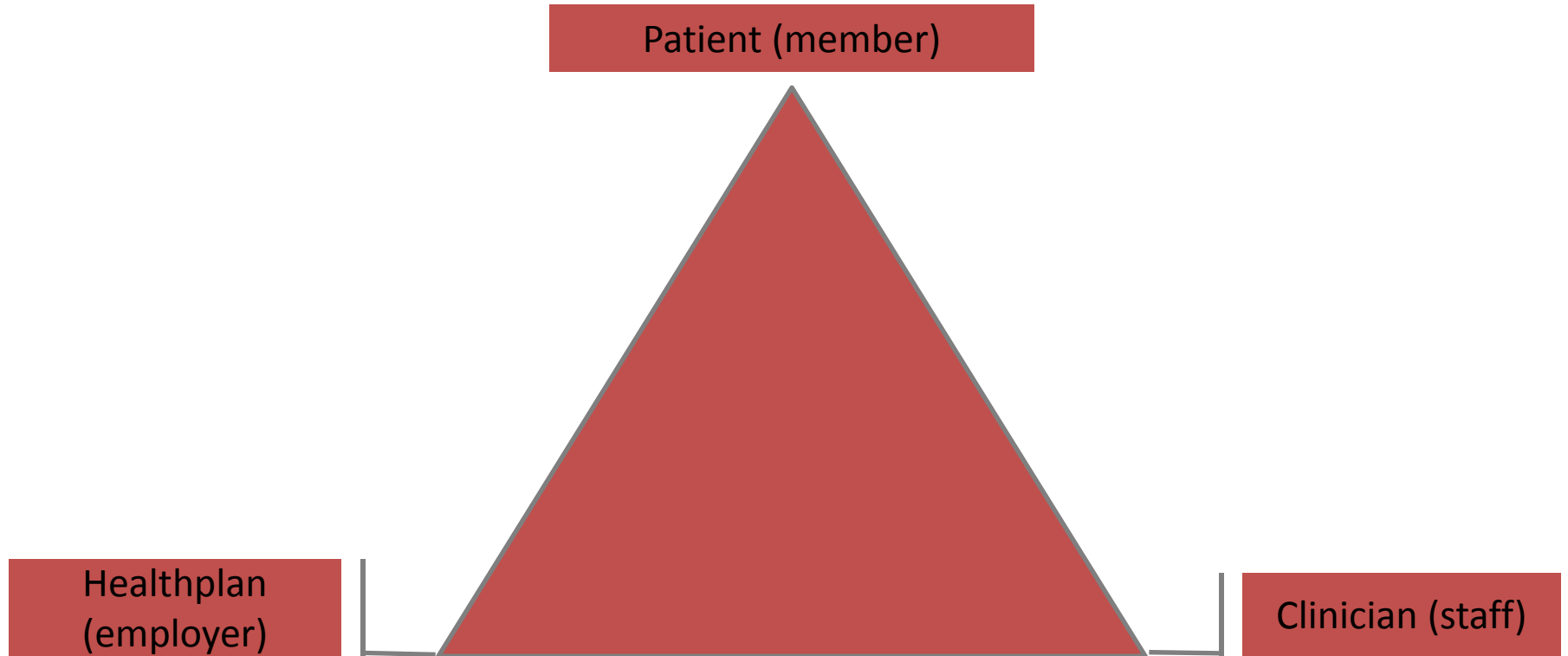
Patient (member)



Healthplan (employer)

“Well intentioned silos”

Convergence



Requires a greater degree of alignment of goals (incentives) among constituencies of health care delivery system. “W.I.I.F.M?”

Program Convergence Considerations

- 1) Invite all constituencies “in” early for design.
- 2) The easier we can make it happen – the more likely it will.
- 3) We can always improve.
- 4) Convergence is hard work, but usually worth the investment.

Example

Problem: Despite multiple incentives over the previous 4 years by the employer, there had been no success in increasing the percentage of employees and dependents receiving preventive health services

Intervention: Produced and distributed actionable reports to each physician caring for their portion of the employers covered lives, noting the services that needed to be performed in the coming year.

Result: Despite no change in incentive structure this year there was on average a 10% improvement in 6 of the 7 measures by the end of the year.