Health Information Technology & Transformational Value to Health Care



BlueCross BlueShield of Louisiana

An independent licensee of the Blue Cross and Blue Shield Association.

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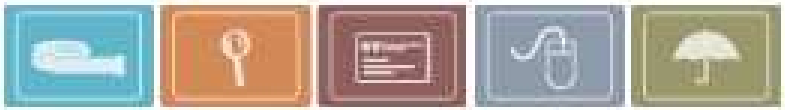

Doesn't Matter What Your View Is



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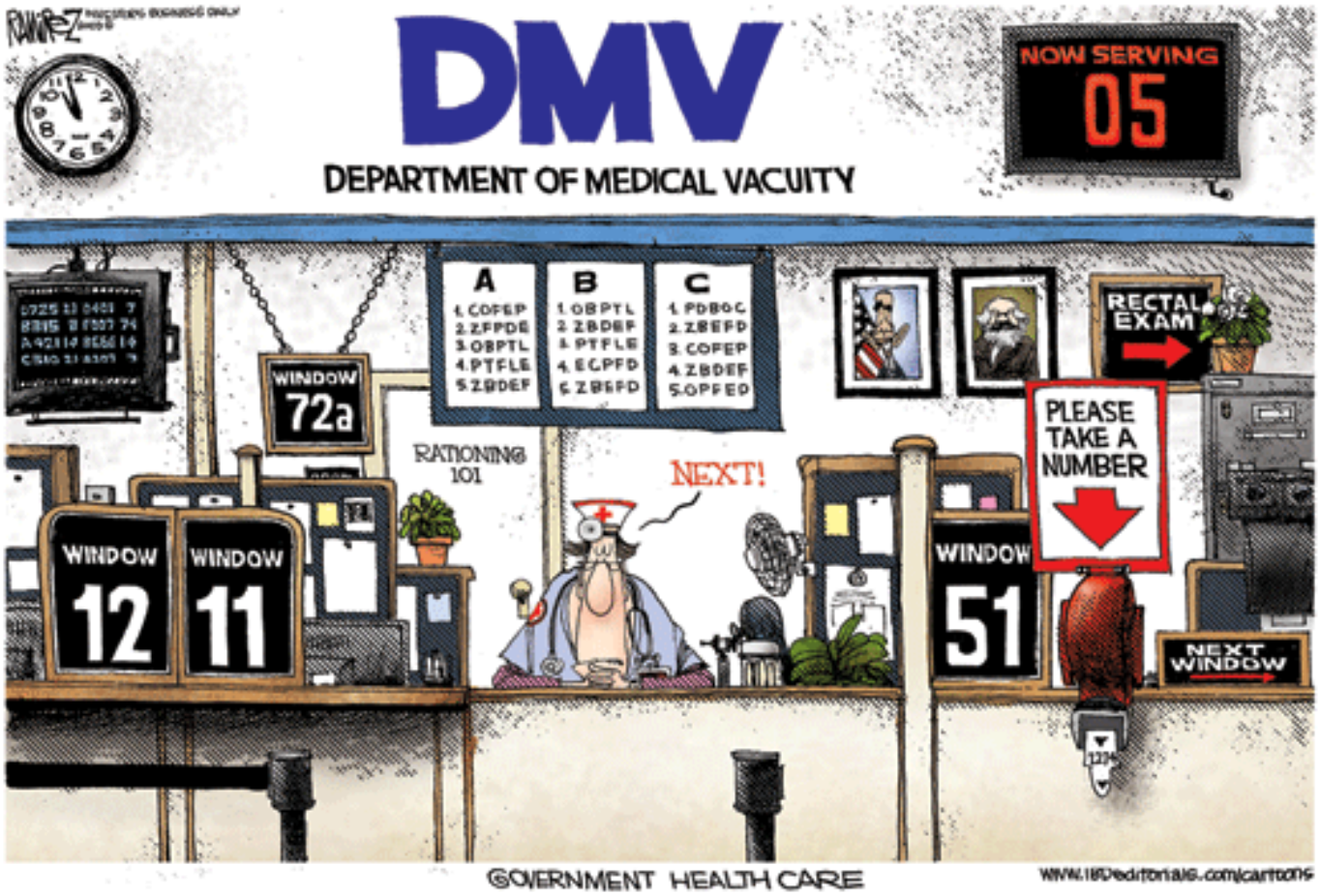


Doesn't Matter What Your View Is

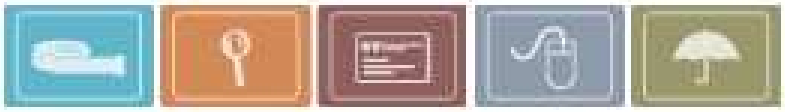


Let's Discuss Health Care "Transformation" That's Working!

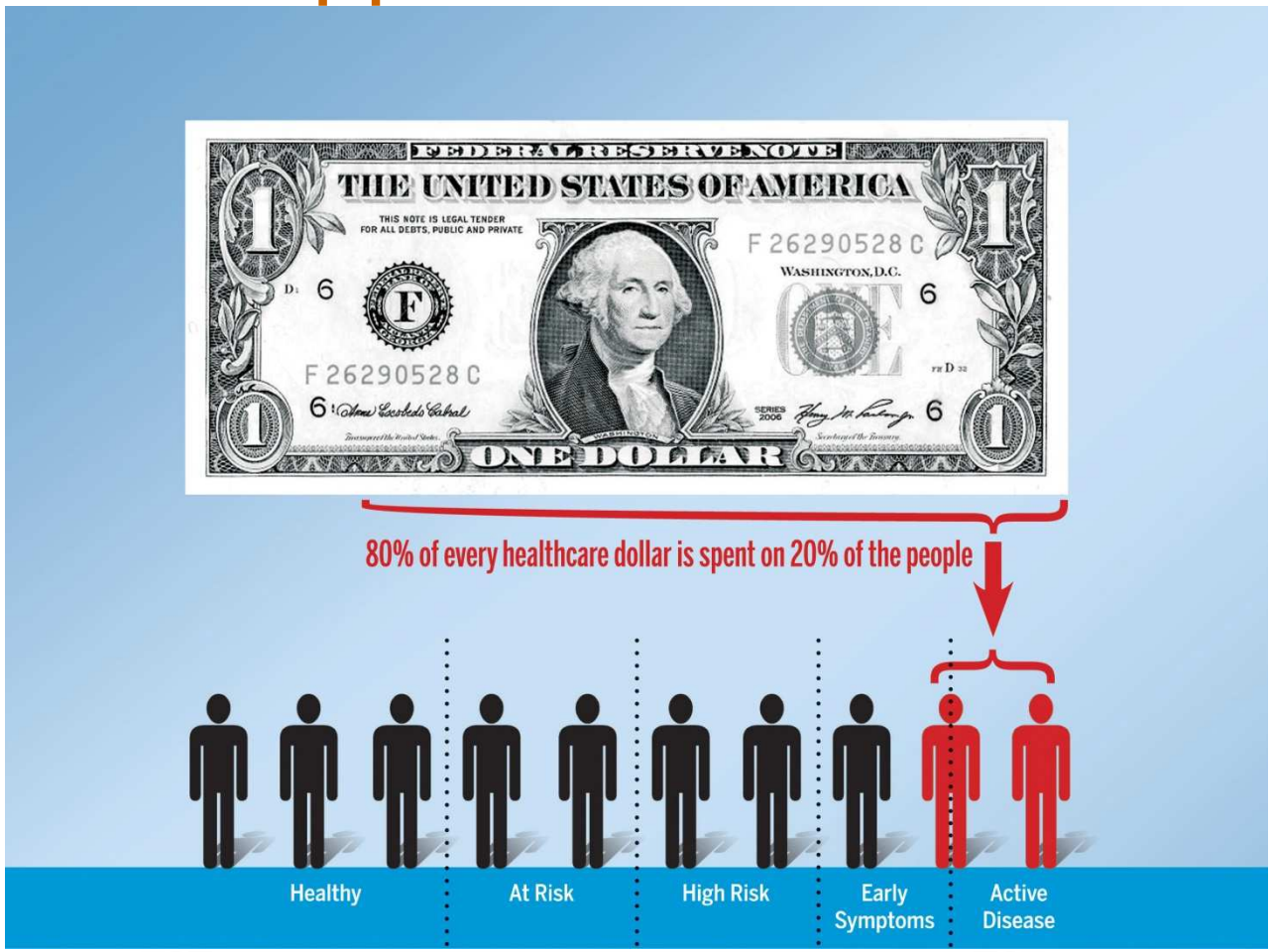
Drivers for Health Care Usage - Person-centric Care Continuum

Drivers for Effective Delivery – Collaboration that works

Pathway to Covering America



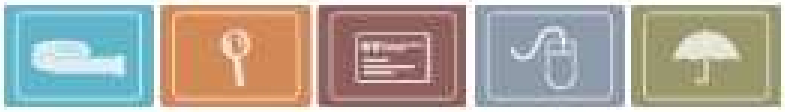
80/20 Rule Applies to Health Care Cost



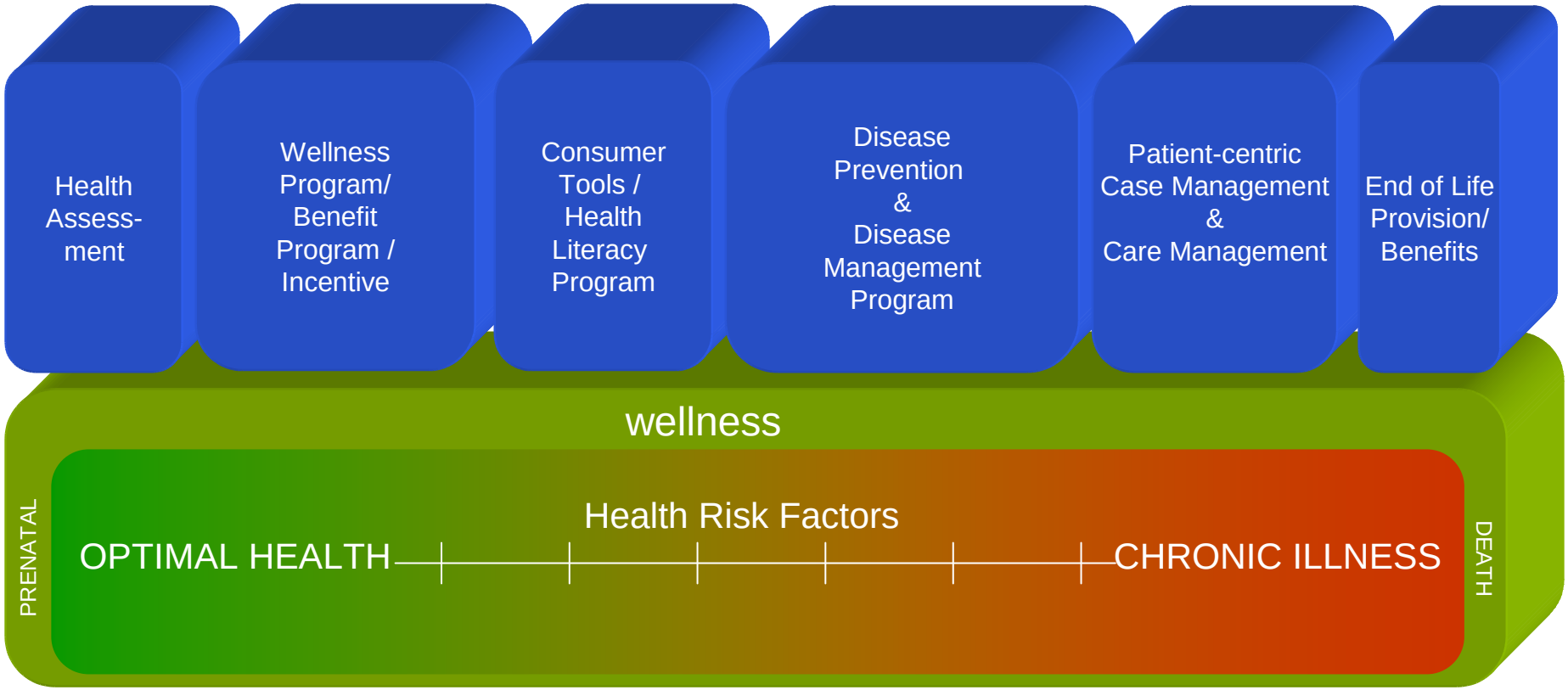
Patient-Centricity is Key to Effective Delivery of Care

- Comprehensive person-centric programs are critical to manage *health and wellness*, as well as *chronic diseases*

- Longitudinal person-centric set of health data is key to coordinating and facilitating care



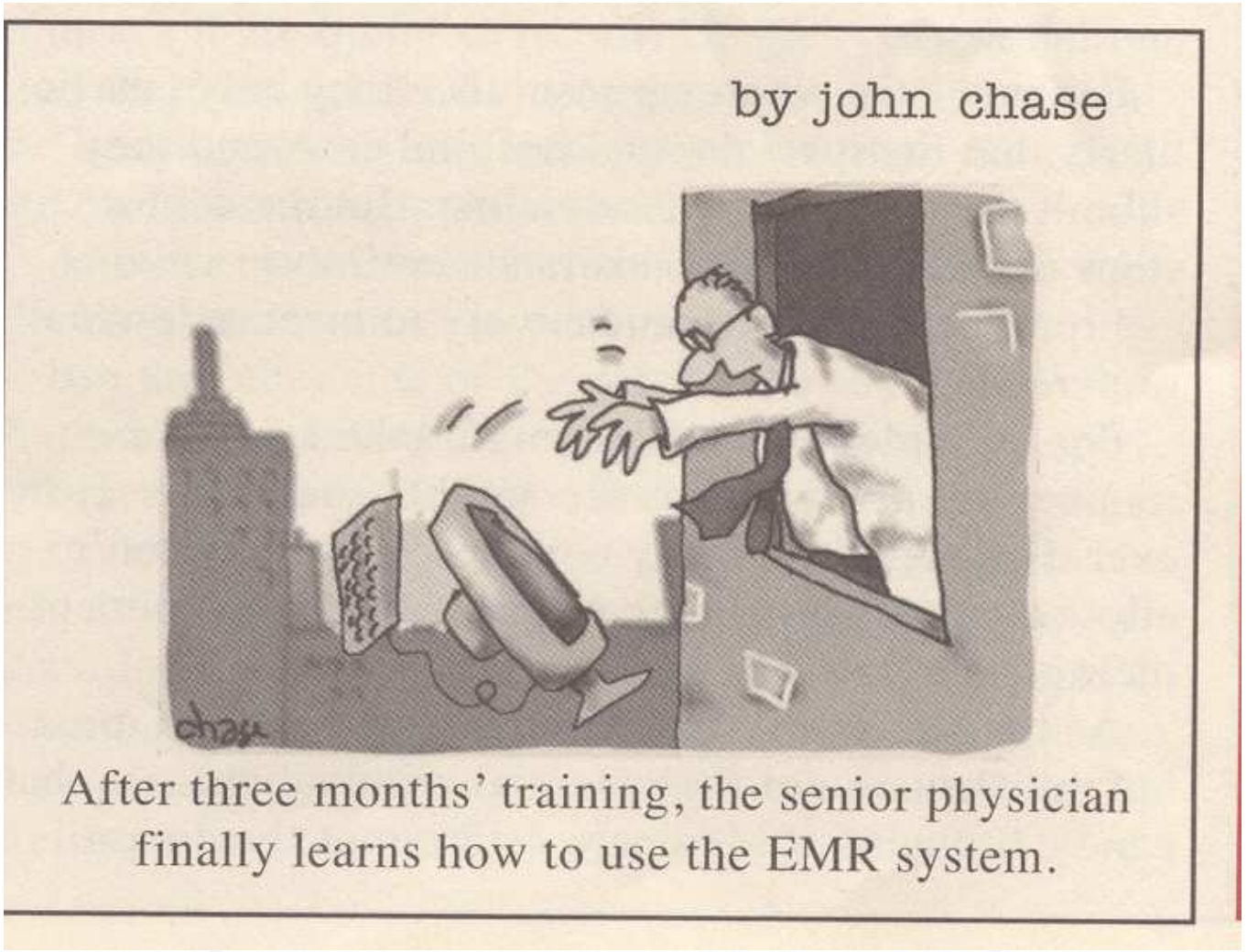
Person-centered engagement program is essential



prevention…early detection…early intervention…medical intervention…medical management…end of life initiatives



Health Information Technology – An Enabler for Transformation



After three months' training, the senior physician finally learns how to use the EMR system.

Health Information Technology – An Enabler for Transformation

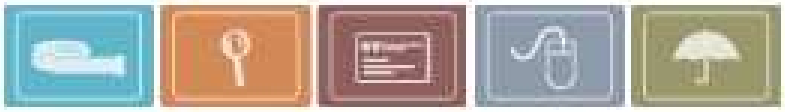


Private-Public Collaboration is Critical to Any Transformation – HIT progress in Louisiana

Collaboration between key stakeholders – *state health agency, providers, payers…*

Healthcare Quality as a business driver for HIT adoption through Louisiana Health Care Quality Forum (LHCQF)

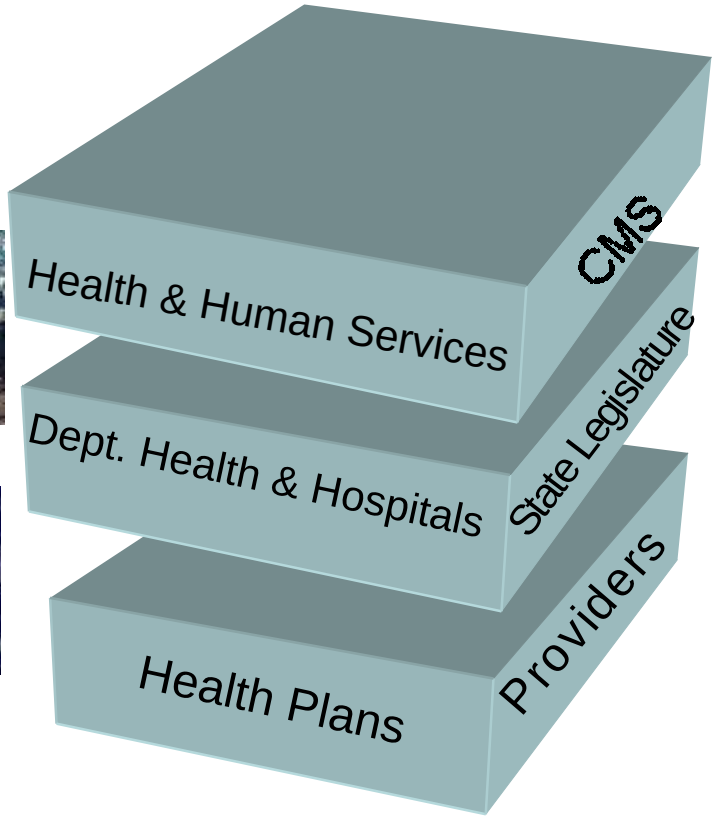
Blue Cross engaging with health care stakeholders and leading HIT capabilities in the state



Private-Public Collaboration Around HIT – Transformation that Works!



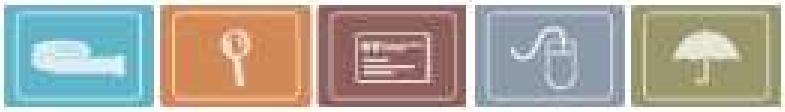




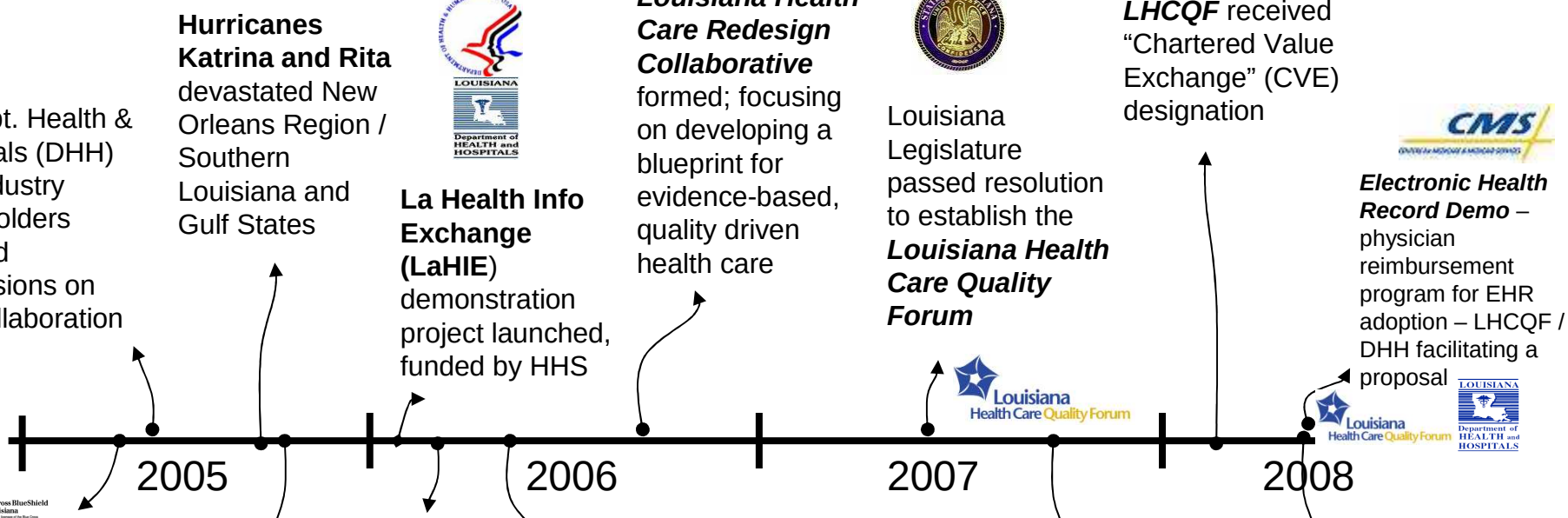
- **Health Plans and Providers HIT Initiatives** Patient-centric HIT strategies among large organizations
- **Private-public Collaboration** Dept. of Health & Hospitals (DHH) led collaboration among stakeholders
- **National Agenda and HHS Leadership** – identifying HIT barriers and framework for breakthroughs
- **Post-Katrina/Rita Health Care Recovery & Redesign** – establishing evidence-based, quality-driven health care model

Critical Factors in HIT Success

- Post-Katrina / Rita HIT initiatives
- Healthcare reform agenda at the state and federal levels
- Established Public-Private Collaborative around Healthcare Quality through *"Louisiana Health Care Quality Forum"* – a private-public legislatively funded entity
- Private Health Plan - a Key Partner!



Momentum for Patient-centric, Evidence-based, Quality Care Reform in Louisiana



Critical Enablers of Electronic Health Records (*BCBSLA HIT Strategy*)

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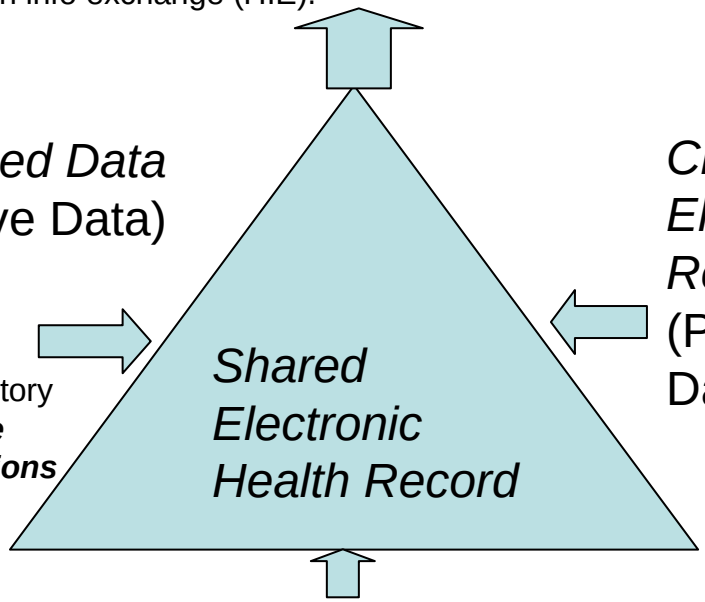
Health Information Exchange (HIE)

Aggregated medical information pulled together from multiple patient record sources of independent healthcare organizations.
The information can be delivered at point of care through a ***common access*** point ***across local or regional areas***, i.e., through regional health information org (RHIO), health info exchange (HIE).



Claims-based Data
(Administrative Data)

Longitudinal view of medical history
Composition of ***episodes of care***
History of ***treatments, prescriptions***

Clinical Systems / Electronic Medical Record / EMR
(Provider's Clinical Data)

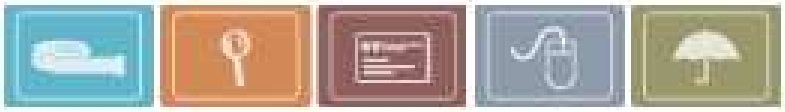
Clinical data about a patient from clinical systems in ambulatory or enterprise hospital settings – computer-based patient record (CPR), computer-based order sets, Rx information and management, physician notes, lab results, PACS, etc.

Personal Health Record
(Information provided by individual patient)

Key ***demographic information, living will, etc.***
Personal / family history - allergies, medical conditions, etc.
Health risk assessment information and other personal health management program

How BCBS Louisiana helps drive the eHealth Success in the State?

- Make patient-centric payer-based health record a commodity in Louisiana
- Establish an e-Rx program for physicians
- Provide personal health record tool that's portable to members
- Enable local health information exchange(s)
- Partner with the state health department (DHH) on strategic direction of HIT



Claims-based Health Record

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PORTALS



Authentication

Member Identifier

CHR Retrieval

-Clinical Relevancy
-Patient Centricity
-Security and Privacy

HMO Louisiana, Inc.

2/20/2006

Member ID [redacted]
Date of Birth [redacted]

Clinical Episodes

Procedures Performed

Rx filled

Provider information

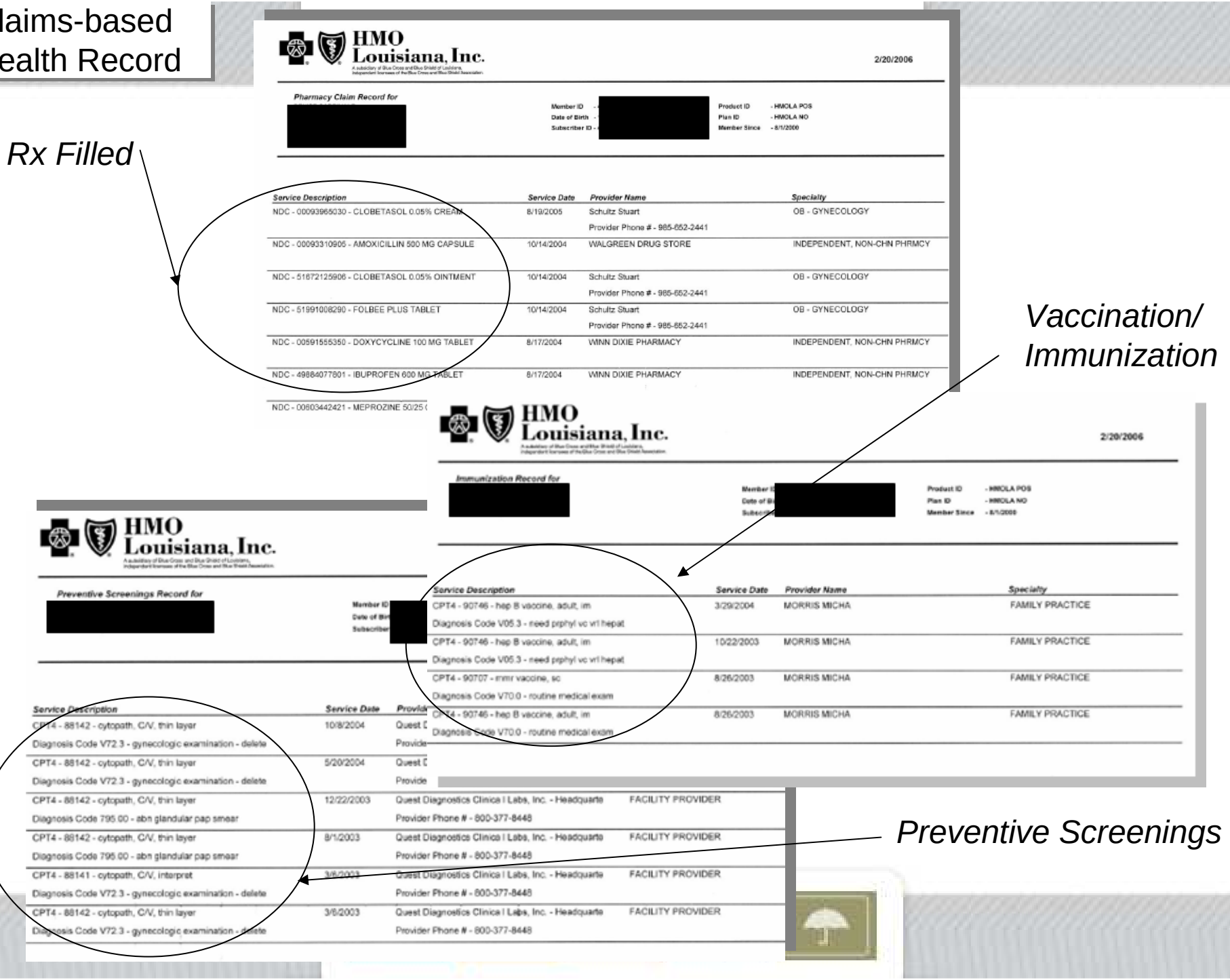
3/6/2003 - 4/30/2003 - Minor inflammation of skin & subcutaneous tissue

Service Description	Service Date	Provider Name	Specialty
CPT4 - 99203 - office/outpatient visit, new	4/30/2003	Martinez I. Provider Phone # - 504-454-4454	DERMATOLOGY 437464539B

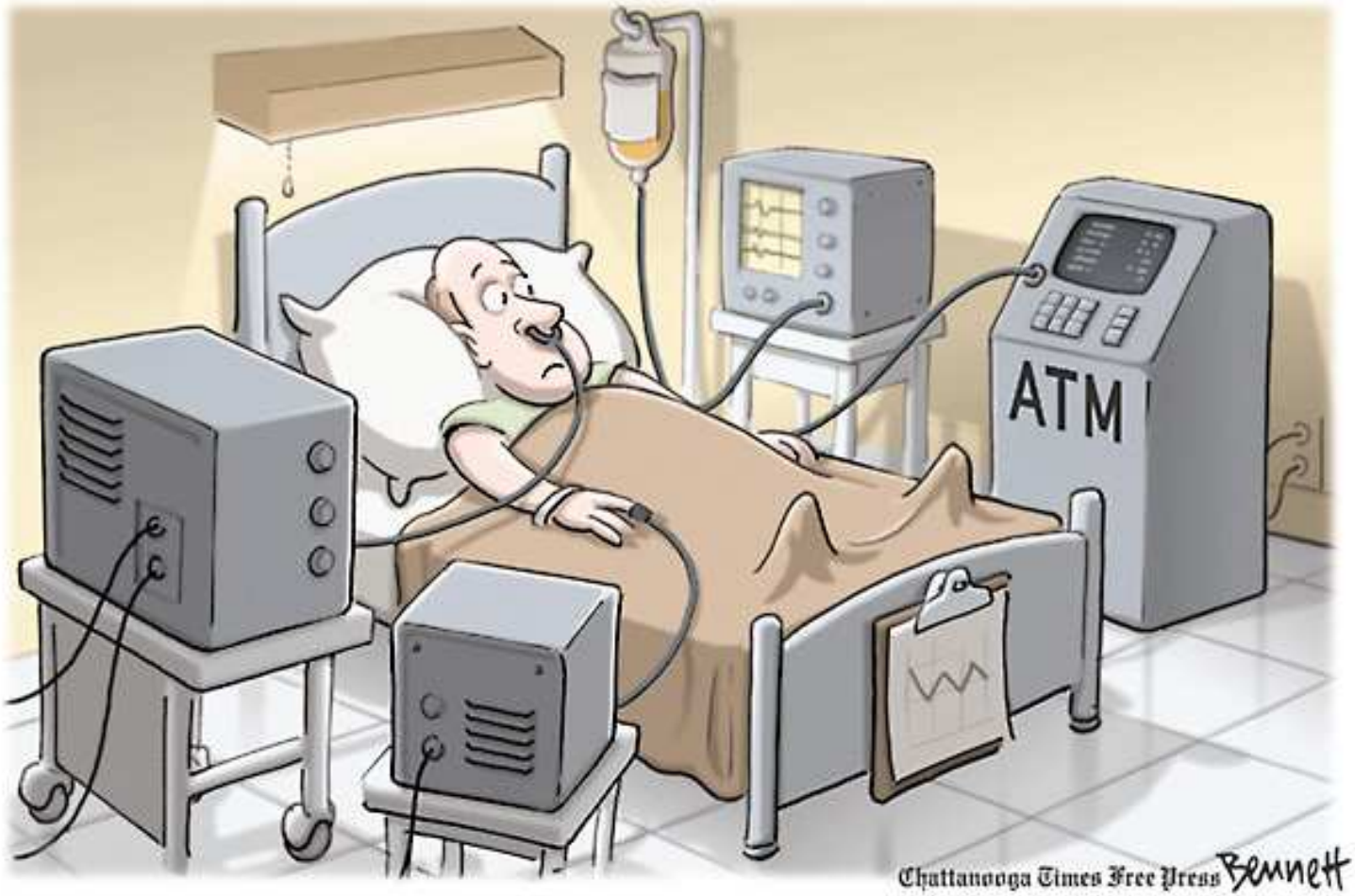
3/6/2003 - 4/2/2003 - Benign neoplasm of the female genital tract, with surgery

Service Description	Service Date	Provider Name	Specialty
NDC - 00406035705 - HYDROCODONE/APAP 5/500 TAB	4/8/2003	Schultz Stuart Provider Phone # - 985-652-2441	OB - GYNECOLOGY 4358658860
NDC - 00406035705 - HYDROCODONE/APAP 5/500 TAB	4/8/2003	Schultz Stuart Provider Phone # - 985-652-2441	OB - GYNECOLOGY 4358658860
CPT4 - 99354 - prolonged service, office	4/2/2003	Schultz Stuart Provider Phone # - 985-652-2441	OB - GYNECOLOGY 4358658860
CPT4 - 99354 - prolonged service, office	4/2/2003	Schultz Stuart Provider Phone # - 985-652-2441	OB - GYNECOLOGY 4358658860
NDC - 00396601000 - AMINO-CERV CREAM	4/2/2003	Schultz Stuart Provider Phone # - 985-652-2441	OB - GYNECOLOGY 4358658860
NDC - 00396601000 - AMINO-CERV CREAM	4/2/2003	Schultz Stuart Provider Phone # - 985-652-2441	OB - GYNECOLOGY 4358658860

Claims-based Health Record



Cost Drivers???



Insurance Company Spending

In 2008, BCBSLA paid out $1.97B in risk claims, broken out like this:

$761M; 38.6% | **$598M; 30.3%** | **$332M; 16.9%** | **$279M; 14.2%**



NATIONAL AVERAGES

- **33¢** Hospital
- **30¢** Physician and Clinical Services
- **13¢** Prescription Drugs
- **6¢** Dental Services
- **2¢** Other Professional Services
- **1¢** Nursing Home
- **2¢** Home Health Care
- **3¢** Future Claims Reserves/Profits
- **10¢** Admin Cost Including Taxes, Commissions

*Includes government administration and net cost of private health insurance

Source: Adapted from Centers for Medicare and Medicaid Services (2007)/ BCBSLA *"CEO's Perspective" 2007*

Who are the Uninsured, Really?

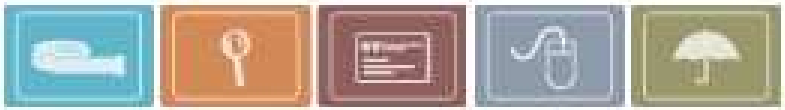


- Only 16 Million Americans require Assistance to purchase health insurance today.

Source: Healthcare Trends in America 2008; BCBSA

Pathway to Covering America

- Encourage Research on What Works
- Change Incentives to Promote Better Care
- Empower Consumers and Providers (HIT)
- Promote Health and Wellness
- Foster Public-Private Coverage Solution (not one-size-fits-all)



Plan for Healthy Reform

Coverage for Preexisting Conditions

Individual Responsibility

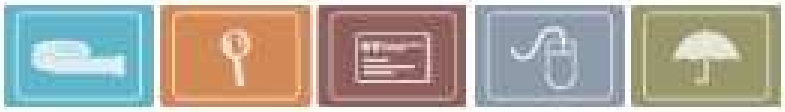
Subsidies and Expansion of Medicaid

Promote Health and Wellness

Patient-Centered Medical Home Delivery Model

Transparency for Consumers and Providers

Pay for Performance



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Blue Cross and Blue Shield of Louisiana

- Headquartered in Baton Rouge, eight regional offices
- State's oldest and largest health insurer, began in 1934 in New Orleans
- Serves over 1.1 million customers
- Over 90 percent of all LA providers in BCBSLA networks
- Tax-paying mutual company, owned by its policyholders
- Company's subsidiaries include HMO Louisiana, Inc. and Southern National Life Insurance Company, Inc.
- Company's core strategy addresses cost and quality of health care and the uninsured



Thank You !!

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