



# Employer Perspectives on What Drives Purchaser Satisfaction

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# Value Purchasing

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**Laurel Pickering**  
President and CEO  
Northeast Business Group on Health

## **NEBGH is a network of employers, providers, insurers and other organizations working together to improve the quality and reduce the cost of health care in NY, NJ, CT and MA**

- NEBGH represents 175 employers, unions, health plans, providers, and other healthcare organizations operating in NY, NJ, and CT
- Members include American Express, Citi, Goldman Sachs, CBS, Pitney Bowes, City of New York, Columbia University
- Focus is on education, quality improvement and health policy
- Unique combination of stakeholders allows NEBGH to launch major quality initiatives requiring collaboration between health plans and local partners
- One of 56 business coalitions around the country



# What is eValue8?

eValue8™, the nation's leading, evidence-based request for information (RFI) tool, is widely used by business health coalitions, their purchaser members, and national employers to assess and manage the quality of health plans. eValue8 raises the bar for health care performance and moves the market to deliver greater value for the purchaser's health care dollar.



# eValue8 Content Areas

- Accreditation
- Health Care Disparities
- HIT
- Consumer Engagement
- Prevention and Health Promotion
- Provider Measurement and Management
- Disease Management
- Pharmacy Management
- Behavioral Health



# Coalitions Using eValue8

- Buyer's Health Care Action Group (MN)
- Colorado Business Group on Health
- Florida Health Care Coalition
- Health Care 21 (TN)
- Lehigh Valley Business Coalition on Health
- Memphis Business Group on Health
- Michigan Purchasers Health Alliance
- Midwest Business Group on Health
- MidAtlantic Business Group on Health (MD)
- Northeast Business Group on Health
- Oregon Coalition of Healthcare Purchasers
- Pacific Business Group on Health (CA)
- Puget Sound Health Alliance (WA)
- Rhode Island Business Group on Health
- South Carolina Business Coalition on Health
- Virginia Business Group on Health



## About Pitney Bowes

- 90-plus year legacy
- Fortune 500 company
- \$5.4 billion global provider of custom communication management
- Global team of more than 30,000 employees
- Presence in more than 130 countries worldwide
- More than 2 million customers



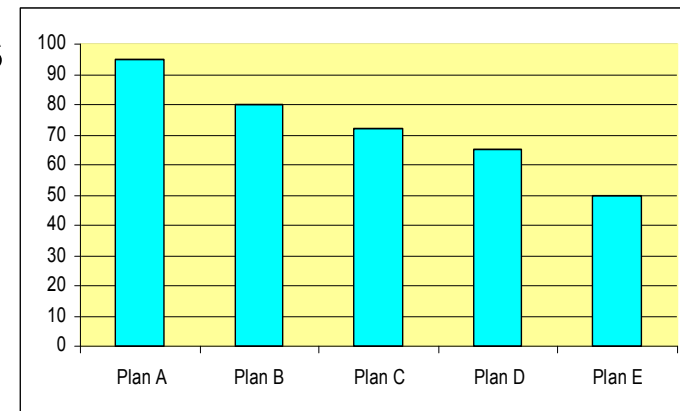
# eValue8 – Employer Value Purchasing

- **Fiduciary Responsibility**
  - Spend company and employee money efficiently
- **Competitive Bidding**
  - Insight into PPO VS HMO products
- **Setting Employee Contributions**
  - Standard, national metrics
- **Employee Communications**
  - Broaden decision points beyond the network and co-pays
- **Continuous improvement within the community**



# eValue8 – Employer Value Purchasing

- **Competitive Bidding**
  - **Mandatory participation in eValue8**
    - Bids and renewals
    - Insight into PPO VS HMO products
  
- **Setting Employee Contributions**
  - **Standard metrics for all plans**
  - **Combine quality and cost**
  - **Tier pricing**
    - High quality, low cost
    - High cost, lower quality



# eValue8 – Employee Purchasing

- **Helping Employees Make Choices**
  - **General Information**
    - NCQA Accreditation and CAHPs
  - **How Your Plan Helps you Stay Healthy**
    - Health Assessments, screening reminders
  - **How Your Plan Helps you Make Decisions**
    - Provider directory, treatment decision support
  - **How Your Plan Helps you Manage an On-going Condition**
    - Gaps in Care Notification, HEDIS scores
- **On-Line Plan Chooser Tool for employees**



# eValue8 – Employee Purchasing

Support for Making Informed Choice		UHC ChoicePlus 500 w/Prem Ntwk	Cigna Open Access Care Network
<a href="#">Hide</a>	Overall Score – How the Plan helps me make informed choices		
		<a href="#">Click here for more information</a>	<a href="#">Click here for more information</a>
<a href="#">Hide</a>	What information about doctors is in the provider web directory?		
<a href="#">Hide</a>	- board certification	✓	✓
<a href="#">Hide</a>	- hospital admitting privileges	✓	✓
<a href="#">Hide</a>	- office hours	✓	✓
<a href="#">Hide</a>	- languages spoken	✓	✓
<a href="#">Hide</a>	- disciplinary actions and malpractice history	✓	
<a href="#">Hide</a>	- quality ratings	✓	✓
<a href="#">Hide</a>	- complication rates where applicable		
<a href="#">Hide</a>	- high performance network participation	✓	✓
<a href="#">Hide</a>	- availability of email communications		✓
<a href="#">Hide</a>	- availability of web consultations		✓
<a href="#">Hide</a>	- electronic prescribing capability		✓
<a href="#">Hide</a>	What doctor performance is measured by the Plan?		



# eValue8 – Influencing the Marketplace

- Employers want a high quality, high value healthcare system
- In a market like the Northeast (NY, NJ, CT and MA), collaboration is essential to influencing the delivery system
  - Plans and employers alone do not have enough leverage
- eValue8 got NEBGH started on being the convening organization



# Tri-State Area Collaborations

- NJ Gaps in Care Initiative
  - Aggregating health plan HEDIS data for PCP performance reports
  
- Increasing Value in Hospital Care
  - Driving plans to value payment arrangements
    - Multi-stakeholder group (employers, hospitals and plans) working on readmission reductions and model for health plans and hospital collaboration and coordination

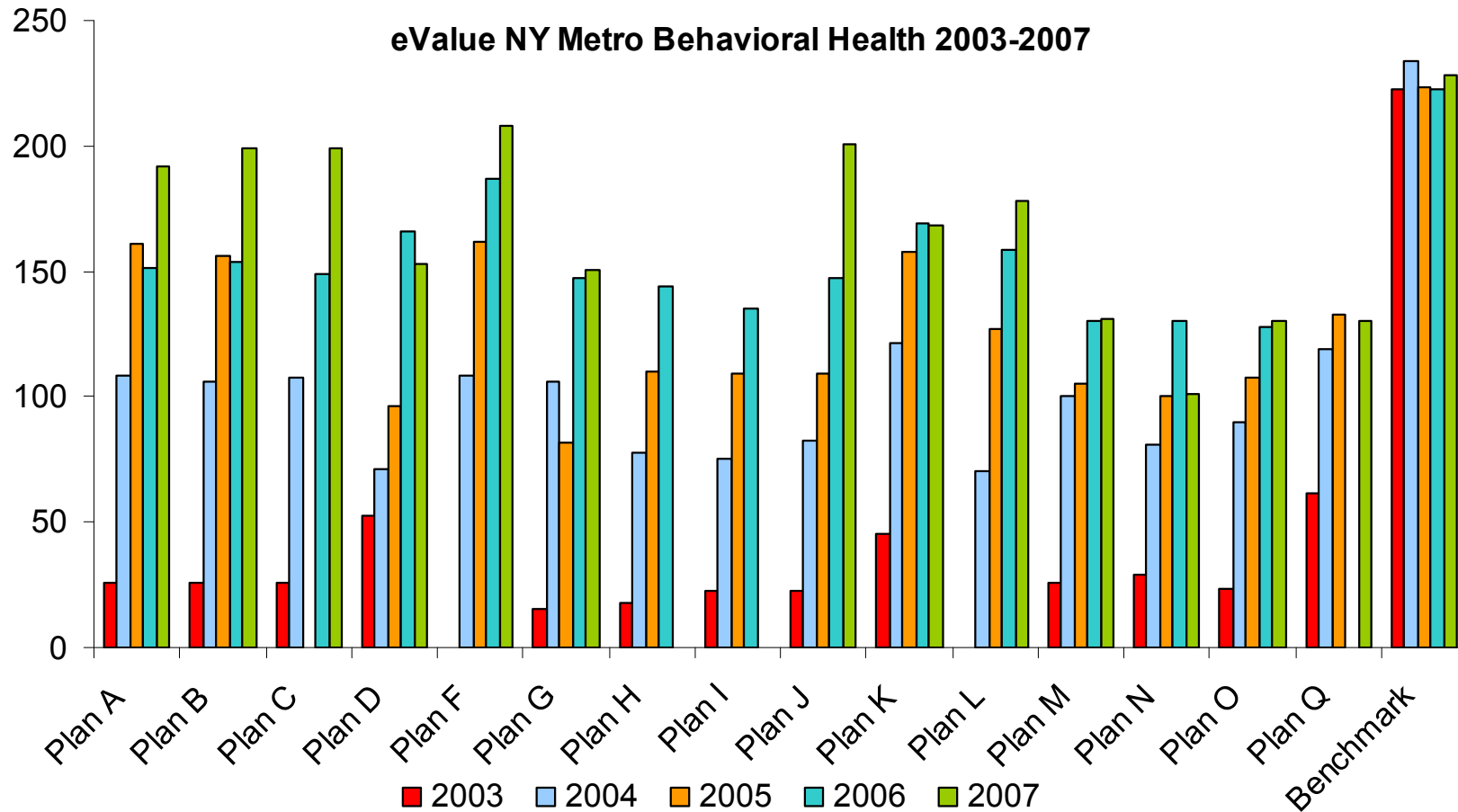


# Improving Depression Screening and Treatment in Primary Care

- eValue8 identified the poor identification of people with depression
- NEBGH adapting the 3 component model to Tri-State Area
- Link a social worker and psychiatrist to primary care practices
- Health plans to collaborate on reimbursement



# Continuous Improvement Outcomes





# Satisfaction Through Innovation and Collaboration



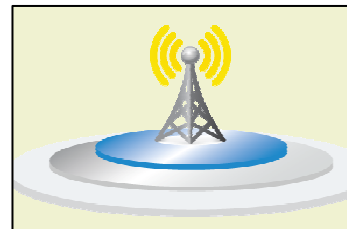
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Sprint

# Sprint

- FORTUNE 100 company
- Annual revenues – \$33.7B in 2011
- Serve more than 55 million customers
- Serve 92% of FORTUNE 500 companies
- Strong prepaid brand portfolio with Virgin Mobile USA, Boost Mobile, Assurance Wireless
- First wireless 4G network from a national carrier in the United States\*
- Nationwide 3G voice and data network
- Next generation, broadband push-to-talk service
- Global IP network with reach to 165 countries

*\*Sprint 4G network reaches over 70 markets, on select devices. See [Sprint.com/4G](http://Sprint.com/4G) for details.*



# Sprint: Building Success through Three Priorities



#3 of America's 500 greenest companies\* – **Newsweek** (2011)

Priority #1:  
**Improve customer service**

#1 most improved company in customer satisfaction, across all industries, over the last three years – **American Customer Satisfaction Index** (2011)



Network Award for Global Wholesale Excellence - **ATLANTIC-ACM** (2012)

Priority #2:  
**Strengthen the brand**

Priority #3:  
**Generate cash**

HTC EVO™ 3D: #1 best smartphone in America – **PC World** (2011)



**Highest Satisfaction with the Purchase Experience among Full Service Wireless Providers\*\***  
– **J.D. Power and Associates** (2012)

\*Newsweek Green Rankings based upon environmental impact, green policies and performance, and reputation survey scores as of October 24, 2011.

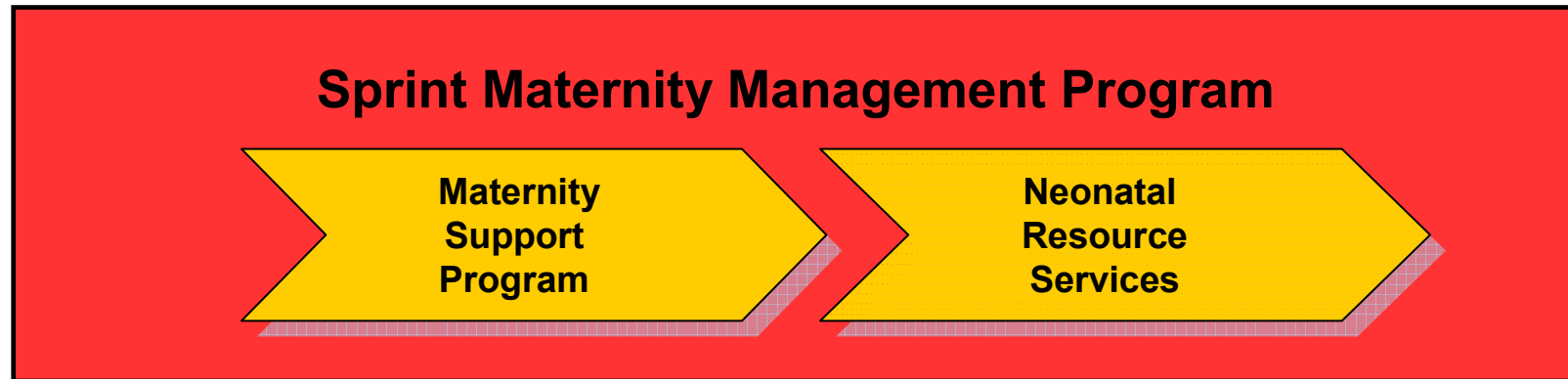
\*\*Sprint received the highest numerical score among full service wireless providers in the proprietary J.D. Power and Associates 2012 Wireless Purchase Experience Satisfaction Study(SM) – Vol. 1. Study based on responses from 10,271 consumers measuring 4 full service wireless providers and measures opinions of consumers who purchased a wireless product or service within last 6 months. Proprietary study results are based on experiences and perceptions of consumers surveyed July-December 2011. Your experiences may vary. Visit [jdpower.com](http://jdpower.com)

# A Need For Change; A Partnership For Success

- In 2008, Sprint's NICU costs were astronomical
  - NICU incidence rate of 1.6 admits per 1000 members versus the commercial book of business incidence rate of 1.1 admits per 1000 members<sup>[1]</sup>
  - 40-50% of top ten high-cost claimants
  - \$570,000 average cost
  - 66% of total costs for newborns
  - Trend going back years with no action from carriers
- Neonatal Resource Services Program (NRS) introduced
  - Control and reduce neonatal care cost with effective case management, guiding members to quality facilities and appropriately monitoring the neonatal care plans
  - NRS reduces NICU length of stays through on-site/telephonic case management at select NICU facilities nationwide
    - On-site nurse interventions throughout the course of a NICU admission ensure high quality outcomes
      - Managing cases with a telephonic/on-site mixed model can reduce the average length of stay by 15%
    - Neonatal Resource Services can lower the readmission rates by 50%

[1] HCTA ASO National 2008Q4 v.a.1

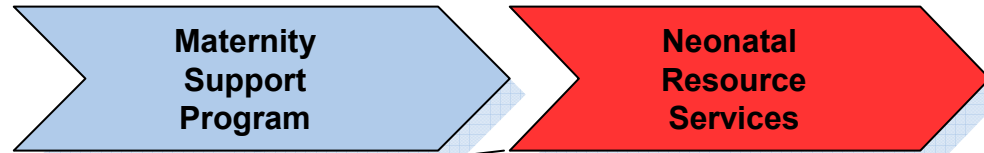
# Sprint Maternity Management Program Components



- **Maternity Support Program (MSP)** helps reduce incidence and severity of preterm births through preconception coaching, pre-natal care management and education, and proactive case management of pregnancies considered to be at high risk of premature birth.
  - The program assists parents-to-be through the whole maternity experience including integration with other Maternity Management and wellness programs.
- **Neonatal Resource Services (NRS)** helps reduce and control NICU costs with an innovative solution that combines intense case management with an on-site NICU experienced professional/telephonic resources.



# Components of the Neonatal Resource Services Program



## Integration with Maternity

- Integration with maternity programs to identify high risk pregnancies before delivery
- Educate member on where to deliver
- Mother and baby guided to right care provider the first time and avoids risk of transfers

## Utilization Management

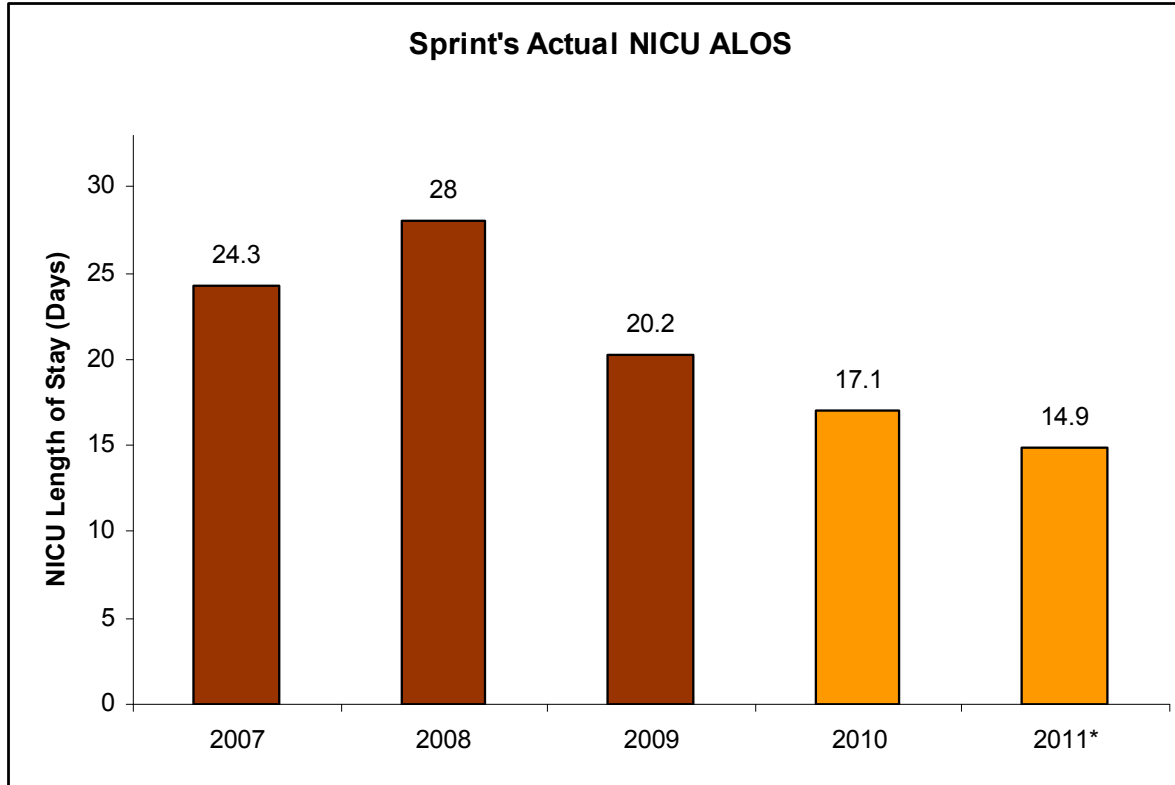
- Integration with Inpatient notification
- Experienced Neonatologist, Pediatrician, OBGYN and NICU nurses that develop and closely monitor care plans
- Facilitate discharge planning
- Ability to provide on-site and telephonic case management
- Revenue code level review while inpatient

## Case Management

- Educate and inform parents how to care for infant's special needs
- Identify and arrange home equipment and nursing needs
- Focus on readmission reduction



# Sprint's NICU Average Length of Stay has decreased since NRS



- Sprint purchased NRS in 2009 and launched the Onsite/Telephonic NRS program effective 1/1/10
- In 2010, 44% of Sprint's NRS cases were managed onsite; In 2011, 50% of Sprint's NRS cases have been managed onsite
- \* Preliminary 2011 claims data through 9/30/11; Final 2011 claims data available in Q2 2012