



# Seamless Member Experience



**2012  
SERVICE  
EXCELLENCE  
SUMMIT**

**March 14, 2012**

Jim Dougherty

Director

Healthcare Practice

# Expert Panelists

Earl Thurmond, MD

Director of Care Experience

Kaiser Permanente of Georgia

Lori Rund

Vice President Product Management and Market Intelligence

HAP, Detroit

MaryBeth Jenkins

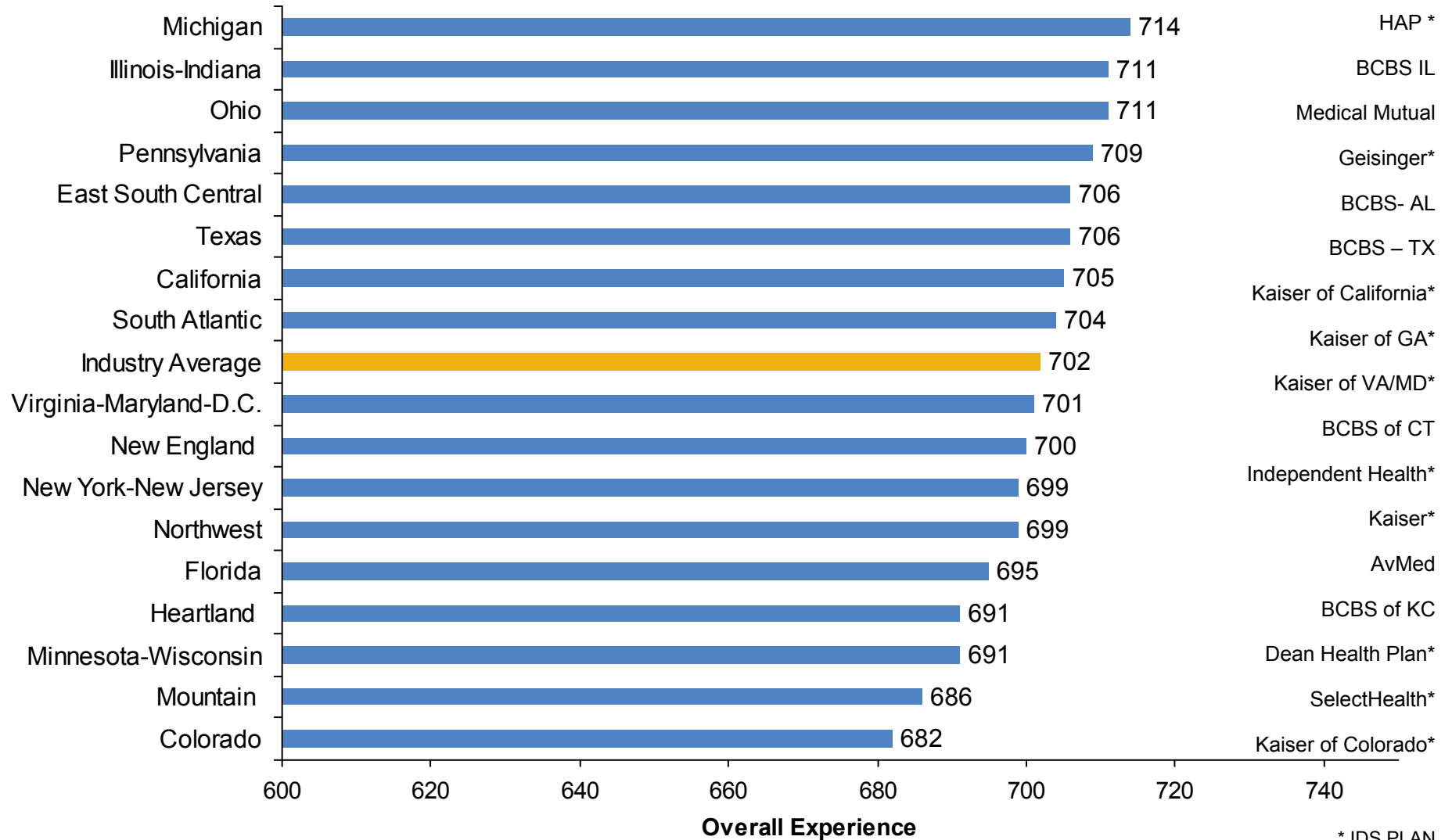
Chief Operating Officer

UPMC Health Plan, Pittsburgh



# 2012 Regions – Highest Ranked Plans

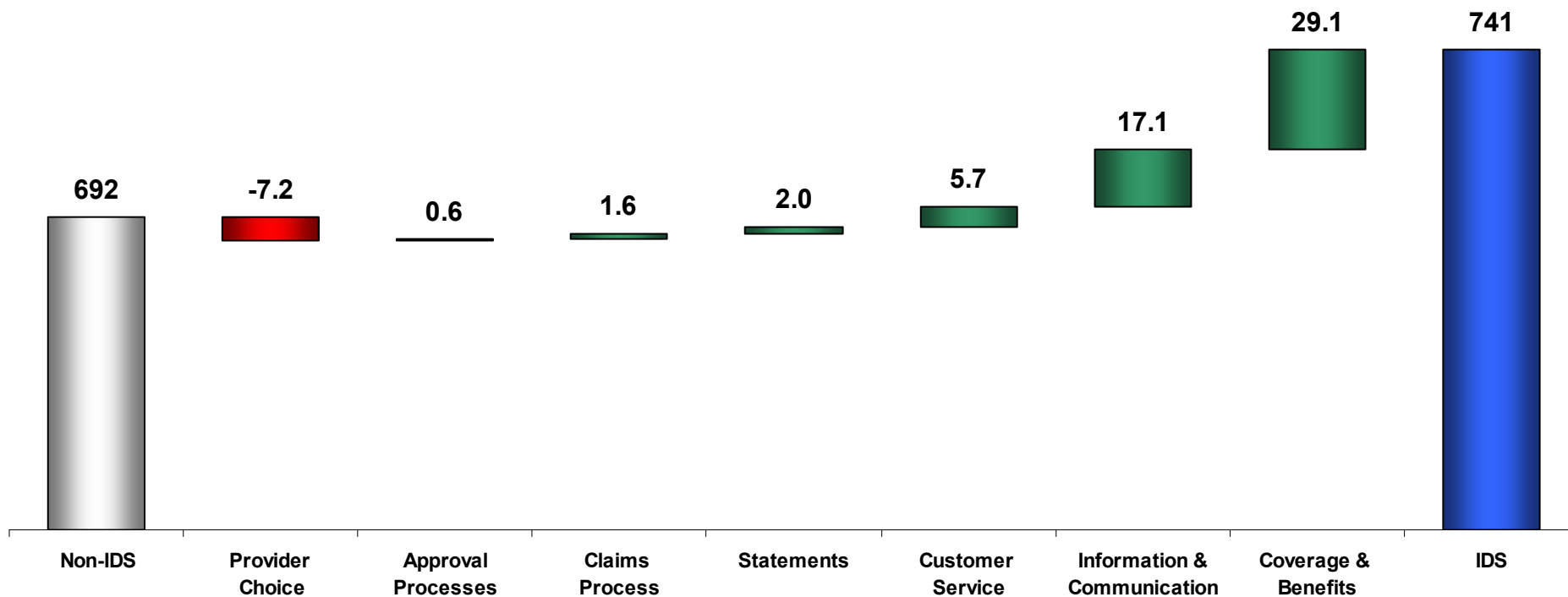
Overall Member Experience  
-By Region-



\* IDS PLAN



# IDS vs Non-IDS Plans Gap Analysis -- 2011 Data



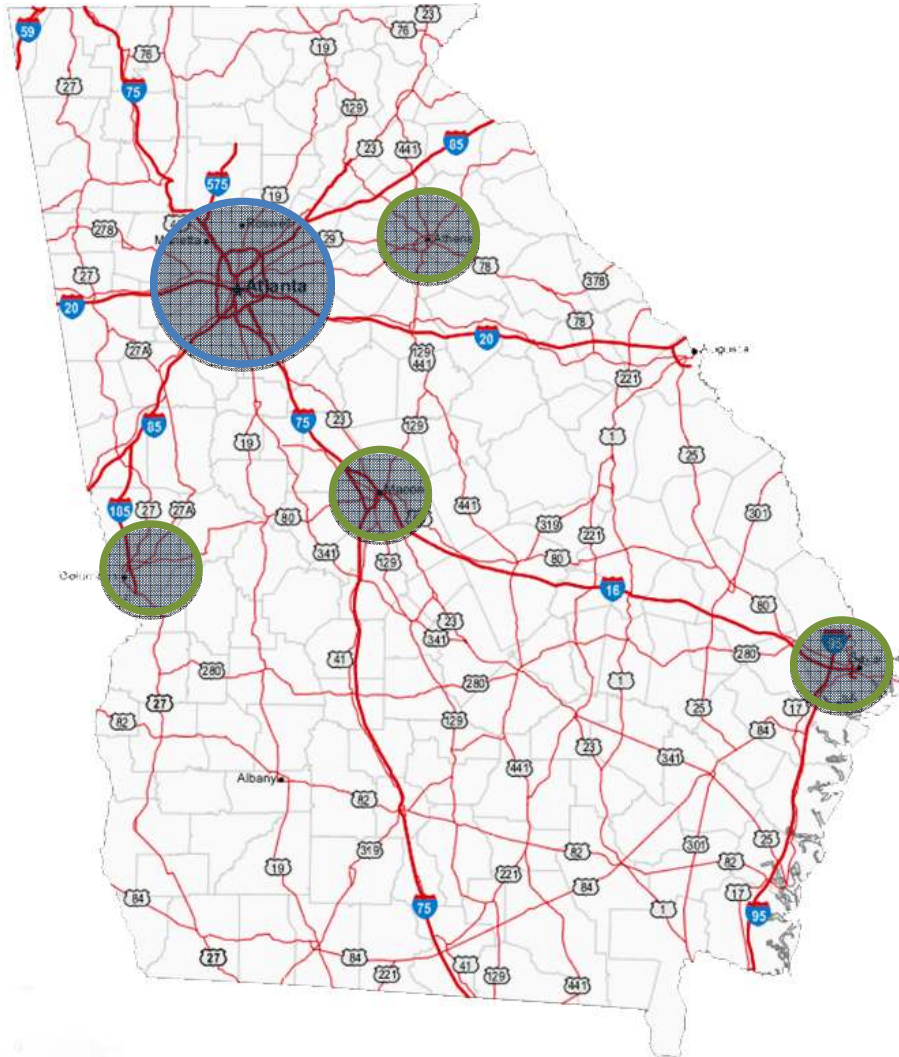


# Kaiser Permanente Georgia: Transforming the Member Experience

Earl Thurmond, MD



# Kaiser Permanente Georgia



- Founded in 1985
- Exclusive Contract with TSPMG
- 237,000 Members
- 1,584 Employer Groups
- Metro Atlanta Service Area
- Expansion Service Areas
  - Athens
  - Columbus
  - Macon
  - Savannah



# Kaiser Permanente Georgia – Metro Atlanta



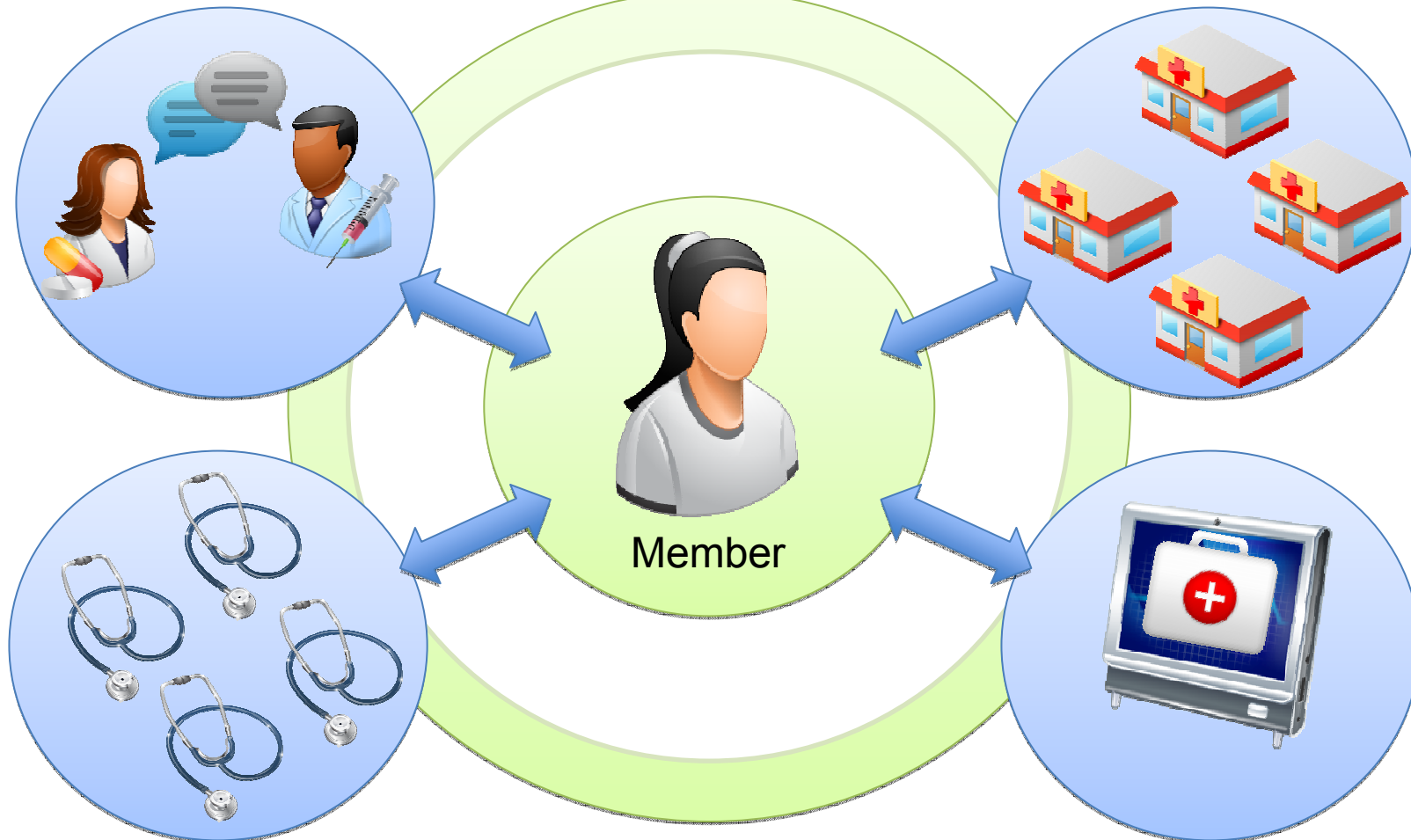
- 29 Kaiser Permanente Medical Offices
- 28 County Metro Service Area
- ~ 3,000 Employees
- 450 TSPMG Clinicians
- 4 Core Contracted Hospitals



# Kaiser Permanente Georgia Drivers of Transformation

KP HealthConnect

Delivery System Expansion

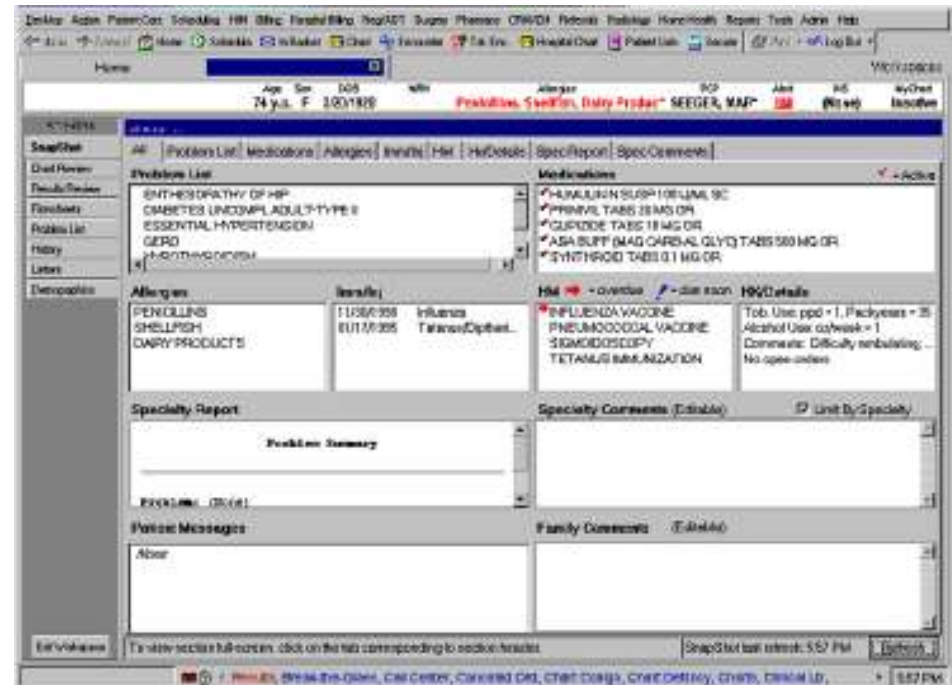




# Drivers of Transformation

## KP HealthConnect (KPHC)

- Comprehensive Electronic Health Information System
- Developed by Epic
- Multiple functions
  - Appointment Scheduling
  - Claims
  - Electronic Medical Record
  - Order Entry: Labs, Pharmacy, Radiology, Referrals
  - Staff Messaging
  - Secured Messaging with Patients





# Drivers of Transformation

## kp.org

KAISER PERMANENTE

Home | kp.org | Give an appeal | Search our site

My health manager | Health & wellness | Health plans & services | Locate our services

Members sign on

Member ID:

Password:

Sign on

Forgot your Kaiser ID or password? [Click here to reset your ID](#)

Need help to get started? [Click here](#)

Give love

thrive

Prospective Members | Employers/Administrators | Media Representatives | Brokers | Job Seekers

Important notices

Learn about [health care reform](#) in action. We're remodeling our website. You may notice sections that look different as we phase in improvements.

Health and wellness

Protect yourself and your family: [Get vaccinated to flu and whooping cough](#)

Health moves

2.1 million Americans suffer from obesity. Being obese was linked to 40% of deaths in the U.S. Learn [Healthy Weight](#)

Patient safety: [13 ways you can help](#)

From screening to treatment: [Cancer resources](#)

Health plans and services

A 10-foot march of choice and care: [Look for coverage](#)

Plans for peace of mind

Looking for a new health plan? We can help. Explore individual and family plans. Get covered. Check out our [plans for current and strong federal employees](#). [Get the most on our Medicare plans](#).

My Health Manager

On-line appointment scheduling

Online Pharmacy refill

Email your doctor

KAISER PERMANENTE

My profile | Give an appeal | Search our site

Sign on

My health manager | Health & wellness | Health plans & services | Locate our services

My doctor | My medical record | Pharmacy center | Appointment center | My plan and coverage | My message center

E-mail my doctor

Send nonurgent health questions to your doctor's office.

Act for a family member | Post visit information | Order an ID card | Sign up for e-newsletters

My message center

Exchange secure e-mail with your doctor's office in [my message center](#). You also can go there to contact our Member Services and Web Manager.

Appointment center

Wondering if you should book a visit? Consult our [interactive symptom checker](#), or go straight to scheduling in the [appointment center](#).

My medical record

See test results, immunizations, and more health information in [my medical record](#).

Manage my plan & coverage

Get the facts about your plan and benefits, download forms, and more in [my plan and coverage](#).

Pharmacy center

You can manage your prescriptions here, or learn about specific medications in our [drug encyclopedia](#).



# Drivers of Transformation

## kp.org : My Health Manager

### In 2010, KP Georgia Members...

Sent more than 151,000  
e-mails to their doctors



Refilled more than 150,000  
prescriptions online



Viewed more than 704,000  
lab test results online



**53% of  
eligible KP  
members in  
Georgia have  
registered to  
use kp.org.**

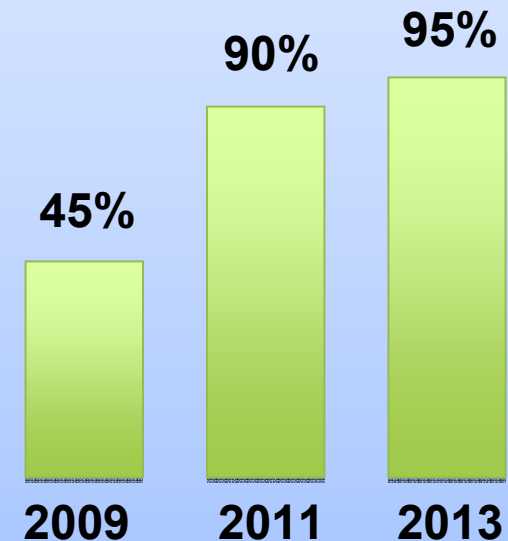


# Drivers of Transformation

## Delivery System Expansion

- Metro Atlanta spans > 5000 square miles
- Increased Medical Offices from 17 in 2008 to 30 in 2012
- 2012 – Opening *Comprehensive Medical Centers*
  - 24 / 7 / 365 Advanced Urgent Care
  - Clinical Decision Unit
  - Acute Care Center
  - Hi-Tech Diagnostic Center
  - Broad range of specialties

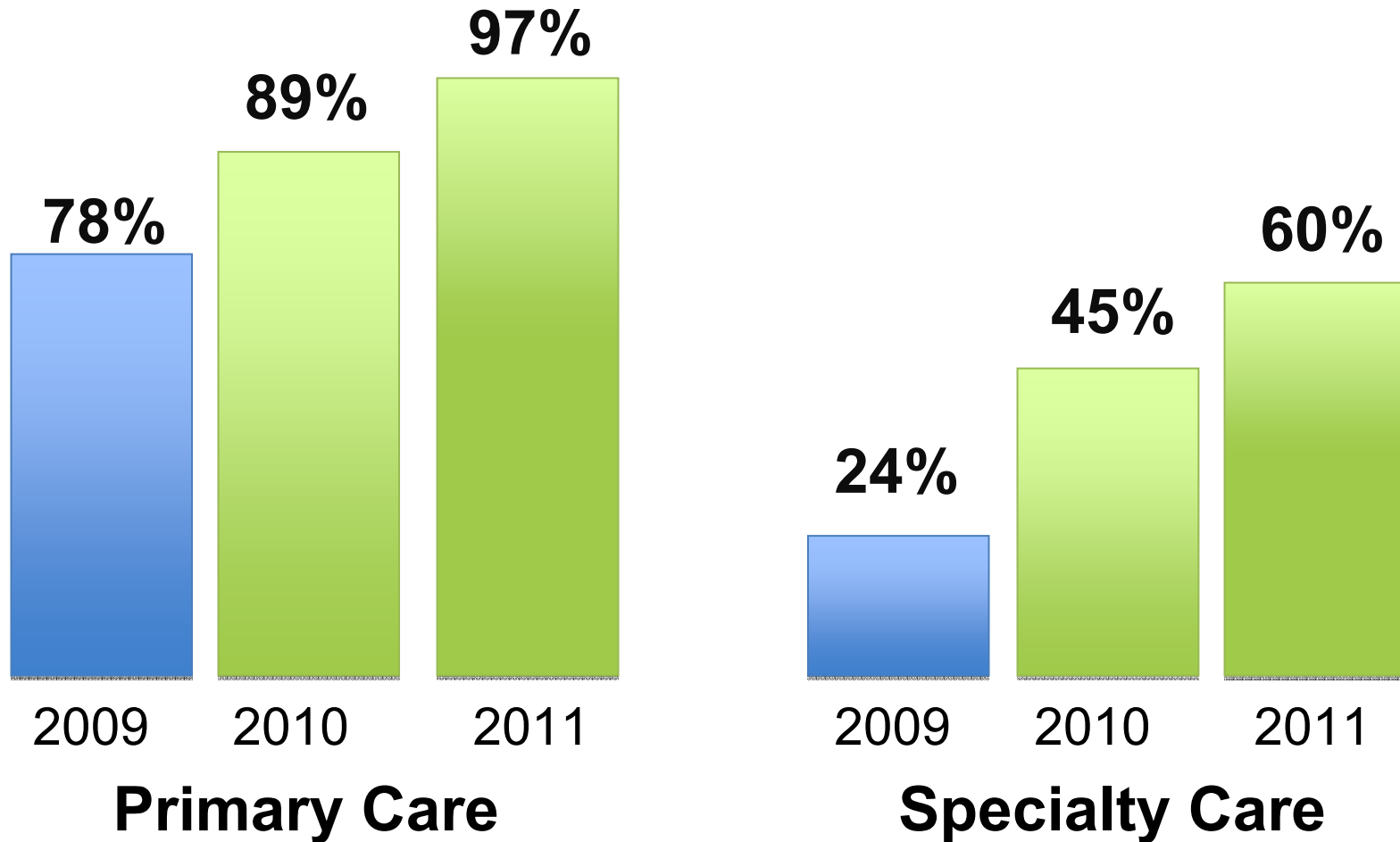
**% Atlanta population within 20 minute drive of a KPGA medical office**





# Drivers of Transformation

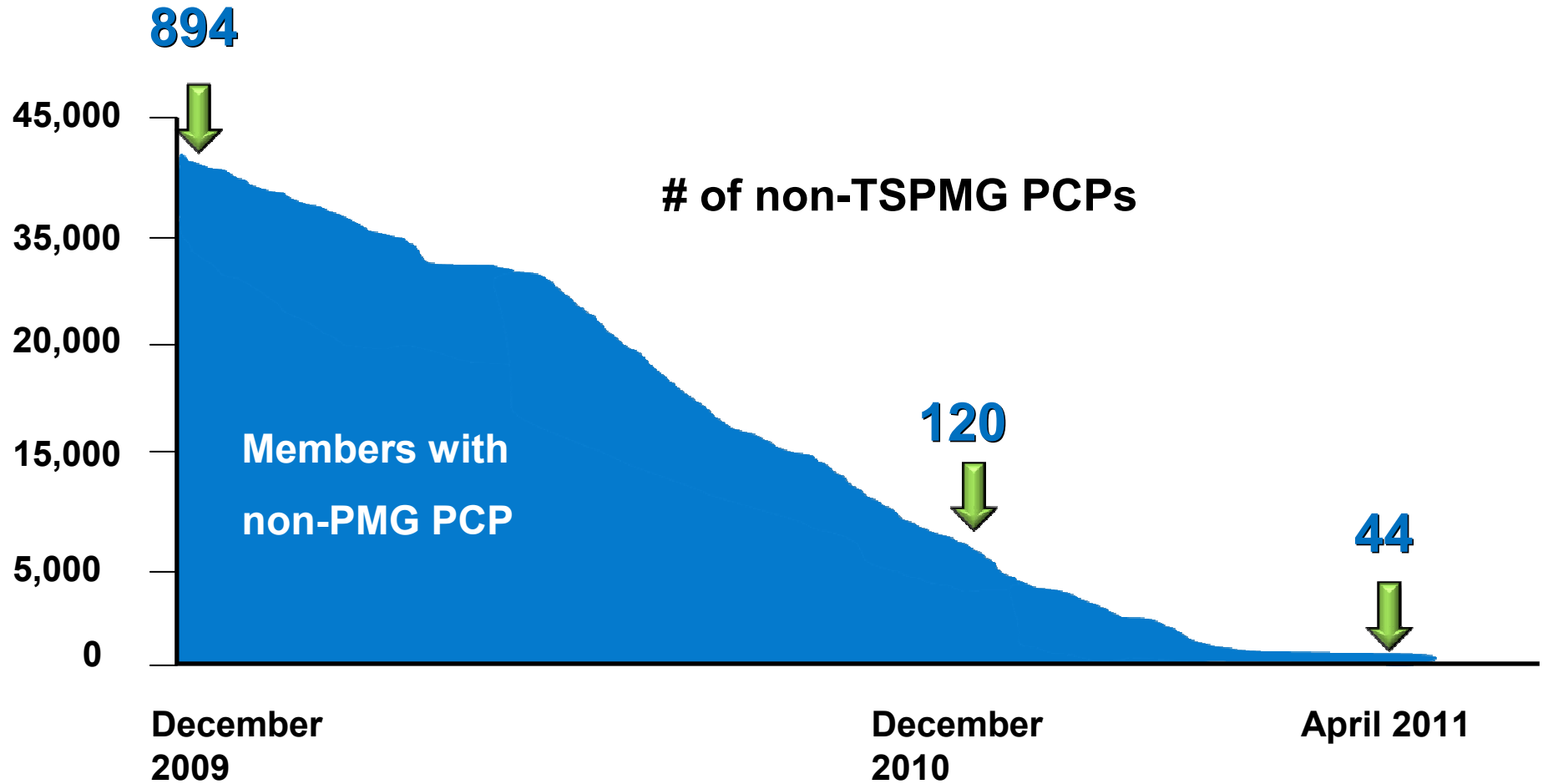
**Internalization: Increasing TSPMG Care**





# Drivers of Transformation

## Internalization: Decreasing Contracted Care





# Transforming the Member Experience

## Drivers

- KP HealthConnect
- Kp.org
- Internalization
- Delivery System Expansion

## Impact

- Increased Access
- Reliable Care Coordination
- Better Informed Members

## Results

- Improved Clinical Outcomes
- Improved Service Outcomes



**HAP**

**Enhancing the Health and Well  
Being of the Lives we Touch**

# Health Alliance Plan (HAP) Overview

## Fast Facts

- Located in Detroit, MI
- 51 year-old non-profit regional health plan founded as an insurance solution for union members
- Owned by Baldrige Award winner Henry Ford Health System
- HAP has 842 employees and 645,301 members as of January 2012
- Over 40% of the market HAP serves is in the manufacturing or health, education and social services industries
- HAP's HMO is its dominant product with 47.3% of membership but its diverse product mix includes PPO, EPO, Individual (Personal Alliance), Network Lease, Medicare, Medicaid (Midwest Health Plan), Self-funded (ASR Health Benefits)
- HAP's top 5 groups by membership, predominantly HMO, comprise 25.4% of total membership:





**UPMC**  
LIFECHANGINGMEDICINE

**UPMC Health Plan  
Seamless Member Satisfaction**

March 13, 2012

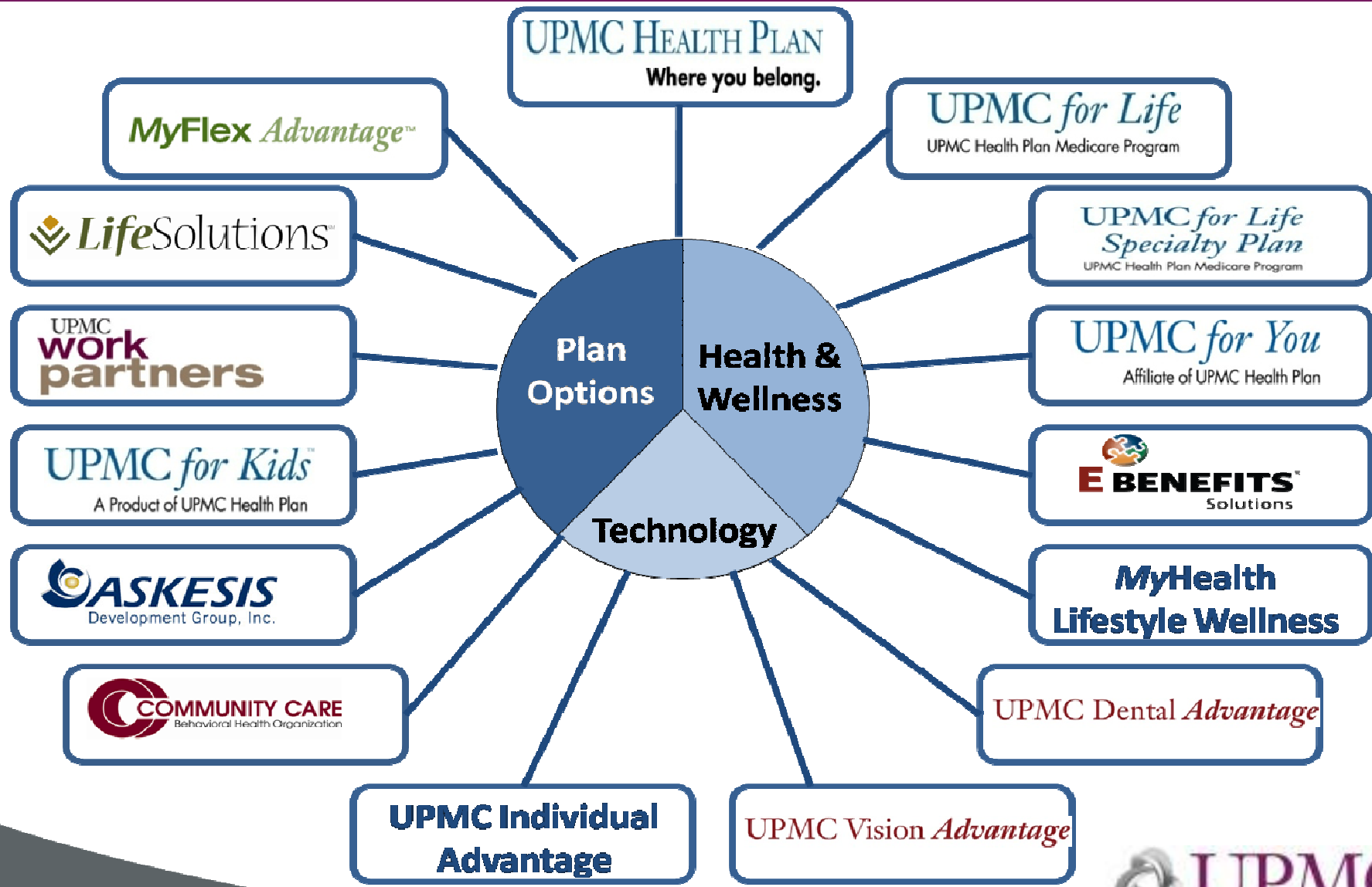
**Mary Beth Jenkins  
Sr. Vice President and C.O.O.**

## UPMC Today

- One of the nation's largest Integrated Delivery Systems
- 5th in NIH funding, affiliated University of Pittsburgh
- \$8.0 billion in Annual Revenue
- 48,000 Employees
- 2,700 employed physicians and 2,500 affiliated physicians
- 21 hospitals: 4,400+ beds and 43 regional cancer centers
- 400+ service locations; home care; rehab, urgent care
- 1.5 million members in Insurance Division programs
- 20,000+ contracted network providers
- Global and Commercial Enterprise (UK; Italy; Qatar)
- \$1 billion+/five years investment in technology



# UPMC Insurance Services Division



# Geographic Footprint Grows

## UPMC HEALTH PLAN



## Seamless Member Satisfaction

- High Touch “Concierge” Model
  - Provide proactive vs. reactive customer service
- “One Stop Shopping” Approach
  - Single 800#
  - Warm transfer
- Network Integration
  - Integrated portal
  - Appointment scheduling
- Identify and Connect all Member Touch Points

# Questions/ Comments?

