

The Direct Contracting Ecosystem

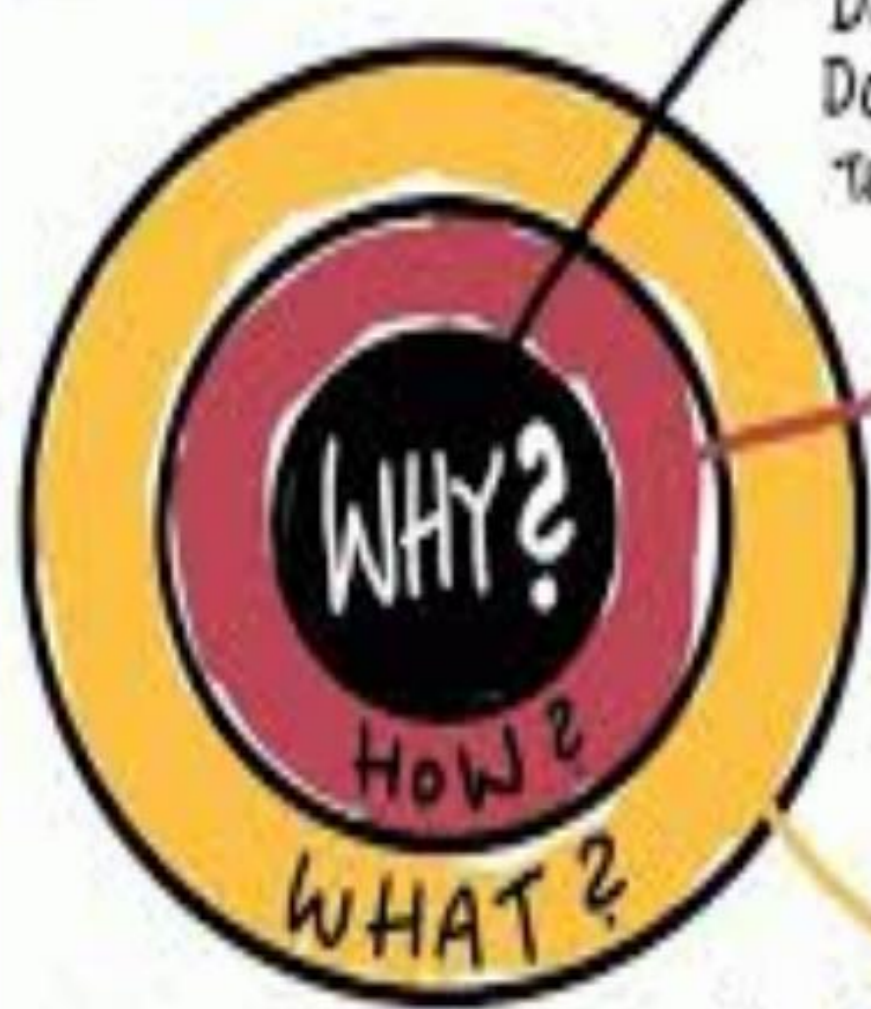


Karen Simonton, CPA

Strategic Alliance Director
The OrthoForum



GOLDEN CIRCLE



WHY DO YOU DO WHAT YOU DO? WHAT IS THE PURPOSE?

HOW DO YOU DO WHAT YOU DO?

WHAT DO YOU DO?

idea: SIMON SINEK

START
WHY GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION
WITH
SIMON SINEK
WHY



NFIB



OrthoVirginia



MSVSM MEDICAL SOCIETY OF VIRGINIA



LYNCHBURG REGIONAL BUSINESS ALLIANCE
 — Chamber & Economic Development —



Dendstation
 theatre company



Central Virginia Community College
Where your future begins

hci *HealthCare*
 CONSULTING

VIRGINIA
 CHAMBER
 THE VOICE OF BUSINESS



University of Lynchburg

AAOE
 American Association of Orthopaedic Executives | American Alliance of Orthopaedic Executives



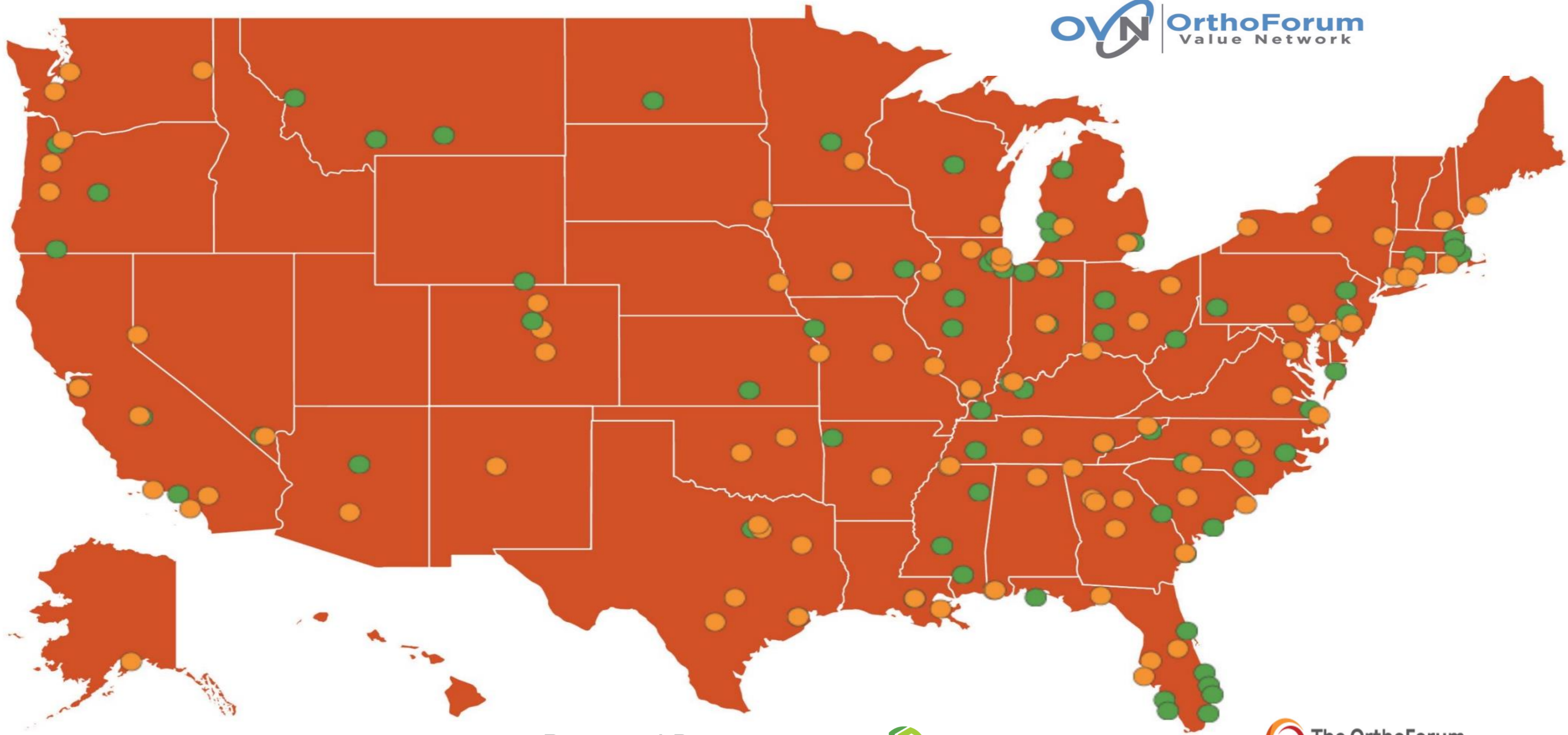
The OrthoForum
 Benchmarking. Networking. Innovation.



Greater Lynchburg Community Foundation



Jubilee
 Family Development Center



Powered By



The Strategy That Will Fix Health Care

by Michael E. Porter and Thomas H. Lee

From the Magazine (October 2013)

5. Expand Excellent Services Across Geography

6. Build an Enabling Information Technology Platform

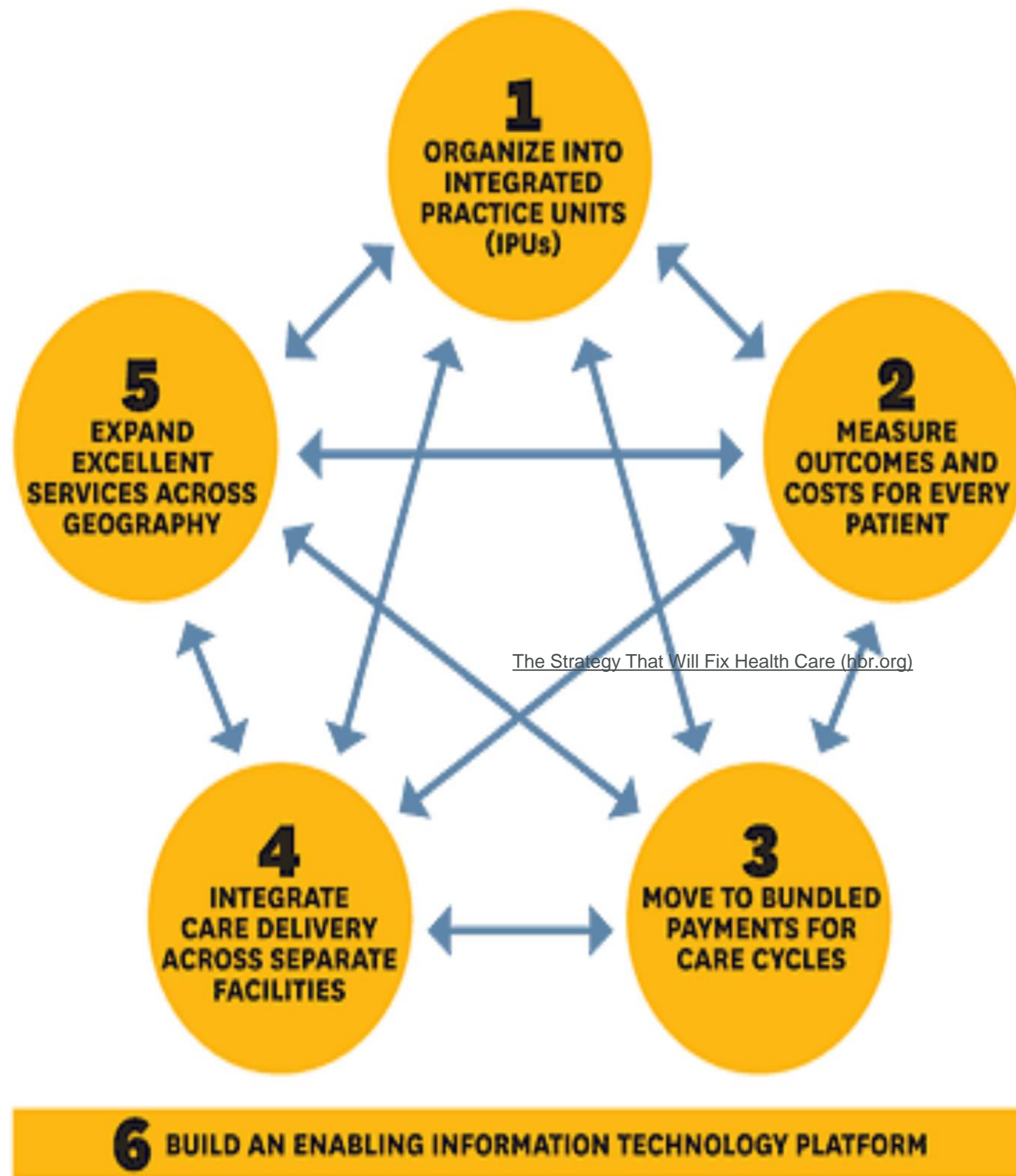
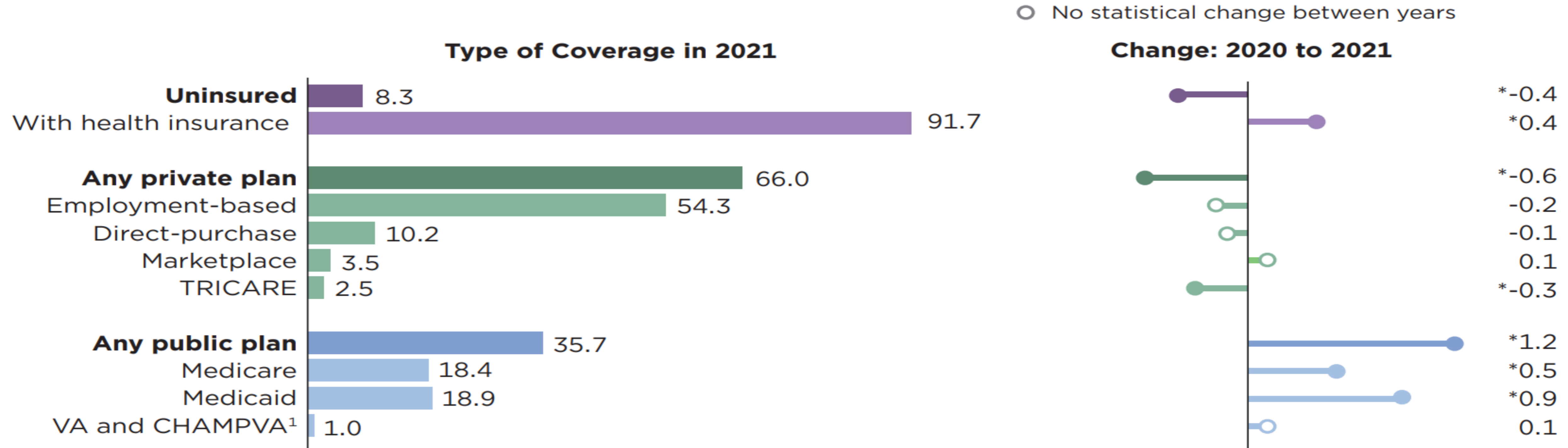


Figure 1.

Percentage of People by Type of Health Insurance Coverage and Change From 2020 to 2021

(Population as of March of the following year)



* Denotes a statistically significant change between 2020 and 2021 at the 90 percent confidence level.

¹ Includes CHAMPVA (Civilian Health Medical Program of the Department of Veterans Affairs), as well as care provided by the Department of Veterans Affairs (VA) and the military.

Note: The estimates by type of coverage are not mutually exclusive; people can be covered by more than one type of health insurance during the year. Information on confidentiality protection, sampling error, nonsampling error, and definitions is available at <https://www2.census.gov/programs-surveys/cps/techdocs/cpsmar22.pdf>.

Source: U.S. Census Bureau, Current Population Survey, 2021 and 2022 Annual Social and Economic Supplements (CPS ASEC).

The CAA and group health plans: the basics

The plan sponsor as the fiduciary

One of the most significant pieces of the CAA is that government agencies like the Department of Labor, the Department of Health and Human Services and the Treasury are going to hold the group health plan sponsor (aka, the employer) responsible as the fiduciary of the plan.

While the employer has always been a fiduciary for their benefits plan, the CAA legislation puts teeth (through enforcement) behind it.

So, what does it mean to be a fiduciary under Employee Retirement Income Security Act of 1974 (ERISA) and the Public Health Service Act (PHSA)?

While it may seem a bit complicated, here are the basics ...

As a fiduciary, plan sponsors must:

- Prove they have a process that is working in the best interest of the participant and beneficiary
- Carry out duties prudently
- Follow the terms of the plan documents consistent with ERISA
- Hold any plan assets in a trust
- **Pay only reasonable plan expenses**

Fiduciaries who don't meet the basic standards of conduct as outlined in CAA may be **personally liable to restore any losses to the plan, or to restore any profits made through improper use of the plan's assets.**

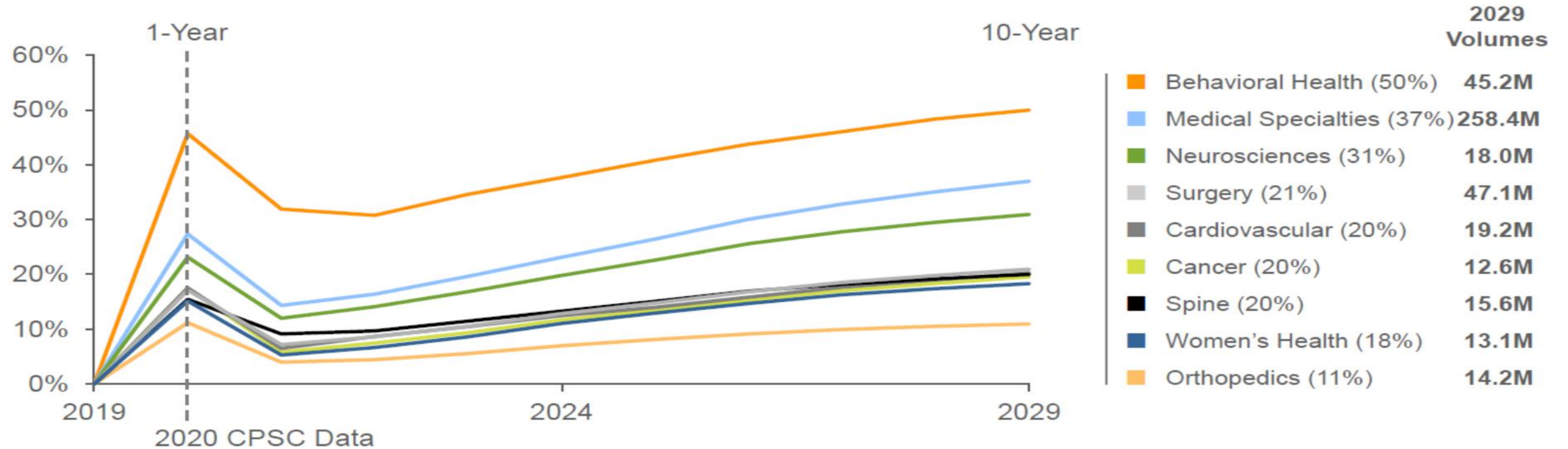


**POWER
TO THE
PATIENTS**



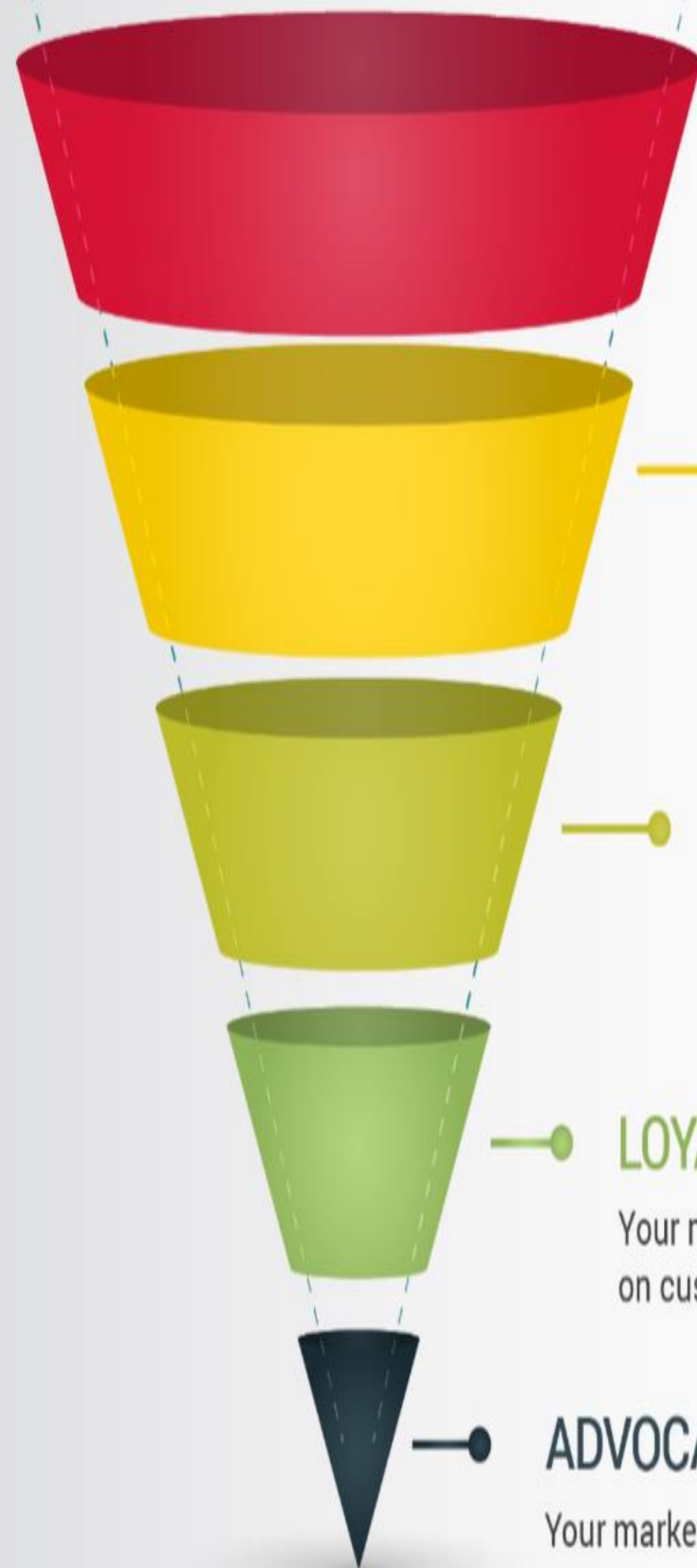
One in Three Visits to Occur Virtually by 2029; Shift to Virtual Is Variable Across Service Line Groups

Virtual Visit Shift by Service Line Group Impact of Change® 2021



Note: Analysis excludes volumes for ICD-10 diagnosis code U07.1, COVID-19 infection. AAMC = Association of American Medical Colleges; CPSC = Clinical Practice Solutions Center.
Sources: Impact of Change®, 2021; Proprietary Sg2 All-Payer Claims Data Set, 2018; The following 2018 CMS Limited Data Sets (LDS): Carrier, Denominator, Home Health Agency, Hospice, Outpatient, Skilled Nursing Facility; Claritas Pop-Facts®, 2021; AAMC-Vizient Clinical Practice Solutions Center®, 2021; Sg2 Analysis, 2021.





AWARENESS

Whenever you start a new business, the first thing you need to take care of, technical specs aside, is the audience.

CONSIDERATION

This is the stage when you can build a relationship with the customer who at this point is already interested in what you have to offer.

CONVERSION

If you have something to sell, at this point, the customer makes their first purchase.

LOYALTY

Your marketing efforts should focus on customer retention.

ADVOCACY

Your marketing efforts should focus on customer retention.





Visibility

Building Case Rates

- Determine which entity will own the case rate
- Determine what's included
- Negotiate anesthesia professional rates
- Establish ASC rates: include implants or not?
- Set rates
- Publish rates
- Establish workflow to facilitate bundles: financial and clinical

Courtesy of AnnMargaret McCraw

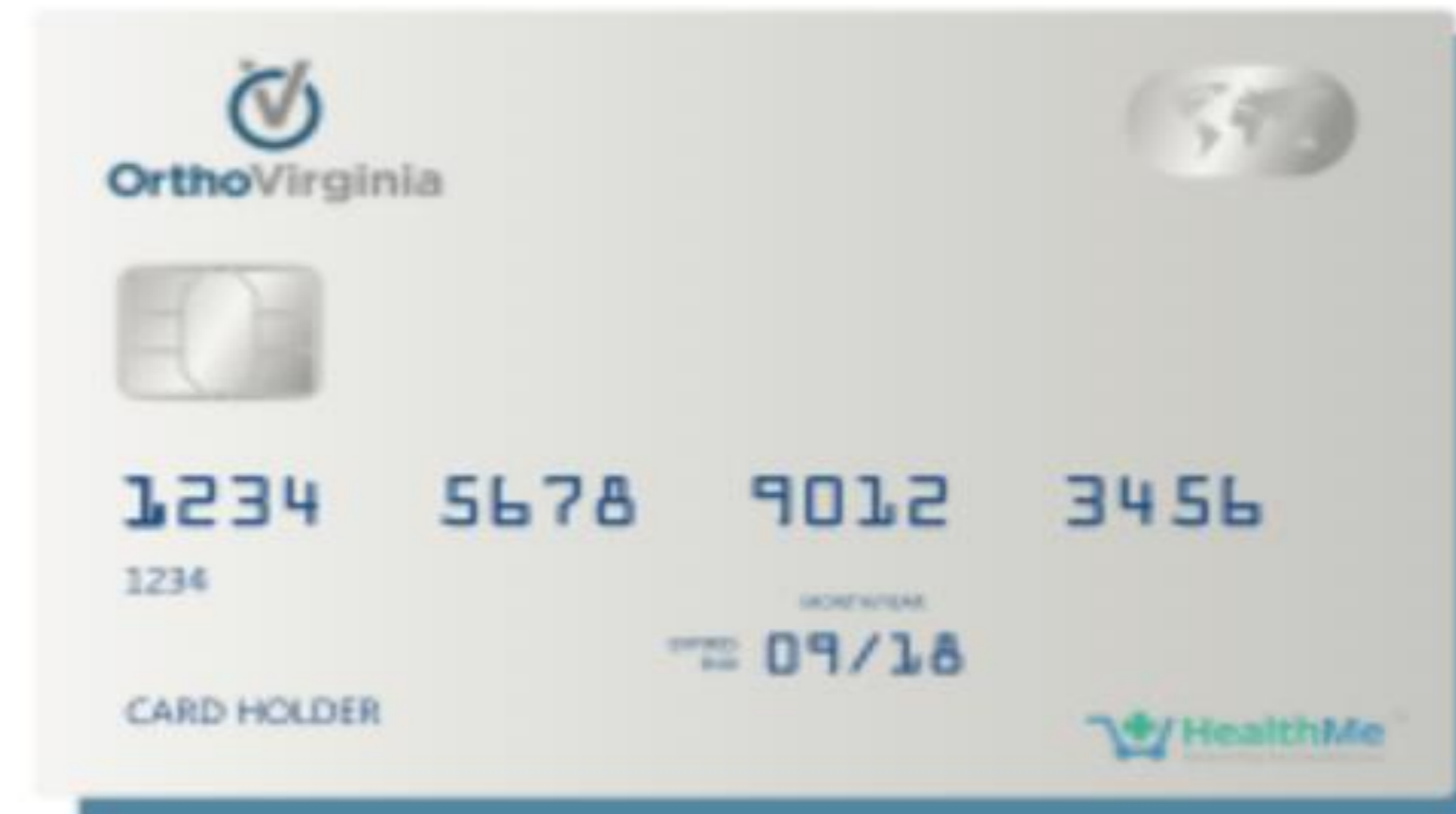
HealthMe simplifies direct-pay for providers:

Our Shopify-like solution teaches doctors to retail, and grows revenues

Patients pay in advance. HealthMe escrows funds and pays provider via ACH or Virtual Credit Card at time of service.

- **Turnkey** bundling and pricing tool - office visits, procedures, surgery, therapy, MRI-imaging
- **Proprietary** pricing database of regional and national healthcare pricing data
- **Comprehensive** billing, collection, and payment solution for patients and providers, which meets both HIPAA and PCI DSS compliance

CONFIDENTIAL



Streamlined billing and collections reduces costs to practices by... **>15%**

New annual revenue per physician by offering direct-pay... **\$50K**

Search Sellers

Hide Search Filters ▲

Price Range

Keyword / Tags

Specialties

CPT or DRG Code(s)

Distance



Location

City

State



One Platform, One Contract For Everyone

The largest direct contract marketplace,
for self-insured employers and world class providers.

[LEARN MORE](#)

[REQUEST A DEMO](#)

3,000+ Imaging Centers	31 Centers of Excellence	80+ Hospitals	7+ Million Lives served	350+ Independent ASCs	600+ Care Navigators
----------------------------------	------------------------------------	-------------------------	-----------------------------------	---------------------------------	--------------------------------

Open Network

Our nationwide, direct contract network reduces costs by up to 30% while offering transparent pricing and streamlining a better patient experience.

Physicians and Health Systems

Get paid more, faster. With real-time payments and no member co-pays or collections, you'll get paid in full for the services you provide without the billing tug-of-war.

[Learn More](#) →

Self Funded Employers

Lower prices, better outcomes. Provide high quality healthcare to your members at a fraction of the costs with direct contracting.

[Learn More](#) →



FREE MARKET
MEDICAL ASSOCIATION

kelly@fmma.org

 Health Rosetta

<https://healthrosetta.org/friends>



dcomiskey@healthmedocs.com

coral

Doug@coral.io



kelly@fmma.org



Ksimonton@theorthoforum.com



Justin.Raschke@nomihealth.com