

HPIR Pulse

Insights from the Health Plan Innovation Roundtable

FALL 2021 Sessions



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HPIR Overview



ABOUT HPIR The Health Plan Innovation Roundtable (HPIR) is a collaborative group of regional health plans and an innovation accelerator. With additional perspective and insights from the Employer Health Innovation Roundtable (EHIR), the Provider Health Innovation Roundtable (PHIR), healthcare investing banking partner TripleTree, and healthcare investor partner TT Capital Partners (TTCP), HPIR creates a catalyst to streamline innovation efforts into a sustainable and proactive process. A hallmark of HPIR is the ability to identify and prioritize emerging solutions and companies that advance the strategic priorities of its health plan members. HPIR is laser focused on innovation, with a mission to drive impact through the adoption of transformative healthcare solutions.

MEMBER VALUE

- » Intimate and collaborative forum to network and share challenges/ideas with a nimble group of progressive peers
- » Leverage the HPIR innovation model to streamline innovation efforts and numerous one-off vendor requests and interactions into a centralized and repeatable process
- » Opportunity to proactively address emerging trends and engage with the innovative solutions gaining the most interest from leading employers
- » Opportunity for regional health plans to differentiate their value proposition in their local markets

MEMBER COMMITMENT:

ENGAGEMENT, ACTION, SHARING

- » Executive-level decision-maker engagement in the innovation process and participation in HPIR's Spring and Fall meetings
- » Commitment to explore pilot implementations with one or more new solutions each year
- » Willingness to share results and learnings from recent implementations with the group

In this sixth edition of HPIR Pulse, we summarize the key observations, opportunities and outcomes surfaced during the Fall 2021 HPIR member meetings – and provide insight to help entrepreneurs and innovative companies engage with health plans in the future and consider HPIR as a resource to advance their growth agenda.



HPIR Members

Cohort 1

 HIGHMARK®

 MEDICA®

 PriorityHealth

 Point32Health

 PREMIERA | BLUE CROSS

Cohort 2

 Advocate
Aurora
Health

 Allina Health
aetna®

 AvMed

 South Carolina

 HCSC
Health Care Service Corporation

 L.A. Care
HEALTH PLAN®

Cohort 3

 BlueCross BlueShield
of North Carolina

 Independence

 Sutter
Health

 aetna™

 SANFORD
HEALTH

The background is a dark teal color with several lighter teal circles of varying sizes. Overlaid on these circles are white line-art icons representing various medical and scientific concepts: a flask and beaker, a delivery truck with a cross, a magnifying glass, a microscope, a hospital bed, a stethoscope, a DNA double helix, a computer monitor with a heart rate line, a pill, a prohibition sign, a heart rate line in a circle, and a square with the letter 'H'.

FALL 2021 HIGHLIGHTS

Health Plan Priorities

HPIR health plan members are focused on a number of important topics that support their respective strategic priorities. Common macro themes focus on the healthcare consumer, enable new approaches to care delivery, address a more holistic approach to healthcare, and leverage data to drive action across the healthcare delivery system.

More targeted focus areas are established by HPIR members in advance of each bi-annual HPIR session and are used to identify the innovative companies invited to present to HPIR members at each meeting. The priorities shared early in 2021 reflected the on-going focus on improving the cost, quality, and effectiveness of the healthcare system.



Member Engagement



Mental Health



Network Optimization



High-Cost Claims Management



Navigation



Condition Management

Cross-Cohort Innovators Aligned to Health Plan Priorities

Mental Health



Brightline is an evidence-based virtual pediatric behavioral health provider supporting the full continuum of needs for children, teens, and families within a single system of care. Brightline deploys an integrated multidisciplinary care team and evidence-based protocols to deliver virtual care and drive proven outcomes. The company's three-part model includes: a) Connect: Coach-guided digital content, b) Coaching: Live support for common needs and c) Care: Clinical therapy & medication management. Brightline is uniquely built for pediatrics with all of the unique needs in mind.



Modern Health is the first mental health solution that covers the full spectrum from self directed digital programs to group session, to 1:1 coaching and therapy and psychiatry/medication management and effectively triages members to the right modality based on clinical need ("green," "yellow", "red") and personal preference.



Freespira is a first-in-class FDA-cleared, medication-free digital therapeutic indicated for the treatment of PD and PTSD. It addresses a common underlying physiological factor of PD and PTSD, hypersensitivity to carbon dioxide (CO2) resulting in respiratory dysregulation, that traditional psychotherapy and medications do not treat, delivering significant clinical improvement, including remission, while lowering total costs of care.

Condition Management



Lark is at the forefront of AI health counseling, investing 7 years and \$100 million in R&D. We invested in consumer engagement science to help members understand care opportunities, follow care plans, understand care gaps, and navigate to appropriate resources. As a first line of defense, we help you deploy your scarce clinical resources to work at the top of their licenses with complex cases or emergent situations. Lark shares actionable data and member insights that enhance connected care and integrate with your workflows and tech investments.



Pack Health's platform is the perfect blend of human connection, simplicity, and evidence that is designed to improve outcomes and drive engagement. Pack Health integrates one-on-one health coaching, evidence-based content, and clinically validated metrics to deliver highly personalized, human-to-human support across more than 30 chronic conditions.



Virtual First Polychronic Care: Vida treats the mind and body together. From chronic conditions like diabetes and obesity to mental health conditions like depression and anxiety, Vida addresses the reality of whole health through one integrated, seamless experience. Vida members benefit from a comprehensive model that combines deep human relationships with a care team and best-in-class digital interventions to drive sustained behavior change, clinical outcomes, and cost savings across populations.



Cohort 1 Innovators

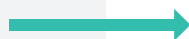
MEMBER PRIORITY

Direct Primary
Care



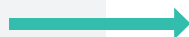
Catapult
HEALTH

High-Cost Claims
Management



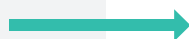
perx
health

Genetic Testing



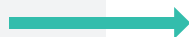
scipher
MEDICINE

Pharmacy



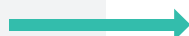
flipt

Engagement
Platform



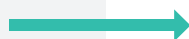
Nayya

Fertility &
Maternity Support



CARROT

Virtual Care



Included
HEALTH

Population Health
Management



LetsGet
Checked

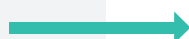


Caregiver
Support



Wellthy

Condition
Management



Solera

Cohort 1 Innovators



Catapult Health's VirtualCheckup delivers preventive care, anywhere. Each VirtualCheckup includes blood tests & physical measurements (via home kit, onsite event, or local lab), a full medical history, and a virtual (video) consult with a Nurse Practitioner. Employees are screened for depression, counseled on Rx compliance/adherence, provided with a Personal Action Plan, and driven into optimal employer/plan sponsored health improvement programs.



Perx Health offers a configurable member-centric platform for high-risk individuals self-managing complex conditions and comorbidities with proven ability to engage and serve any member regardless of their level of health literacy, condition complexity or socioeconomic status. Perx Health has demonstrated clinical success with over 20+ chronic conditions with unparalleled long-term treatment adherence of over 95% across conditions.



Scipher Medicine's PrismRA® is a first-of-its-kind liquid signature test that predicts non-response to TNFi therapy in patients with RA, based on their individual disease biology. Providers can leverage the simple blood test as part of routine clinical care to guide therapy selection. Patients with a signal of non-response can avoid ineffective TNFi overutilization in favor of a more biologically appropriate therapy.



Flipt's mission is to fix the broken pharmaceutical value chain. Flipt leverages a High Tech, High Touch approach to managing pharmacy benefits while providing price transparency to members. Flipt's intuitive, High Tech platform engages members in their pharmacy benefit decisions and shares any generated savings through a rewards-based model.



Nayya has created a GPS for Benefits, powered by machine learning and a patented AI engine to make individualized benefits recommendations across all product types, including MA, using proactive claims analysis and user authenticated medical, pharmacy, demographic, and lifestyle data.



Carrot Fertility provides a modern, AI-powered member-friendly and managed fertility solution. Members receive medically-appropriate care that reduces overutilization of expensive surgeries like IVF while expediting and clinically managing cases when such interventions are urgently necessary.



Included Health is a concierge healthcare platform focused on raising care equality for your LGBTQ+ employees. Included Health's mission is to raise the standard of healthcare for everyone. They measure themselves on outcomes, not promises, whatever the issue - acute or chronic, physical or behavioral, in-person or virtual. It's all included.



LetsGetChecked delivers best-in-class health diagnostics in the home, where the member can fit healthcare into their daily lives. LetsGetChecked provides the industry's only complete end-to-end solutions from diagnostics to condition management and e-prescription.



Wellthy offers a strong value proposition for health plans looking to attract and retain ASO business. Wellthy connects employees with a dedicated care professional — that means best-in-class expertise and support, simplified communication, and everything in one place on their own care dashboard: helping families coordinate care across the full spectrum of caregiving: aging, special needs, health conditions, veteran support, mental health, intersectional needs and more.

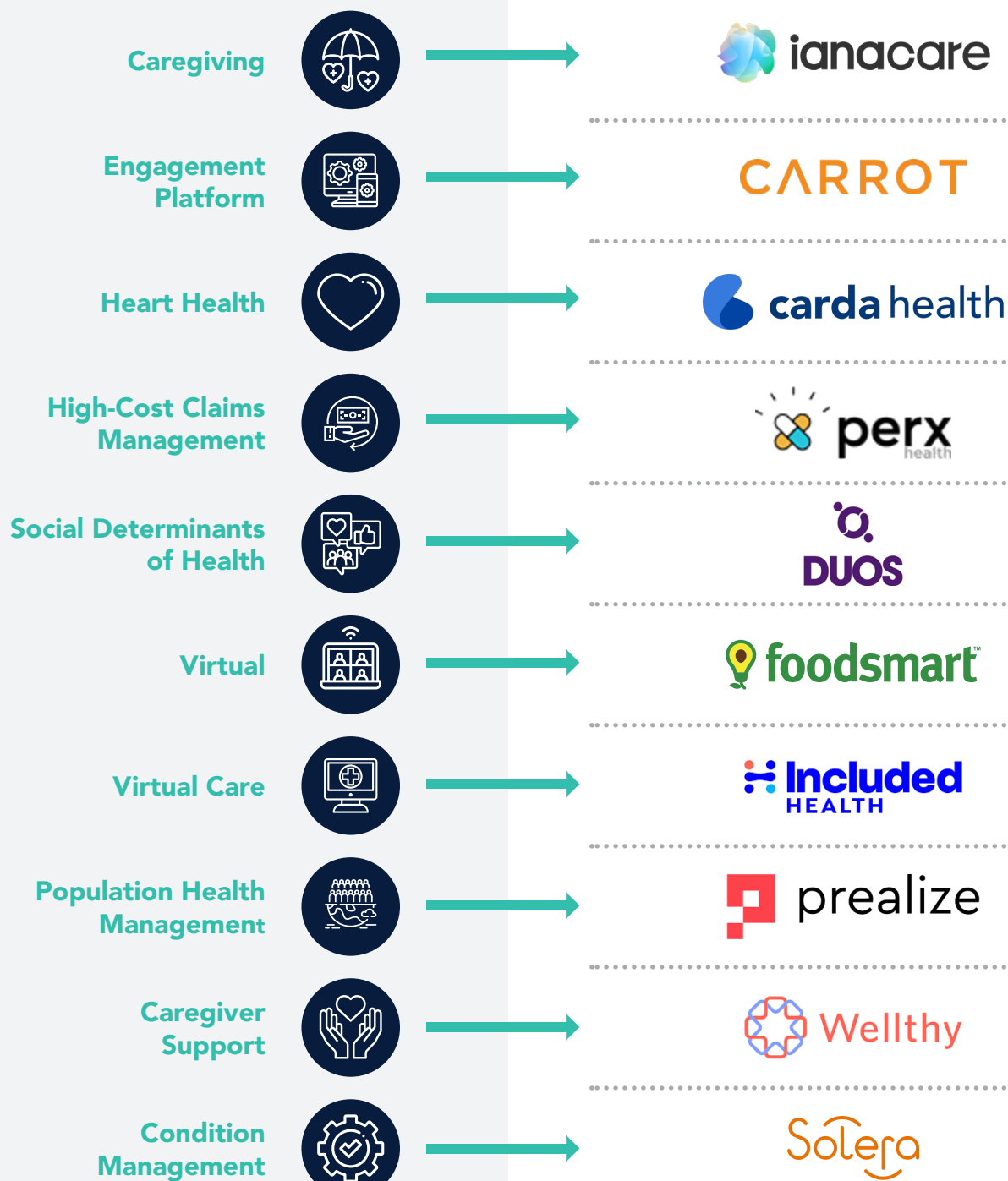


Solera enables payers to 1) onboard a curated network of multiple condition management solutions through one contract and one IT integration, 2) powered by a matching algorithm that identifies the best fit solution for each member with continuous digital behavior surveillance to move the member into higher-acuity solutions to achieve improved clinical outcomes, 3) and converts digital behaviors into P4P claims payment, handling all contracts and compliance issues.



Cohort 2 Innovators

MEMBER PRIORITY



Cohort 2 Innovators



Ianacare provides the nationwide infrastructure of care and support in the home. It's the only solution that leverages the combination of tech and human-touch to mobilize all layers of support in one place: personal social circles, local resources, employee & health plan benefits, expert content, and coaching.



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Carda brings evidence-based cardiovascular care into the home. Each patient receives a proprietary care kit and tablet with the Carda platform pre-loaded. The platform then combines live clinical oversight with live vitals monitoring (including HR, ECG and BP), and personalized programming which results in a safe, effective, and engaging experience for patients.



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DUOS provides older adults & their caregivers with a technology enabled personal assistant for aging — a trusted resource to help satisfy their most important needs. Different from other solutions in the elder care space, DUOS combines services and tech in a way that drives exceptional member satisfaction in a sophisticated, scalable, cost effective way.



Foodsmart's personalized solution is designed to create food security and health equity, lasting behavior change and long-term results related to chronic conditions. Foodsmart helps all of your members eat well and live better while helping your plan stay competitive and attract new members with a benefit they'll love.



Included Health is a concierge healthcare platform focused on raising care equality for your LGBTQ+ employees. Included Health's mission is to raise the standard of healthcare for everyone. They measure themselves on outcomes, not promises, whatever the issue - acute or chronic, physical or behavioral, in-person or virtual. It's all included.



Prealize breaks the cycle of reactivity using advanced machine learning, providing insight into future member level risk with up to 12 months lead time before an event, procedure or diagnosis occurs. Prealize's predictive insight allows health plans to understand population and individual member risk, and includes comprehensive detail into conditions, diagnoses and social risks that will drive cost or poor outcomes.



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Cohort 3 Innovators

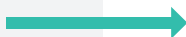
MEMBER PRIORITY

Population Health Management



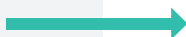
 **MEDORION**

Substance Abuse



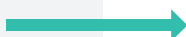

AWARE
RECOVERY CARE

Cancer Care



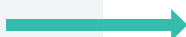
 **access
hope™**

Network Optimization



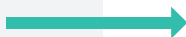
 **Cúratús**
DELIVERING ACCURATE PROVIDER DATA

Engagement Platform



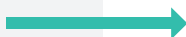
 **Pyx Health**

Heart Health



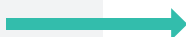
 **carda health**

Virtual Care



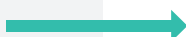
 **Included
HEALTH**

Fertility



 **progyny**
Smarter Fertility Benefits

Caregiver Support



 **Wellthy**

Condition Management





Cohort 3 Innovators



Medorion models, measures and automates the process of persuading members on a large scale to take better health action. We use behavioral science, artificial intelligence, claims and demographic data in our proprietary Behavioral Persuasion AI technology.



Aware Recovery Care provides in-home addiction treatment and medically integrated treatment for the chronic disease of substance use disorder, delivered in a 4 phase, year long continuum. Individual treatment is delivered to employees and families, and includes in-home withdrawal management, medication assisted treatment, and community engagement.



AccessHope's cancer support services remotely connect members who have been diagnosed with cancer and their local oncologists to multidisciplinary specialists with NCI-Designated Comprehensive Cancer Centers—anywhere in the United States. Services include: Accountable Precision Oncology (APO), Cancer Support Team (CST), Expert Advisory Review (EAR), Molecular Marker Profile Interpretation (MMPI) and Curbside Consult (CC).



Curatus' PDM platform (ProviderLenz™) uses sophisticated data curation algorithms pioneered in GPS technology, leveraging many static and active datasets to dramatically improve provider data accuracy/quality and simplify the entire PDM process for payers.



Pyx Health is the first and leading loneliness and social isolation solution that pairs a digital platform with human intervention to meet vulnerable members where they are. This unique service is available 24/7 and uses predictive analytics to detect when users are lonely, helps identify the support they need, and provides and connects them with critical resources to guide members towards more appropriate utilization.



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Progyny brings new life to fertility benefits, for a new generation of companies. Our fertility solutions ensure employers receive the most value from their fertility benefit by enabling members and physicians to focus on outcomes and pursue the most effective treatment - the first time. When cutting-edge fertility science meets unparalleled member support, smarter fertility benefits are born. And dreams of parenthood come true.



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Member Case Study



A cornerstone of HPIR membership includes a commitment by health plan members to implement new pilots and develop a feedback loop that helps both innovative companies and other HPIR members learn from new commercial partnerships.

HPIR: Brief intro of you and your role at AvMed?

Member: Javier Mendoza, VP Product Management, Legislative & Regulatory Affairs. I oversee the work related to new development, enhancements, and retirement for group, individual, and Medicare business.

HPIR: Why was this a focus area for AvMed?

AvMed: There are more products and benefit plans that are complex and less standard being offered in numerous geographic markets to retain and attract new customers. Using Excel spreadsheets and an Access database was no longer scalable and could not support the growth and complexity of product platforms and benefit plans for different lines-of-business. Maintaining home-grown software, applications, and systems was not sustainable. In addition, expansion into government programs required a better approach to comply with regulatory requirements.

HPIR: What specific opportunities or challenges were you looking to address?

AvMed: Working with Simplify Healthcare would provide AvMed with a system-of-record that becomes the source of truth for all benefit plans, provides a standard workflow for various stakeholders to use to

create new or to update benefit plans, and becomes the source system to print various regulatory documents such as ANOC, EOC, SBCs, etc. The challenge is starting with enough runway to accommodate the 2023 plan year since bids are due to CMS in June of 2022 as are the filings with rates, benefits, and forms required by the Office of Insurance Regulation.

HPIR: What are the expected outcomes and/or measures of success?

AvMed: We expect to increase the capacity of staff to handle more products and benefits, increase accuracy of benefits data across the organization by having a source-of-truth, reduce the potential for errors by using a common work-flow and system-of-record, decrease the time devoted to manual review while increasing quality, and reduce the amount of time our staff spend on administrative product work, shifting more of their time to focus innovation and design. Ultimately, we anticipate having the system feed the core claims system without much manual intervention.

HPIR: What was/is the expected launching plan and/or timing?

AvMed: The project has several phases to complete by late 2022. It started with preparations for Medicare and QHP-FFM 2023. Other Commercial and self-funded lines-of-business are scheduled to be completed during 2022. We expect the full transition to be completed by early 2023.

Member Sharing

As an intimate gathering of progressive health plans, HPIR creates a unique opportunity for members to share perspectives and insights with each other. In the spring sessions, HPIR members shared learnings about pilots, recent implementations with innovative companies met at previous HPIR meetings, and general market observations, while dedicating time for real-time discussion and feedback about business priorities and opportunities. These candid sessions create a powerful catalyst to advancing innovation through the adoption of innovative and new solutions.

Member Sharing topics focused on several common themes: mental health, the regulatory environment, caregiver support, and more.

Cohort 1

Point32Health

Mental Health Strategy
(with Happify Health)

MEDICA®

Transparency Rule -
How health plans and
systems are responding

Cohort 2

AvMed

Benefit Plan Automation
(with Simplify Healthcare)

 **South Carolina**

Care Management Strategy
(with Wellframe)

HCSC
Health Care Service Corporation

Behavior Change
(with Wonder)

Cohort 3

Independence 

Caregiver Support
Strategy

 **Sutter**
Health

 **aetna™**

Asynchronous Video

Traction Award Winners



The Traction Award is a semi-annual award (Spring / Fall) recognizing the innovator, among those selected by our members to present, with the most member interest through our match-making process.

COHORT 1



Nayya

Flipt's mission is to fix the broken pharmaceutical value chain. Flipt leverages a High Tech, High Touch approach to managing pharmacy benefits while providing price transparency to members. Flipt's intuitive, High Tech platform engages members in their pharmacy benefit decisions and shares any generated savings through a rewards-based model.

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COHORT 2



CARROT

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COHORT 3



Medorion models, measures and automates the process of persuading members on a large scale to take better health action. We use behavioral science, artificial intelligence, claims and demographic data in our proprietary Behavioral Persuasion AI technology.

Key Takeaways and Future Areas of Focus

As the healthcare industry continues to react to the new realities of the pandemic, from new modes of care, to staffing challenges, to the increased need for behavioral health solutions, it became clear in the Fall HPIR sessions that health plans are also refining their strategies. During the member discussions and innovative company presentations several themes emerged that will impact the priorities for health plans, and the innovative companies that collaborate with them, in the months ahead:



THEME #1: FINDING THE 'RIGHT' SOLUTIONS

Health plans continue to think about healthcare holistically, with regional plans focused on solutions that round out and/or add to their existing suite of capabilities (e.g. the 'right' behavioral health solution, the right in-home solutions, etc.)



THEME #2: UNDERSTANDING ACTIONABLE DATA

Knowing how 'smart' solutions work is key to the purchase decision – yes, health plans want AI/NLP/Machine Learning but they need to understand how the data actually work as they think about layering in a solution to manage specific populations.



THEME #3: BOLSTERING BEHAVIORAL HEALTH

Behavioral health continues to be a key priority, and health plans are willing to layer in tailored/customized solutions that align with the needs of their member base.



THEME #4: THE PLATFORM/POINT SOLUTION CONUNDRUM

Point solution proliferation and the associated fatigue is increasingly becoming the reality. Health plans are facing a situation where their capacity to take-on and evaluate solutions is becoming constrained while the number of solutions is increasing. Plans are starting to take a keen interest in aggregator solutions and applying a higher bar to stand-alone niche solutions.



THEME #5: ENGAGEMENT SCRUTINY

Engagement, Engagement, Engagement. Health plans are applying an increasingly critical eye to pronouncements made by innovators regarding their activation and sustained engagement rates. The bar is getting higher and standard of proof is becoming more burdensome for innovators.

2022 HPIR Roundtable Schedule

SPRING 2022

COHORT 1

March 30th - 31st

COHORT 2

April 6th - 7th

COHORT 3

April 13th - 14th

FALL 2022

HPIR SUMMIT

October 11th - 14th

HPIR events are private, by invitation only.

Please contact the HPIR team at hpir@ehir.com if you are interested in joining as a Member or in presenting as an Innovator.

Learn More

HPIR MEMBERS



ABOUT HPIR

Are you a health plan looking to advance your innovation agenda?

Are you a health plan committed to exploring new solutions with innovative companies?

Are you a company with products and/or services making healthcare work better?

Are you an innovative company looking to collaborate with health plans?

Learn more about HPIR: www.healthplanroundtable.com



ABOUT TRIPLETREE

TripleTree is a leading healthcare investment bank, enhancing and advancing the short and long-term positions of innovative and high-growth healthcare technology and services businesses since 1997. TripleTree is part of the Capital One family of companies and is a trusted partner for mergers and acquisitions, recapitalizations, growth capital and strategic advisory services.

TripleTree and TT Capital Partners are now two separate organizations and no longer affiliated.

Learn more about TripleTree at: www.triple-tree.com



ABOUT TT CAPITAL PARTNERS

TT Capital Partners (TTCP) is a value-add investor for growth-stage companies shaping the future of healthcare. TTCP serves as a source of capital and expertise for healthcare technology and services companies on a structured path to disrupt and innovate the ways in which healthcare is delivered, managed and consumed.

Learn more about TTCP at: www.ttcapitalpartners.com

