

HPIR Pulse

Insights from the Health Plan Innovation Roundtable

April 2019 Session



HPIR Overview



ABOUT HPIR The Health Plan Innovation Roundtable (HPIR) is a collaborative group of regional health plans and an innovation accelerator. Leveraging observations and learning from the Employer Health Innovation Roundtable (EHIR), and the strategic insights of its partners at Tripletree and TT Capital Partners, 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 our innovation process and participation in our 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

MEMBERS



- » Diverse mix of leading regional health plans across the country
- » Representing more than 10 million members across Commercial, Individual, Medicare, Medicaid business
- » Focused on the advancement of innovation across their organizations

In this inaugural issue of *HPIR Pulse*, we summarize the key observations, opportunities and outcomes surfaced during the April 2019 HPIR member meeting – 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.

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 Spring 2019 priorities helped determine the eleven companies (highlighted on the following page) that were invited to present at the April 2019 HPIR session.

Spring 2018



**Behavioral Health /
Addiction**



**Social Determinants
of Health**



Caregiving



**Centers
of Excellence**

Fall 2018



**Behavioral Health /
Addiction (Part II)**



**Condition
Management**



**Convenient
Care**



**Women's
Health**

Spring 2019



**Personalized
Medicine**



**Condition
Management**



**Member Experience +
Healthcare Financing**



**Data
Analytics**

Innovative Company Profiles



Pioneering digital care programs for people with chronic musculoskeletal conditions such as back or joint pain based on the three pillars of evidence-based care with wearable sensor-guided exercise therapy, behavioral coaching, and education



A technology-assisted, remote physical therapy program with live, licensed PTs who diagnose, prescribe personalized exercises, and drive adherence.



Comprehensive genetic services and access to genetic testing through a genomic care delivery platform and a nationwide network of clinicians, who provide personalized education about genetics, select and order tests, interpret results, provide actionable next steps and coordinate required follow up



Provides quality primary care via secure in-app messaging, at a price that is an order of magnitude less than existing primary care options.



Artificial intelligence-based health tech platform. Buoy's first product is a chatbot that has been clinically trained to converse with people just like a primary care doctor would in person. The Company helps members accurately diagnose themselves and then directs them to the right care or right program at the right time.



Leads patients from their symptom to the right care and treatment by using AI for a symptom pursuit and human providers for diagnosis, helping payers increase efficiency and save cost.



OODA Health is building a modern, real-time payment platform, beginning with two products, OODAPay and Claims+.



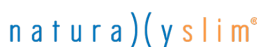
A 1-to-1 customer experience platform that enables businesses to connect and communicate more effectively with customers. Relay does this through a dedicated customer messaging feed that delivers proactive, guided and personalized service and support to every customer at scale.



AllazoHealth offers an artificial intelligence platform that predicts patient risk within various patient health issues (i.e. medication non-adherence, opioid management, appointments / screenings) and targets the right intervention to each patient so as to influence healthier behaviors.



A value-based care solution that enables payers, employers, and providers to design, negotiate, track, and succeed in any kind of value-based contract through advanced data analytics that leverage combined claims and EHR data.



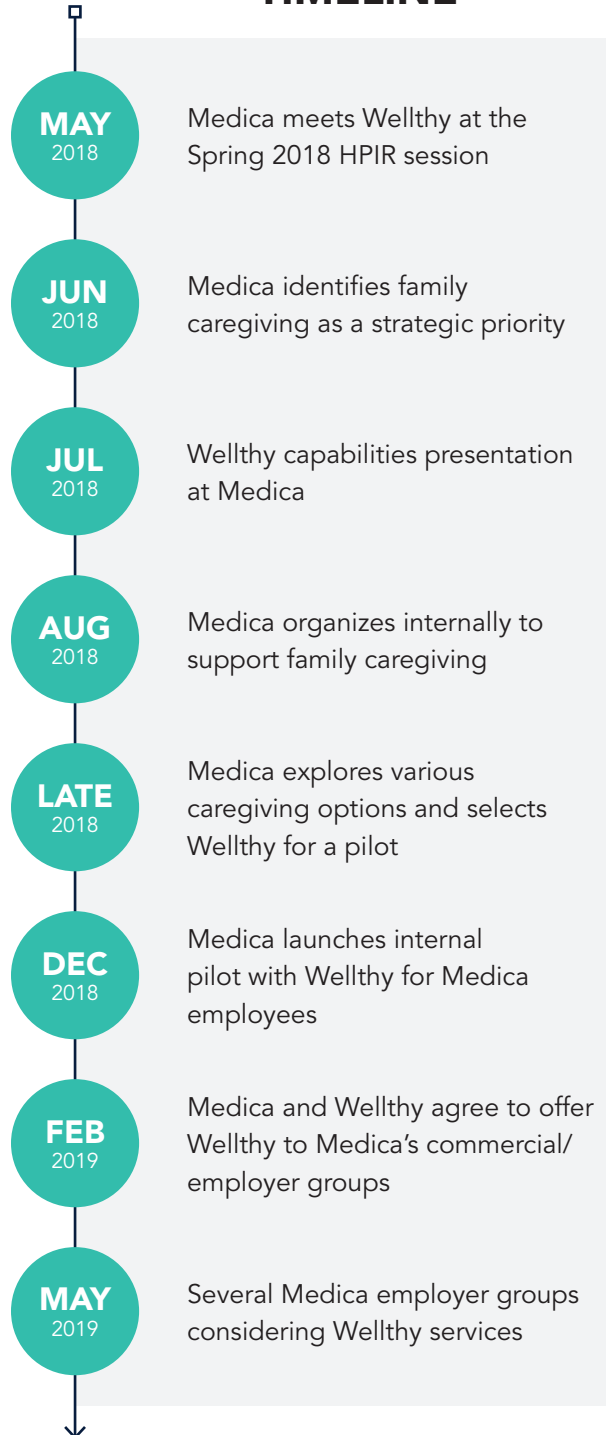
Digital counseling program that teaches participants simple skills to change when and how they eat, instead of what they eat. Plus, it creates other health habits leading to increased physical activity, better sleep, less stress and feeling more in control over health long-term.

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. At the first-ever HPIR session in Spring 2018, **Medica** was introduced to **Wellthy**, a company focused on helping family caregivers save time, money, and stress while also increasing productivity and retention. Over a 12-month period the Medica and Wellthy relationship moved from exploration, to internal Medica employee pilot, to full-blown implementation across Medica's self-insured commercial business. This new commercial relationship demonstrates the commitment of HPIR members and the impact of the HPIR model. Key milestones, observations, and learnings from the Medica/Wellthy collaboration are included in this issue of *HPIR Pulse* to help inform future successful commercial partnerships.

TIMELINE



Perspectives from Our Health Plan Members

5 FACTORS TO SUCCESSFUL PILOTS

As an organization focused on innovation, the mission of HPIR is to drive impact through the adoption of transformative healthcare solutions. In support of this goal, HPIR identified five key takeaways from the April 2019 HPIR session to help accelerate the adoption of pilot programs and inform the broader roll-out of new commercial relationships.



1. Walk the Talk | Piloting with a health plan's employee population can lead to broader implementation across the health plan

2. Integrate and complement | Coming in with ideas about how a solution could potentially fit into a health plan's existing care management and/or provider-led program(s) could accelerate implementation

3. Segment focus | Understanding where an innovative solution fits into a health plan's current line of business (individual/ACA market, employer market, Medicare, Medicaid, etc.) is important

4. Data | The flow of patient/member information matters – know what data is needed before implementation and know how any data will flow back to the health plan

5. Alignment | Agree what success looks like upfront. Greater alignment can lead to scaled engagement with a health plan more quickly

Key Takeaways

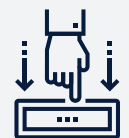
HEALTH PLANS



Collaborating with motivated entrepreneurs can accelerate product innovation



Entrepreneurs are **open to feedback** and appreciate your role in strengthening their business model and operations, resulting in a higher quality and more dependable product(s)



Utilizing a test and learn approach accelerates engagement with relevant and impactful solutions across all customer segments



Point solutions can still resonate with employer customers, especially in newer areas or underserved areas of healthcare

INNOVATORS



Harvest health plan feedback to evolve and fine tune your product offering, which in turn can create an even more relevant and attractive solution



Internal **employee pilots** can validate your value proposition, establish a market story, and harden your product offering – creating additional momentum for a broader roll-out to employer customers

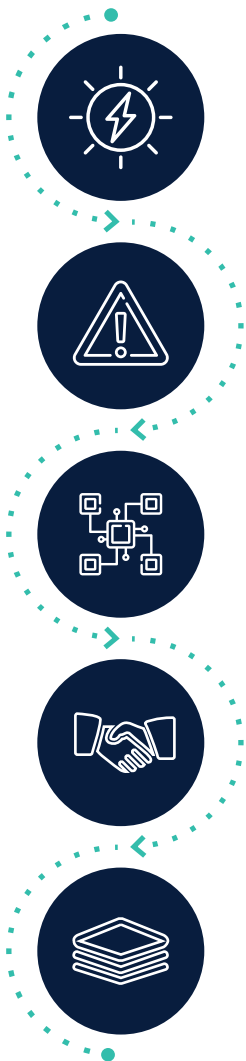


Know your audience and **tailor your value prop** appropriately to address segment differences, integration complexity, administrative scale and technology considerations of a health plan

The Opportunity to Collaborate and Drive Innovation

5 KEY THEMES

HPIR members are keenly aware that healthcare is changing, and the on-going opportunity to collaborate with entrepreneurs and innovative companies to make our healthcare system work better for everyone. Throughout the April 2019 HPIR meeting, several important key themes emerged as health plans reflected on their interactions with earlier-stage and innovative companies:



1. Speed | Health plans want to pilot innovative solutions and recognize they need to move faster

2. Culture | Health plans must learn how to be comfortable taking risks and failing fast with a more iterative, test & learn approach

3. Analytics | Data. Data. Data. Make it actionable. Understand what data is needed early. Understand how the data flows through the system and move from lagging to leading indicators

4. Engagement | Healthcare is about the whole person - make it easier for people to engage with via new digital front door strategies and alternative care delivery models

5. Platforms | Not Point Solutions. The future is about plug-and-play capabilities that help health plans be more nimble

Future Areas of Focus

Healthcare is always undergoing change and that evolution requires a commitment to understanding and evaluating what's next. Coming out of the April 2019 HPIR session, our health plan members identified the following priorities to discuss at the Fall HPIR meeting.



Learn More



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 and TT Capital Partners (TTCP) are investment banking and principal investing partners whose broad horizons create opportunities that fuel growth. Our healthcare experience, reputation as a thought leader and expansive network enable us to deliver Uncommon Clarity in the changing healthcare industry.

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