



Awareness Matters

**PRIMARY CARE VISITS PROVE TO BE
THE TRUE FOUNDATION OF WELLNESS**

HOW PRIMARY CARE VISITS SHAPE YOUR HEALTH PLAN

Below are highlights from a recent HORANalytics® analysis on how plan members' primary care physician (PCP) visits impact an employer health plan.

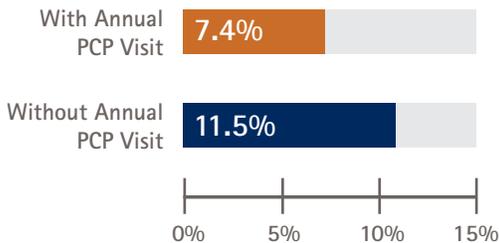
WHAT IS THE DIFFERENCE IN CLAIMS COST (PER MEMBER PER YEAR) FOR A MEMBER WHO RECEIVED A PCP VISIT?



WHAT IS THE ANNUAL CLAIMS TREND DIFFERENCE?

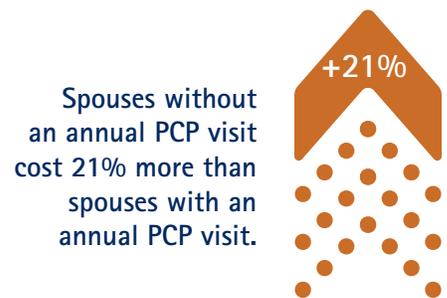
DO PCP VISITS IMPACT COSTS FOR SPECIFIC CONDITIONS?

DO SPOUSES PLAY A ROLE IN THE COST DIFFERENTIAL?



Members with annual PCP visits had lower costs associated with the following conditions:

- Musculoskeletal
- Cardiovascular
- Gastrointestinal
- Cancer



Do you know how primary care visits are impacting your health plan?

Call 800.544.8306 to schedule a deep dive into your data with HORANalytics®.

THIS WAS BROUGHT TO YOU BY
DATA BYTSM


At HORAN, our mission is to help employers provide a better quality of life for employees and their families. This mission drives our investment in the HORAN Financial Analyst think tank. The think tank is fueled by the team's ability to analyze claims data to guide clients and drive action. We call this HORANalytics®.

Primary care visits shape your health plan. The value of an annual primary care physician (PCP) visit is that pertinent information is gathered and updated, medications are reconciled, appropriate screenings are ordered and needed vaccines are administered. It provides an opportunity for individuals to increase the likelihood of proactively addressing chronic conditions and other health concerns. HORANalytics® found that when individuals do not receive an annual primary care visit, the average additional cost for employers is 11% more per member per year. **In fact, data illustrates that although those with annual PCP compliance have a riskier demographic and chronic condition profile, regular PCP engagement helps their annual costs remain lower.**

To underscore these findings, HORAN interviewed Richard Shonk, MD, Chief Medical Officer and Barbara Tobias, MD, Medical Director both from The Health Collaborative. Dr. Shonk provides clinical direction and strategy for The Health Collaborative and leads the Comprehensive Primary Care (now CPC+ Program) which is the largest primary care payment demonstration project in the state. Dr. Tobias is a family physician and Interim Chair of the Department of Family and Community Medicine at the University of Cincinnati College of Medicine. As the Medical Director of The Health Collaborative, Dr. Tobias also provides leadership and support to physicians and practices in public reporting, payment reform, quality improvement, population health and practice transformation initiatives.



Q: HOW DOES THIS DATA COMPARE TO WHAT YOU SEE IN YOUR WORK BOTH REGIONALLY AND NATIONALLY?

BT **BARBARA TOBIAS (BT):** I found this data really exciting. This reflects the data that we saw with Comprehensive Primary Care (CPC) Classic in 2016, which was a model that provided population-based care management fees and shared savings opportunities to primary care practices to allow them to provide more comprehensive, coordinated primary care services. It also reflects a previous study performed by a physician at a local hospital which reported that if an individual saw a primary care physician – even just once in the course of a year – it significantly lowered the number of specialty visits that were needed. Being able to see similar results over time is impactful to show the value of annual primary care visits.

Q: WHAT RECOMMENDATIONS HAVE YOU SEEN BE SUCCESSFUL THAT EMPLOYERS CAN IMPLEMENT THAT WOULD INCENT AND/OR CHANGE BEHAVIOR?

BT Spouses result in a 21% increase in cost if they fail to receive an annual primary care visit. Employers should explore broadening their communication to family members. Often times, it is the partner or spouse that handles the caretaker responsibility to maintain the health of the family.

RS **RICHARD SHONK (RS):** If employers stay the course in payment reform in CPC+ we will see even better results. We need to get the word out that there are a multitude of ways to access primary care. Employers need to start communicating to their employees that primary care is a gateway to their health. They need to show evidence that by doing so you will be much further ahead in staying healthy and maintaining chronic conditions so they do not escalate. Employers can also look for ways to help primary care physicians by exploring alternative payment models, such as CPC.

Q: ARE THERE SITUATIONS THAT ARE MORE EFFECTIVELY MANAGED BY SPECIALTY VS. PRIMARY CARE?

RS For active phases of treatment, such as oncology, care is better served by a specialist. From a holistic perspective, the primary care physician should remain involved to ensure continuity of care. As it relates to survivorship, end of life care and after active phases of treatment, patients should transition back to their primary care physician because they are more equipped to handle their care and manage costs more effectively.

Q: ARE THEIR CERTAIN CONDITIONS THAT ARE MORE PREVELANT FOR INDIVIDUALS THAT DO NOT RECEIVE ANNUAL PCP VISITS?

RS The most common conditions that we would see are undiagnosed hypertension, diabetes, early cancer and depression. These can be a catastrophe in the making. Through an annual PCP visit, we are more likely to catch these early to better navigate treatment. Depression across all ages is becoming more and more common and can aggravate these other conditions if undiagnosed.

BT The body is not made of separate, non-communicating parts – neither should your health care. Care needs to be comprehensive and coordinated. When operating in a vacuum, all the things that can go wrong will go wrong when treating illnesses. We need to recognize the value of a holistic approach to health care.

INDIVIDUALS WHO RECEIVE ANNUAL PCP VISITS ARE TWO TIMES MORE LIKELY TO GET AGE APPROPRIATE SCREENINGS.

 Source: HORANalytics®



Primary Care Resources

HOW TO HELP YOUR EMPLOYEES

Below are services you can offer employees to help educate your employees about the importance of primary care visits.



INCENTIVIZE PRIMARY CARE VISITS

According to HORAN's Health Management Best Practices Survey data, employers with higher primary care visits and/or biometric screening participation rates were more likely to experience a single-digit cost trend. The survey also found that the most common incentives to drive participation were premium discounts, health savings account contribution and gift cards. Talk to a HORAN Health Management Director about how you can incorporate primary care visit incentives into your wellness program.



PROVIDE ACCESS POINTS TO CARE

Are your employees familiar with how to get a primary care visit? Are they aware of the preventive health services that are available to them? Most health plans cover a set of preventive services, such as shots and screening tests, at little to no cost. Visit bit.ly/Preventive_Services for a complete list of preventive services for adults and children and for more information on how to access them.



EDUCATE YOUR EMPLOYEES ON THE IMPORTANCE OF HAVING A PRIMARY CARE PHYSICIAN RELATIONSHIP

Employees can impact your health insurance renewal rates by being good health care consumers. Direct your employees to HORAN's podcast, *Benefits: What, Like it's Hard*, to provide consistent education and engagement on benefits-related topics such as the importance of having a primary care physician relationship and much more. The podcast can be found on your favorite podcast listening app of choice (Apple Podcast, Google Play and Stitcher) or at www.horanassoc.com/tunein.



INCLUDE SPOUSES IN YOUR HEALTH MANAGEMENT STRATEGY

Spouses without an annual PCP visit cost 21% more than spouses with an annual PCP visit.

For more information about how you can encourage your employees to receive an annual primary care visit, contact a HORAN representative at 800.544.8306.