



Enhanced Personal Health Care

Value-based. Patient-centered. Road-tested and proven to deliver.

Right now, 65% of our health care expenses go toward the sickest 10% of our population. Chronically ill patients make up two-thirds of our health care spending, and 63% of inpatient admissions. In a state with a growing chronic crisis and a large rural community, we need a new approach to care — one that addresses the problems behind this imbalanced spending.

Enhanced Personal Health Care offers California a patient-centered, value-based approach to health care. With a focus on cost-saving strategies around chronic care and care management, this PPO model actively engages members, empowering them to more efficiently manage chronic conditions and achieve better health. Through Enhanced Personal Health Care, we're making the changes providers need to deliver the quality, efficient health care that will make lasting changes in their patients' lives.

This integrated solution:

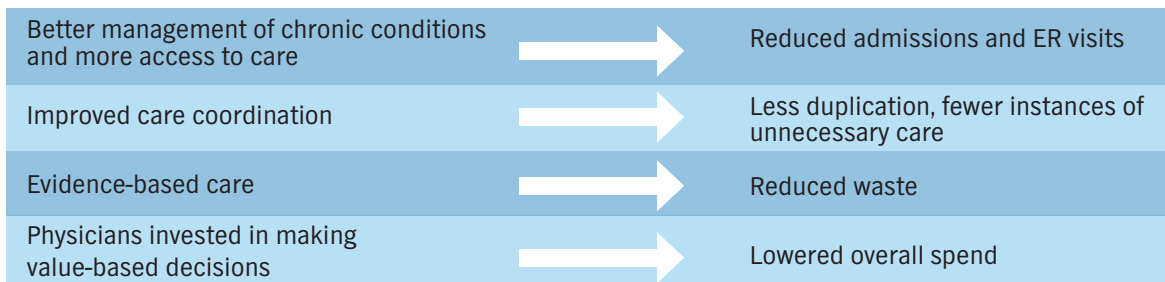
- Incentivizes value over volume-based care, rewarding providers for improving quality and reducing costs.
- Provides the patient information, tools, and resources that help physicians deliver efficient, personalized care.
- Represents Anthem Blue Cross' (Anthem's) investment in strengthening the doctor-patient relationship in order to deliver better results.

Better care for California leads to \$4.7 million savings

In the first six months, our Anthem/HealthCare Partners ACO here in California saved \$4.7 million and:

- Inpatient admissions dropped by 4% and inpatient days by 18%.
- Outpatient visits (including ER visits) dropped by 4%.
- Lab visits dropped by 4% and radiology tests by 4%.
- Professional visits dropped by 4%.
- Improved quality measures such as:
 - Increase in preventive health screenings.
 - Diabetes LDL improved by 7.5%.
 - Cholesterol management improved by 3.8%.

Eight percent projected savings in the first three years by



Add it all together, and it comes out to a lower cost of care for employers.

Two models of care to meet California's needs

California represents unique challenges — and in a state with 13% of its population in rural areas, we knew we needed to offer solutions that meet the unique needs of Californians, no matter where they live. With Enhanced Personal Health Care, we've created two payment models to meet the needs of members and providers all across California: **Collaborative** using our ACO provider network of large, organized medical systems, and **Aligned** using independent rural providers.

Collaborative model (ACO)

Our Collaborative model helps improve the health of members suffering from chronic conditions like diabetes, asthma, high blood pressure, heart and joint diseases, and others. This model provides larger, multipractice urban-area medical groups with data and support, plus:



- Offers financial incentives to medical groups that give care tailored to the unique needs of members with these chronic conditions.
- Connects members with a personalized care team including a physician, care coordinator, and other health care practitioners.
- Highlights gaps in care and helps doctors keep track of care plans with follow-up and exam reminders, and cuts down on duplicate testing.
- Reimburses providers via clinical coordination payments for attributed members with two or more chronic conditions.
- Offers voluntary participation and access to any in-network PPO doctor.

Aligned model

We work with independent practitioners in rural areas to:



- Give doctors the tools they need to ensure the right care, at the right time, at the right price.
- Provide doctors with patient information that allows them to take a proactive approach to care.
- Link them with technology that helps them identify high-risk patients.
- Reimburse via clinical coordination or enhanced fee schedule payments for attributed members.

Meet our growing list of Collaborative partners:

Our Collaborative model ACO provider groups in California include:

- Brown and Toland Physicians
- Cedars-Sinai Medical Care Foundation
- Community Hospital of Monterey Peninsula
- HealthCare Partners Medical Group
- Heritage Provider Network
- Hill Physicians Medical Group
- Humboldt-Del Norte IPA
- MemorialCare Medical Foundation
- Sansum Clinic
- Santa Clara County Individual Practice Association
- Santé Community Physicians IPA Medical Group Corporation
- SeaView IPA
- Sharp Community Medical Group
- Sharp Rees-Stealy Medical Group
- Sutter Health: Palo Alto, Mills Peninsula, Sutter Pacific and Sutter East Bay sites
- Torrance Memorial Medical Center/Torrance Memorial Integrated Physicians
- UC Davis Medical Group
- UCLA Medical Group
- UCSF Medical Group

Learn more about how Enhanced Personal Health Care is changing California's health landscape by contacting your Anthem representative.