

Show Me The Money!

Building a Reimbursement Model for
Evidence-Based Health Promotion Programs

Gina Fleming, MA

June Simmons, President and CEO

Partners in Care Foundation

March 18, 2010



Learning Objectives

- Understand different types of reimbursement models that can sustain your programs
- Learn how to create a reimbursement model where payment is received for programs and other related services
- Identify how a reimbursement model might work in your organization

Partners in Care Foundation

- Non-profit
- Focus on aging issues
- Change the shape of health care
- Develop and promote innovative programs to improve care for everyone
- Emphasis on evidence-based programs



Evidence-Based Programs



- Supported by extensive research and have been proven to work
- Clear, structured, detailed description of the program
- Measurable outcomes
- Easier to market the program and engage partners

Background of California's Evidence-Based Initiative

- Brings evidence-based programming to community-based organizations
 - Stanford University's Chronic Disease Self-Management Program (CDSMP) is core program
- California Departments of Aging and Public Health awarded grant from U.S. Administration on Aging in 2006
- American Recovery and Reinvestment Act (ARRA) Funding
 - \$27 million available for up to 50 states/territories
 - Dramatically increase program reach throughout the U.S.



CDSMP Movement



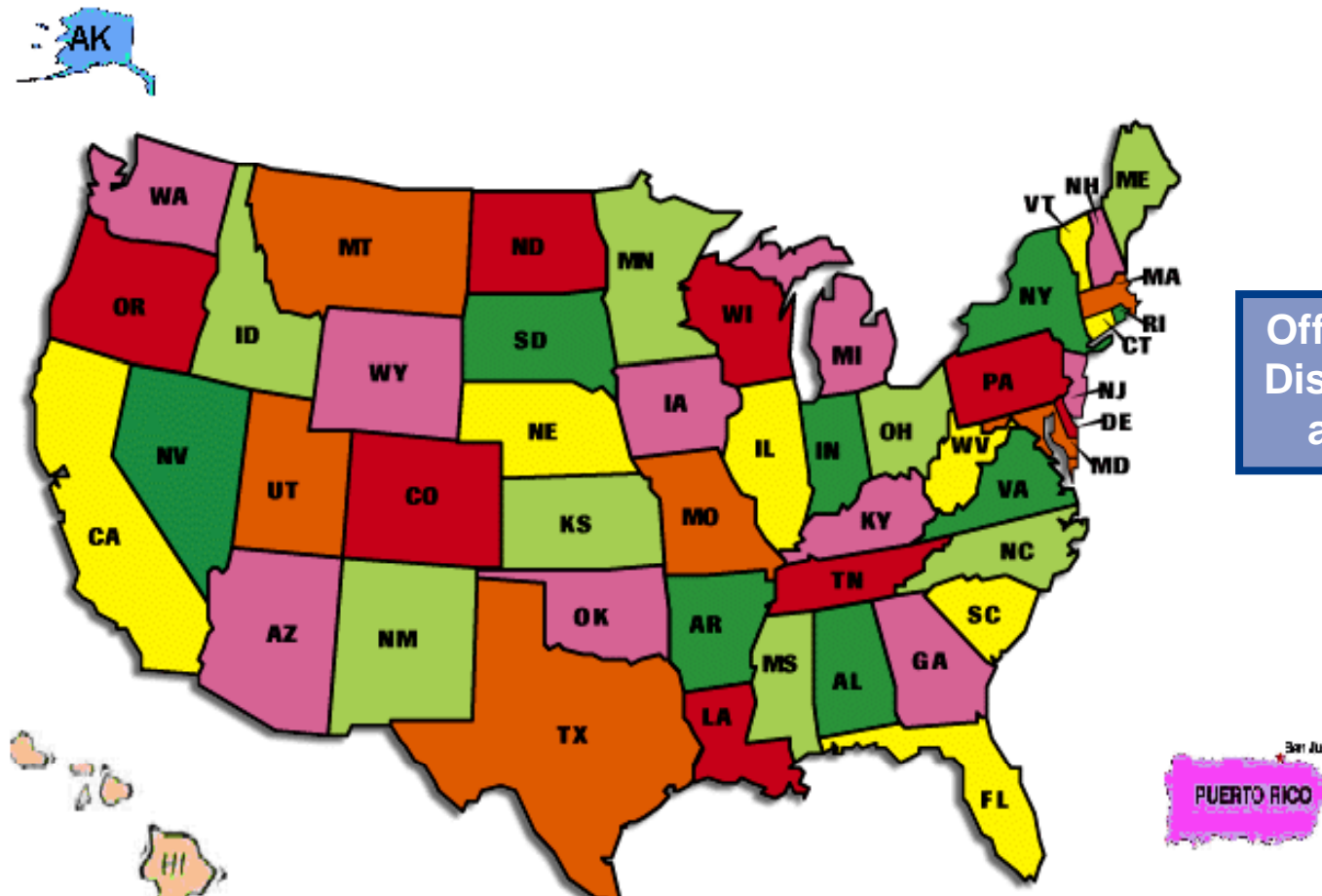
Blasting Off!

CDSMP Throughout the World

22 Countries Host CDSMP!



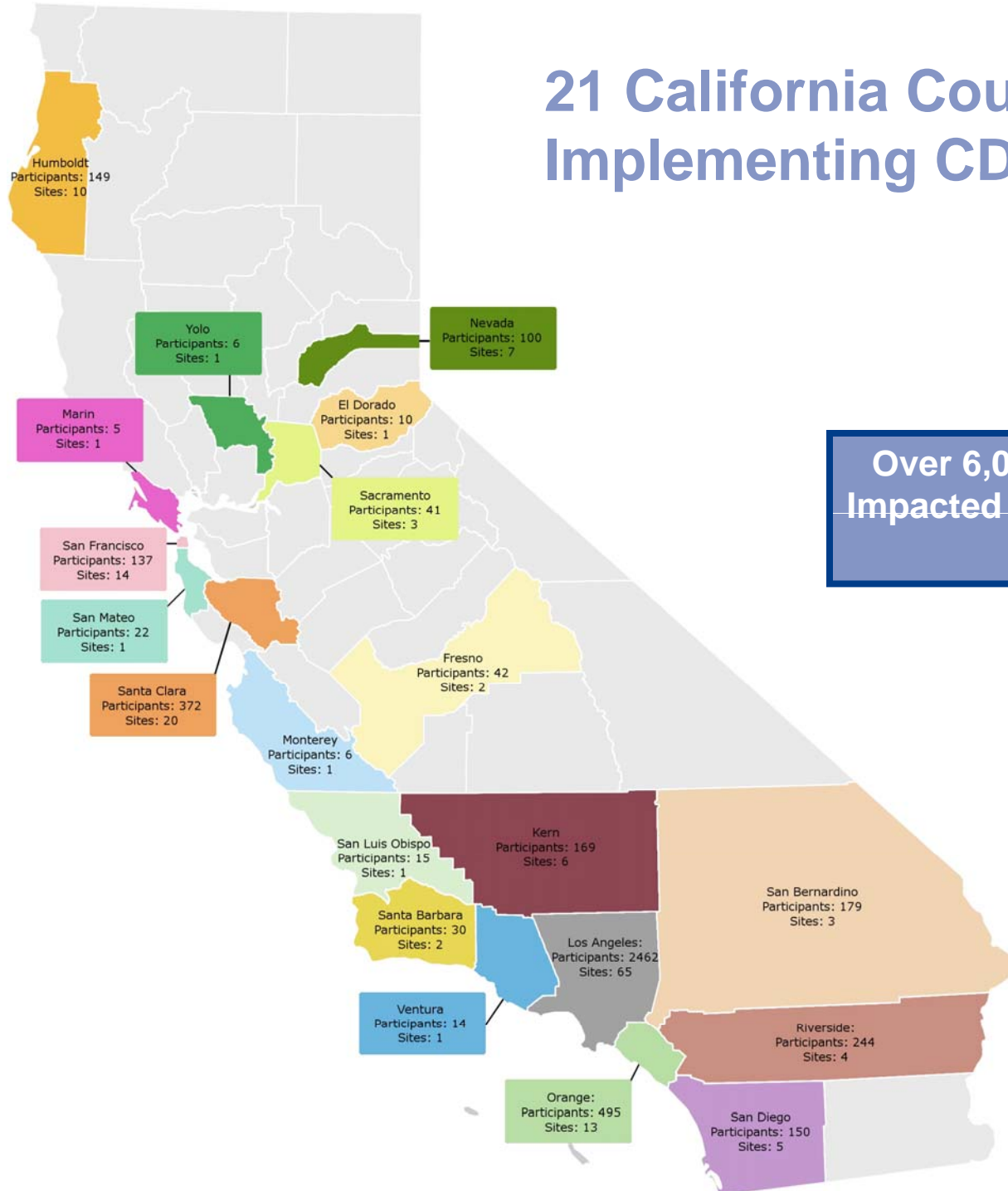
CDSMP Across the Nation



Offered in 48 States,
District of Columbia,
and Puerto Rico



21 California Counties Implementing CDSMP



Over 6,000 Californians Impacted by CDSMP since 2006!



Achieving Long-Term Sustainability

Strategically Sustaining and Funding
Evidence-Based Health Promotion Programs
through Sponsorship and Reimbursement

Sustainability – Keeping the Program Alive

- What is sustainability?
 - Full and lasting program adoption
 - Ensuring continued program access
- How to achieve sustainability
 - Engage committed partners
 - Seek ongoing support from varied sources
 - Continued funding is essential
- Sponsorship and reimbursement are viable solutions for program sustainability

Models of Support & Reimbursement

- Grant funding
- Organizational buy-in
- Research
- Social enterprise



Grant Funding

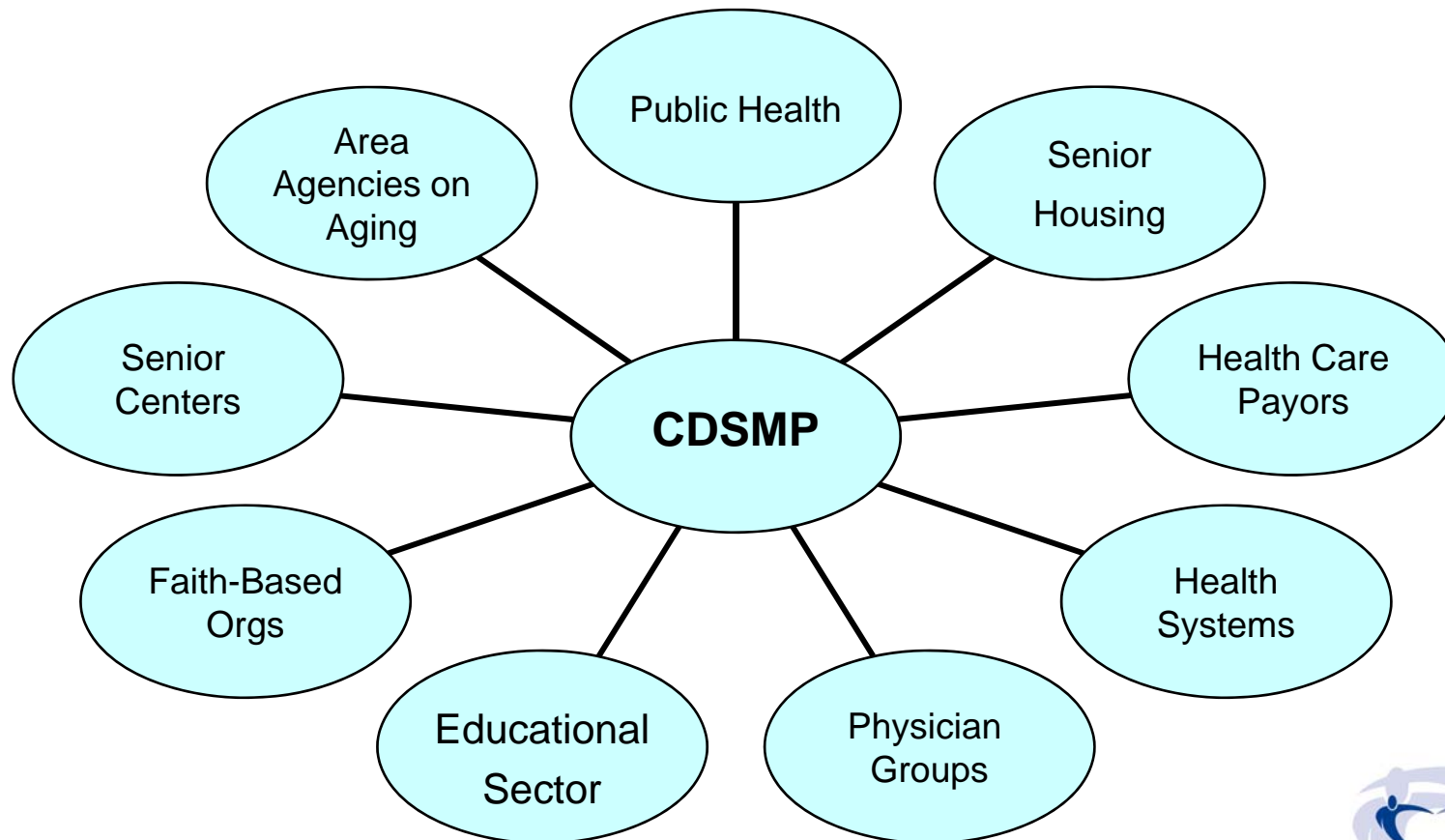
- Seed funding for initial program roll out and subsequent innovations/new applications
- Potential funders include:
 - Federal, state, and local governments
 - Private foundations, major donors, corporate support
- Gain visibility and garner interest for other reimbursement models
- Develop strong network of partnerships to promote program sustainability

Organizational Buy-In:

Getting Others to Adopt and Fund the Program

- Methods of organizational buy-in
 - Utilize own dollars to support program
 - Kaiser Permanente
 - Facey Medical Group
 - Venice Family Clinic
 - Seek outside funding to support program
 - Camarillo Health Care District
 - Golden Rainbow Senior Center
 - Mercy Housing

Potential Program Adopters



Research as a Form of Support

- Seek funding to explore research questions
- Comparative effectiveness research
 - Demonstrate clinical outcomes (NCQA measures)
- Example – Right Care Initiative
 - Project of CA Department of Managed Health Care
 - Aim to improve clinical outcomes through the practice of evidence-based medicine
 - Diabetes, cardiovascular disease, hospital acquired infections

Social Enterprise – Business for a Cause

- Businesses that are set up to meet a public need and reinvest their profits for the public good

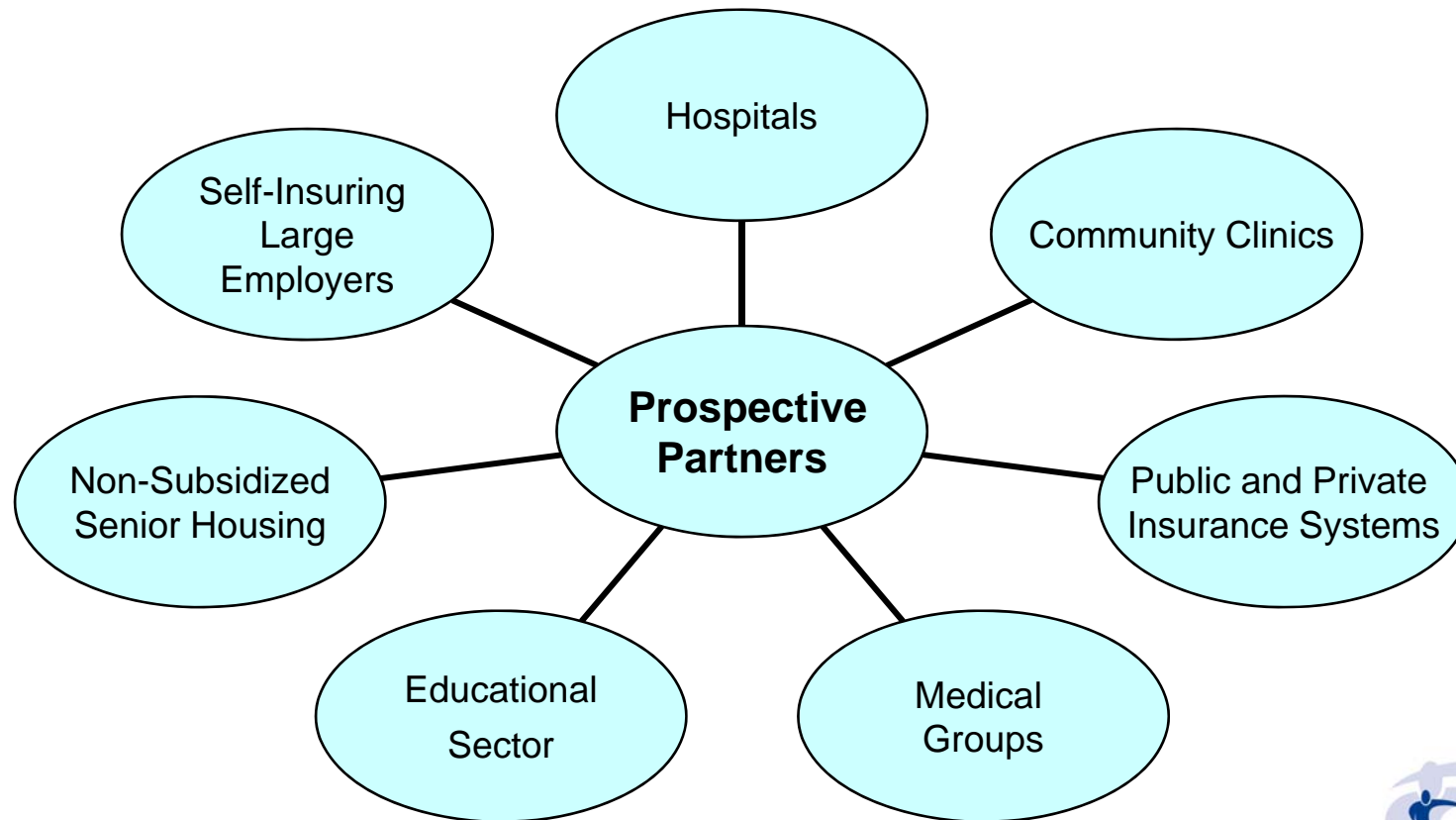


The Benefits of Social Enterprise

- Stable and sustainable
- Opportunity to raise revenue while furthering an organization's mission
- Frees organization from constraints required by other funding streams (i.e. grants)
- Huge opportunity for growth through new collaborations



Prospective Partners for Social Enterprise



Qualities of Prospective Partners

- Potential for sustainability, scale, and influence
- Aligned mission/vision
- Program champion
- Recognize value of investment

Securing Partner Buy-In

- Network! Network! Network!
 - Get to know prospective investors
 - Go where they go (i.e. join local organizations and attend meetings specific to their profession)
 - Find the few who will help establish program as a new standard
- Develop targeted marketing material
 - Description of program
 - Include studies and published articles
 - Address costs associated with program
 - Focus on the benefits/business case

Securing Partner Buy-In

- Address investor WIFM – “What’s in it for me?”
- Make a strong business case about value of program
 - Evidence that program achieves improvements in health status and pays for itself
 - Highlight compelling cost reductions
 - Return on investment

Methods of Staffing a Social Enterprise Model

- Contracted network
- Centralized staffed entity



Method of Staffing: Contracted Network

- Organizations and locations offering workshops throughout a region
- Staff and/or volunteers facilitate program
- Examples of contracted network partners
 - Area Agencies on Aging
 - Community Based Non-Profit Agencies
 - Community colleges
 - Physician groups
 - Senior housing
 - Senior and community centers



Method of Staffing: Centralized Entity

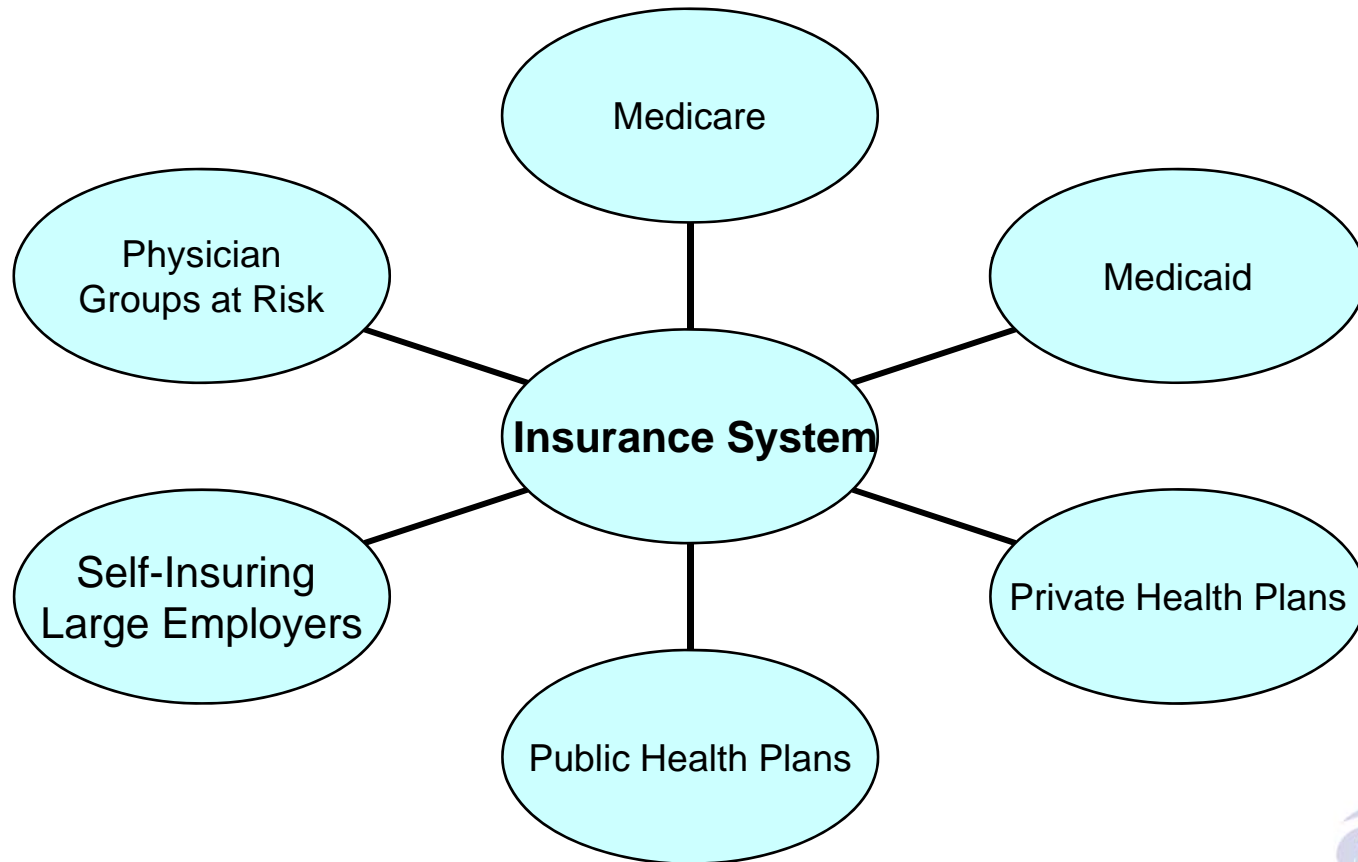
- Single organization staffing program throughout a geographic region
 - Dedicated staff to manage program implementation and coordination
 - Field staff to facilitate program throughout the region
 - Can be paid staff or volunteers

Social Enterprise Reimbursement Model

- Fee for service structure
 - Charge individuals program fee
 - Acceptance as a reimbursable benefit
 - Contract with large employers to provide program as paid benefit for employees
 - Contract with insurance systems to provide program as paid benefit for members
 - Win inclusion of program as covered benefit under Medicaid and Waiver Service under Medicaid Waiver program



Prospective Network of Insurance Investors



Examples of Insurers Reimbursing the Chronic Disease Self-Management Program (CDSMP)

**Buying-in to the Power of
Health Promotion and Disease Prevention**



Kaiser Permanente

- Nation's largest non-profit health plan
- Original research site for Stanford University
- System-wide commitment
- Provides CDSMP as a benefit for members and the community
- Significant community benefit investment to spread the model in the community



National Health Service of United Kingdom

- World's largest publicly funded health service
- Offered CDSMP to members since 2002
- Social enterprise established in 2007 to increase capacity of CDSMP and other self-management courses
- To date, over 50,000 people impacted by courses – CDSMP is most popular

LA Care Health Plan

- Nation's largest public health plan
- Serves more than 800,000 Los Angeles County residents through four free or low-cost health insurance programs
- Contracted with Partners in Care to offer a variety of evidence-based programs to their members



Other Insurers Offering CDSMP as a Benefit

- CIGNA (Arizona)
 - Licensed by Stanford University to offer program
- Santa Clara Valley Family Health Plan (California)
 - Collaborating with the Health Trust of Santa Clara County to offer program
- Group Health of Puget Sound (Washington)
 - Offers both in-person and online versions

Tap Into Medicaid Waiver Programs

- State of Washington amended their Aged/Disabled Waiver to include provision of CDSMP and an evidence-based depression management program
- California pursuing similar strategy

The Future of Health Promotion Reimbursement

- Diabetes Self-Management Program (DSMP)
 - Pilot project funded by AoA to mainstream DSMP as a benefit reimbursable by CMS
- National Committee for Quality Assurance
 - Accreditation and certification as disease management program
- Legislative Activity
 - The Health Trust of Santa Clara County sponsoring legislation that would enable Medi-Cal to cover CDSMP

Seize the Opportunity!

- Billions of dollars are spent each year on disease-management and prevention programs
 - Much of the money is spent on non evidence-based programs
 - NCQA certification would qualify for required purchase
- Evidence-based health promotion programs are well poised to take advantage of the current health care reform atmosphere

Transforming Health Care

- Goal is individual & organizational investment in self empowerment to avoid/manage chronic health conditions
- Mainstreaming access to health promotion tools
- Building a platform to disseminate programs that transform health and quality of life
- This is a **MISSION**, not a **PROJECT**



Launching Lasting Change

- Take advantage of the successful momentum of health promotion movement and evidence-based programming
- Must rise to the occasion
- Look for creative and entrepreneurial opportunities
- It is well worth the journey!

Conference Presentations Online

- Conference presentations will be available online at www.picf.org
- Select EVENTS>PRESENTATIONS