HEALTH CARE COMPLIANCE ASSOCIATION

TONED AT THE TOP:
A HEALTHCARE LEADER’S
PERSPECTIVE ON COMPLIANCE

DENVER REGIONAL CONFERENCE
OCTOBER 21, 2016

What’s with the Goldfish?
Discussion Outline

- Introduction & Personal Perspective
- Importance of Tone at the Top
- Healthcare Complexities
- Team Engagement Strategies
- Compliance Leader Partnership
- Questions/Comments

Importance: Compliance Business Impacts

- Relationships
- Resources
- Public Exposure
- Reputation
Healthcare Complexities

- Regulatory Oversight
- Changing Payer Dynamics & Alternative Payment Models
- Delivering Value
- Transparency & Consumerism

Changing Health Reform Landscape

Preparing Today for a Changing Health Reform Landscape Tomorrow

Payers

- Expanding role of government = budget pressures
- Payers testing new reimbursement models
- Reimbursement tied to quality still modest (e.g., 2% to 3%)

Consumers

- Continued movement to High Deductible Health Plans (HDHP)
- Pricing sensitivity leads consumers in exchange based plans to select narrow networks
- Increased transparency makes consumers likely to shop “easy to compare” services
Payment & Delivery Models

Alternative Payment and Delivery Models

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<thead>
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<th>High</th>
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<tr>
<td>Financial Risk</td>
<td>Complexity</td>
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- Insurance Product
- Global Capitation/Medicare Advantage Plans
- Shared Savings/Gain Sharing
- Fee For Service
- Clinically Integrated Networks (CINs)
- CMS Bundled Episodes (Includes Post-Acute)
- Global Case Rates
- Patient Centered Medical Homes (PCMHs)
- Physician Capitation
- Pay for Performance/Value-Based
- Clinical Co-Management
- Fee For Service

Focus on Delivering Value

Patients
- Convenience and access
- Patient safety and clinical outcomes
- Positive experience
- Cost-effective

Physicians
- An effective and efficient place to practice
- A voice into operations
- Opportunities to grow their practice

Employees
- Competitive compensation and benefits
- Training and development
- Resources and equipment

Payers & Employers
- Comprehensive network of access points and service lines
- Competitively priced
- Clinical outcomes
High Value Delivery System

Quality
- Provides a distinctive patient experience
- Delivers high quality outcomes
- Advances clinical analytics for care improvement

Efficiency
- Manages efficient operations
- Leverages scale for new revenue sources
- Achieves value through technology and process improvement

People
- Develops and retains high performing leaders
- Fosters a culture of engaged employees
- Supports company’s ethics & compliance program

Growth
- Creates differentiated service lines
- Measures outcomes and cost for value
- Attracts, converts, and retains patients
- Creates alignment with physicians
- Establishes a network of access points
- Pursues growth through acquisitions and innovation

Team Engagement Strategies

• Hiring for Fit
• Mission/Vision/Values/Behavioral Standards
• Employee Rounding for Outcomes
• Goal Cascading
• Exceptional – Solid – Low Assessments
• Recognition
Being a Strategic Business Partner

- Know the business...know the market
- Know how decisions are made
- View your role as a resource – not an obstacle

THANK YOU!