HEALTH CARE COMPLIANCE ASSOCIATION

TONE 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

<table>
<thead>
<tr>
<th>Payers</th>
<th>Consumers</th>
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<tr>
<td>• Imposing role of government = budget pressures</td>
<td>• Continued movement to high deductible plans (HDP)</td>
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<td>• Payers lacking clear reimbursement models</td>
<td>• Pragmatically think consumers on exchange-based plans to select service networks</td>
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<td>• Reimbursement linked to quality vs quantity: (e.g., 70% to 90%)</td>
<td>• Increased transparency makes consumers likely to shop &quot;easy to compare&quot; services</td>
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Payment & Delivery Models

<table>
<thead>
<tr>
<th>Alternative Payment and Delivery Models</th>
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<tr>
<td>High</td>
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<tr>
<td>Care</td>
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<tr>
<td>Complex Care Management/Shared Savings</td>
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<td>Fee For Service</td>
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<td>Clinical Co-Management</td>
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<td>Pay for Performance/Value-Based</td>
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<td>Physician Capitation</td>
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<td>Patient Centered Medical Homes (PCMHs)</td>
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<td>Global Case Rates</td>
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<td>CMS Bundled Episodes (includes Post-Acute)</td>
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<td>Clinically Integrated Networks (CINs)</td>
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Focus on Delivering Value

- Patients
  - Convenience and access
  - Quality and clinical outcomes
  - Financial risk
  - Cost-effectiveness
- Physicians
  - Careful and efficient
  - Effectiveness and outcomes
- Employees
  - Competitive compensation
  - Developmental opportunities
  - Opportunities for growth
- Payers & Employers
  - Comprehensive financial risk management
  - Cost-effective

High Value Delivery System

- Quality
  - Excellent inpatient care
  - Delivers high quality services
  - Focuses on value and outcomes improvement
- Efficiency
  - Managed service operations
  - Economically viable for new business ventures
  - streamlines technology and process improvements
- People
  - Building partnerships with high-performing peers
  - Forms a network of external network
  - Supports company/doctor, population and program

Growth

- Eases differentiation and service lines
- Measures outcomes and cost for value
- Sufficient, converts, and value patients
- Prevents alignment with physicians
- Stabilizes network of access points
- Focuses on growth through acquisitions and integration
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!