What’s Happening at Florida Blue

January 21, 2016

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Florida Blue
In the pursuit of health
Topics

- Organization Focus
- Evolving Health System
- Marketplace
- Clinical Information Exchange
- ICD-10
- Programs
Organization Focus
ONE New Enterprise Structure

Guidewell

Mutual Holding Corporation

Florida Blue

Guidewell Health

Guidewell Connect

Diversified Service Options

First Coast Service Options, Inc

Novitas Solutions
Who is GuideWell?

- At the beginning of 2014, we introduced GuideWell to the marketplace. GuideWell is a not-for-profit mutual holding corporation with a family of companies offering a broad range of health solutions to businesses and consumers that help people and communities achieve better health.

- **Florida Blue**, Florida’s Blue Cross and Blue Shield plan, provides innovative health solutions and insurance plans to the people of Florida. Florida Blue has served Floridians since 1944 offering an array of health and wellness products and services to fit their individual needs.

- **GuideWell Health** is transforming the delivery of health care to deliver superior health outcomes and experiences to patients through health care delivery innovation, provider management services, business development and value-based services.

- **GuideWell Connect**, our consumer marketing, sales and engagement business, helps clients connect with their customers and provides them with the support they need.

- **Diversified Service Options (Guidewell Source)** provides administrative and claims processing services for state and federal health care programs such as Medicare and Medicaid.

  - Diversified Service Options is the parent company for First Coast Service Options and Novitas Solutions, Inc.
Evolving Health System
Value-Based Programs
January 2016

**Accountable Care Organizations (ACOs)**
1. Baptist Miami/AMS (Oncology)
2. NCH Healthcare (Naples)
3. BayCare Physician Partners
4. Holy Cross Physician Partners
5. H. Lee Moffitt Cancer Center (Oncology)
6. Cleveland Clinic
7. Brevard APO
8. Orlando Health Physician Partners
9. First Coast Health Alliance (Flagler Hospital)
10. Memorial Health Network (Memorial SFL)
11. Baptist Health Quality Network (Baptist Miami)
12. Physician Health Partners at Munroe Regional
13. Advantage Health Network (Tenet)
14. Baptist Health Care Corporation (Pensacola)
15. University of Florida Health (Jacksonville)
16. University of Florida Health (Gainesville)
17. Hospital Corporation of America (Northeast Florida)
18. Integrated Care of Sarasota (SMH)
19. Tampa Bay Integrated Healthcare Network
20. Millennium Independent Provider Network
21. Lee Physician Hospital Organization
22. Broward Health ACO Services, Inc.
23. Palm Beach ACO

**Medical Homes (PCMH, CPCP, & RPCP)**
- >450 Physician Groups
- >2,800 Physicians Participating PCPs

**Medicare Collaborative Care Models (CCM)**
1. Blue Water Doctors
2. Bond & Steele Clinic
3. Diagnostic Clinic
4. Florida Medical Clinic
5. Gessler Clinic, PA
6. Gulf Coast CHS Management
7. Holy Cross Physician Partners
8. InterAmerican Medical Centers
9. Intercoastal Medical Group
10. Internal Medicine Associates
11. Martin Memorial Physician Corp
12. Melbourne CHS Management
13. Millennium Physician Group
14. North Broward Hospital District
15. Orlando Family Physicians
16. Osler CHS Management
17. PBC, Plus LLC
18. Physician Associates
19. Physician Trust MSO
20. Prime Health Physicians
21. Professional Health Choice
22. ProHealth MSO
23. Richard Hays
24. Rockledge CHS Management
25. Senior Medical Associates
26. South Florida Multispecialty
27. Total Medical Management
28. Shands and University of Florida Health Care Network (SUFHCN)
29. My Medical Access
30. Mario Almeida Suarez, MD
31. St. Lucie Medical Specialists (HCA)
32. Ocala Health Primary Care (HCA)
33. West Florida Physician Network (HCA)
34. West Florida Primary Care d/b/a Pensacola Primary Care (HCA)
35. veriMED IPA
36. Santa Rosa CHS Mgmt.
37. Lakeview Internal Medicine
38. Health Point Medical Group
39. Morton Plant Primary Care
40. SC Physicians
41. St. Anthony’s Primary Care
42. Baptist Health Quality Network

**Bundled Payments**
1. Mobile Surgical Services
2. Florida Ortho Institute
3. Coastal Orthopedics and Sports Medicine

Florida Blue is an Independent Licensee of the Blue Cross and Blue Shield Association.
Questions & Discussion
MarketPlace
Florida Blue added 336k new members through the Marketplace in 2015

The percentage of Marketplace enrollees receiving financial assistance is in line with the overall state average – 90%

Membership by product:
- BlueSelect 46%
- BlueOptions 32%
- BlueCare 22%
Market Place – Enrollment Numbers

- YTD 80% of new ACA sales were purchased on-exchange
- BlueSelect and Silver plans were top sellers on-exchange and BlueOptions and Platinum plans were top sellers off-exchange
- 2015 Ending membership by metal was:
  - 21% - Platinum
  - 6% - Gold
  - 62% - Silver
  - 11% - Bronze
Market Place – New for 2016

Products:

- Launched a new gatekeeper, tightly-managed HMO into the 10 most populous counties
- Creation of new All Copay Gold plan that provides benefits similar to our popular All Copay Platinum plan but at a lower cost
- Benefit changes to our Silver plans to enhance competitiveness and value

Service:

- Enhanced telephone routing to provide callers with English and Spanish options for claims/benefits, renewals, transfer to the Marketplace or to speak to a person
- Virtual queue callback that provides an automated announcement of expected wait time and an offer for a callback option while saving the members place in line
**MyBlue**

- Competitively priced, tightly managed, referral-based product where the primary care physician coordinates all aspects of the member’s care.

- Members must visit assigned primary care physician or other primary care physicians who are part of the same physician group.

- Primary Care Physician issues referrals to specialists and most services will require authorization (review Provider Manual for more information) with changes coming to Availity® later this year.

- Targeted to highly subsidized individual under 65 consumers and available for purchase during the 2016 Open Enrollment in Duval, Osceola, Orange, Seminole, Pinellas, Pasco, Hillsborough, Palm Beach, Broward and Miami-Dade.

- Narrow network of primary care physicians, broader specialist and hospital network.

- Provider Manual will be updated and additional communications are coming later this year.

- CVS in-network pharmacies.
CliniSanitas Medical Centers

A world of health

Now in Miami!

Quality care focused on you.

Open 7 days a week

Three convenient locations in Miami-Dade!

- Doral
- Kendall
- Miami Lakes

Each medical center will offer:

- **Expert care** with an exclusive network of highly respected primary care doctors, specialists and staff—all working together to help you stay healthy

- **Convenience** of extended hours, open 7 days a week—plus in-house lab tests, diagnostic tests and prescription medications—all in one place

- **Personalized and coordinated care** focused on you, from a team of professionals you can trust
Questions & Discussion
Clinical Information Exchange
Clinical Information Exchange

- Joint partnership designed with a win-win-win solution for patients, hospitals and Florida Blue
- Share clinical information bi-directionally using international clinical standard (HL7)
- Share in real-time to maximize benefit
- Multi-payer solution provided by Availity®

1Availity, LLC is a multi-payer joint venture company. For more information or to register, visit Availity's website at availity.com.
Clinical Information Exchange

Phase I

I. Share Admit-Discharge-Transfer (ADT), Lab and Radiology results in real-time

- Improve care coordination for patient
- Reduce re-admits by triggering timely follow-up with patients
- Real time information allows improved authorization extension and claims payment times

II. Implement Auto Authorization process

- Authorization request automatically sent to Florida Blue
- Reduce administrative denials due to no authorization on file
- Reduce administrative cost related to the authorization process
- Automate authorizations for multiple levels of care (inpatient, outpatient, rehab, SNF,...)
Clinical Information Exchange

Phase I – Continued

III. Implement bi-directional Continuity of Care document (CCD)

- All parties receive current clinical information on patient for more informed decisions
- Facilitates improved patient clinical outcomes (HEDIS, CMS Star)
- Reduction of unnecessary or duplicate tests
- Improve revenue through awareness of care gaps to be closed in both the acute care and professional settings
Clinical Information Exchange

Phase II

I. Share Consolidated Clinical Document Architecture (C-CDA) Documents in both professional and hospital settings
   - Discharge Report
   - Progress Note
   - History & Physical
   - Operative Note
   - Procedure Note
   - Referral Note
   - Consult Note

II. Florida Blue will share relevant C-CDA documents with other providers (e.g. PCP, specialist, ...)

III. Support Manual query and Automated push of C-CDA documents
   - Improves operations by automating document requests
Current e-Clinical State

- 31 facilities (5 hospital systems) sending real-time admit, discharge, update, transfer (ADT) data - includes ancillary facilities like ambulatory surgical center, rehab and psych units
- 25 of the facilities generate an automated authorization requests
- 5 facilities sending real-time lab results
- One Cardiology practice (5 locations) sending real-time patient encounter summaries (electronic medical record – C-CDA)
Questions & Discussion
ICD-10 Update
ICD-10 – A Successful Implementation!

ICD-10 was successfully implemented across the health care system on October 1, 2015:
- General consensus from the Federal Regulator, Providers, Medicare and commercial payers was that the implementation was a complete success;
- Minor errors were encountered that were corrected and addressed timely;
- Information sharing across the industry occurred throughout the 4th quarter of 2015.

Florida Blue successfully implemented ICD-10 on October 1, 2015 using our “ICD Dual Mode Contingency Plan” capabilities:
- Given the success of our physician and provider outreach efforts designed to transition non-compliant senders/providers to ICD-10 only, we ended our ICD Dual Mode Contingency Plan effective November 1, 2015.

Effective November 1, 2015, Florida Blue successful transitioned to an ICD-10 only mode consistent with the regulatory rule.

To-date, Florida Blue has experienced the following:
- No material defects or issues that directly impacted physicians or providers;
- Executing our dual-mode contingency plan and capabilities eliminated any direct impact to 1553 unique entities and enabled them to transition to ICD-10 within a 30-day window;
- Financial Neutrality Controls continue to indicate “no measureable differences and no payment anomalies identified to-date”; these findings have been and continue to be validated by several external entities including a variety of hospitals and physician practices.
Questions & Discussion
Programs
Programs

- Place of Delivery (POD)
- Infusion
- Pain Management
- TeleMedicine
- Radiation Oncology
Questions & Discussion