

Payer Panel Introduction

RxHub Symposium

May 15, 2007

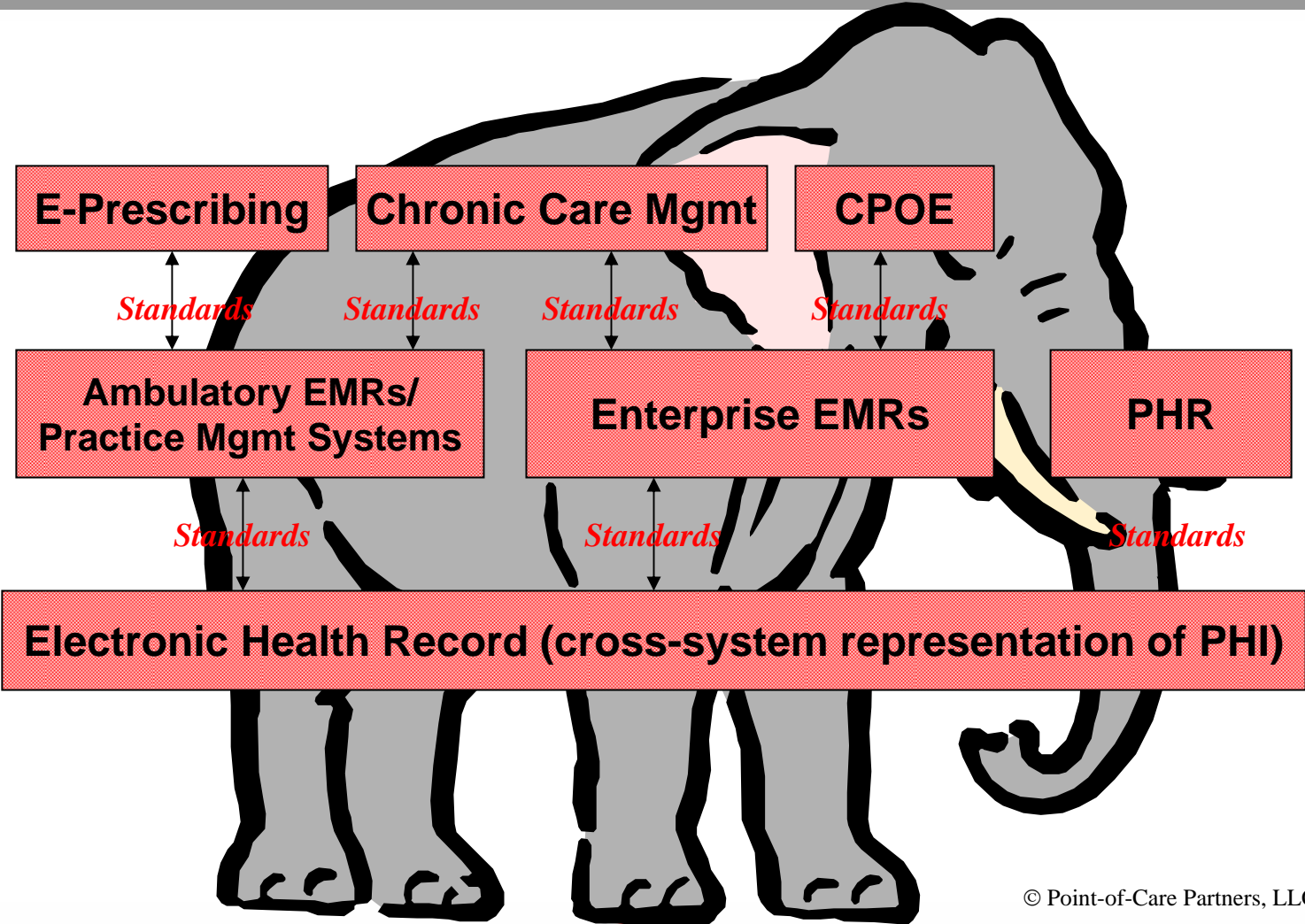
Tony Schueth

CEO & Managing Partner



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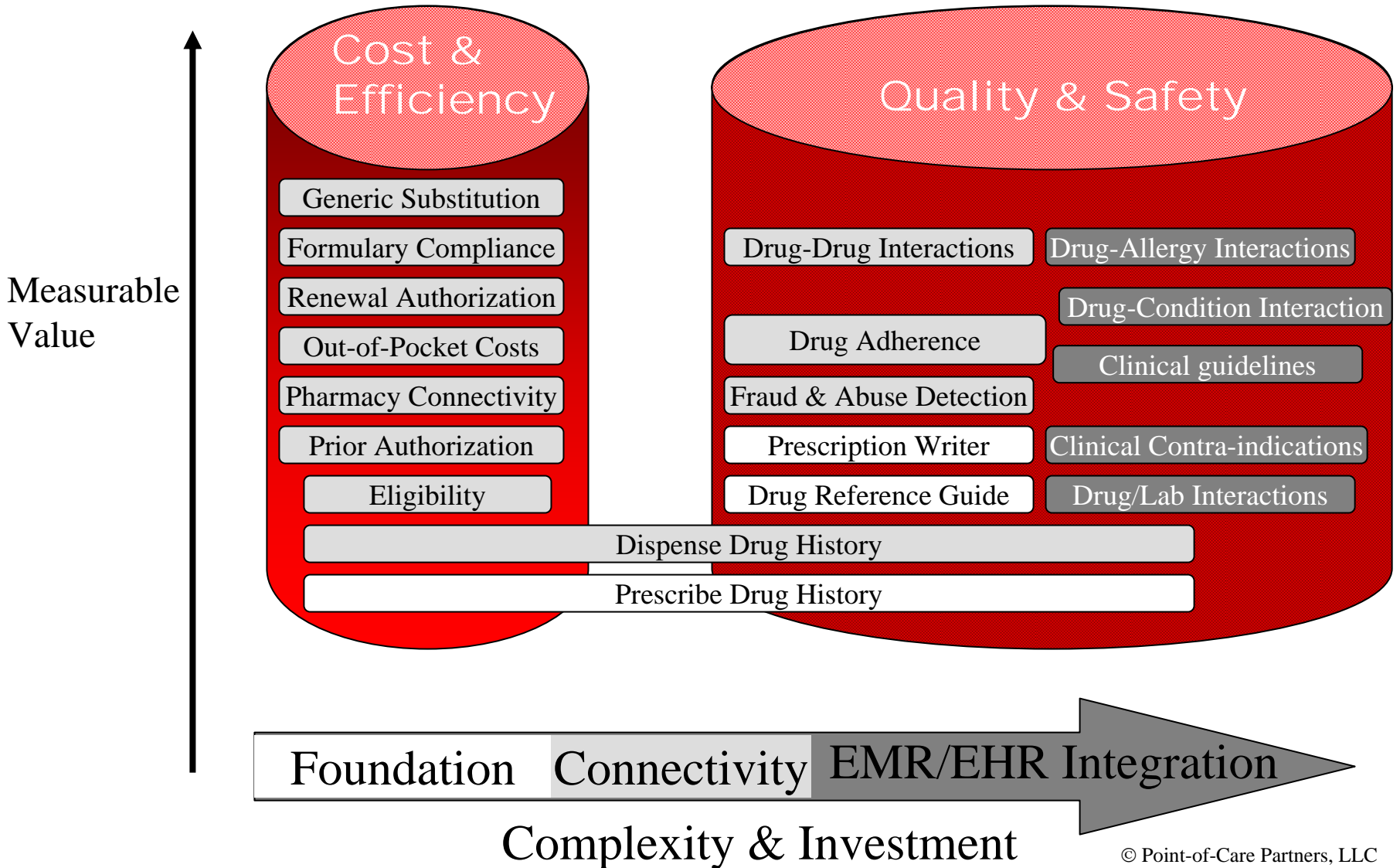
Health Information Technology



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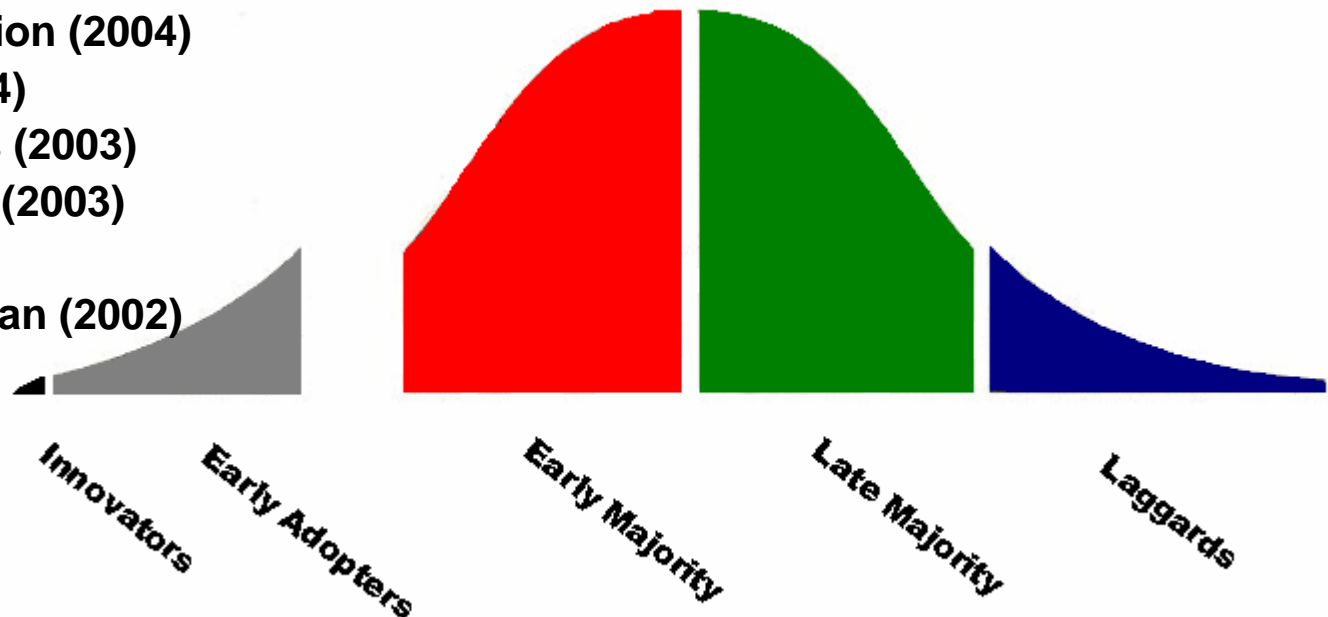


ePrescribing Components & Value



Partial List of Payer Initiatives

- CareFirst Expansion (2005)
- Horizon Expansion (2005)
- Fallon Clinic (2005)
- Taconic IPA (2004)
- BCBSTN (2004)
- Affinity Health (2004)
- Florida Medicaid Expansion (2004)
- CareFirst (2004)
- Kaiser Expansion (2004)
- Wellpoint (2004)
- BCBSMA/Tufts (2003)
- Horizon BCBS (2003)
- GHI (2002)
- Tufts Health Plan (2002)
- Wellpoint-GM – Ohio (2007)
- TennCare (2007)
- Illinois E-Rx Collaborative (2007)
- e-Prescribe Florida (2007)
- North Carolina (2006)
- Aetna – New Jersey (2005)
- Highmark (2005)
- IBC (2005)
- SEMI - GM, Ford, DaimlerChrysler, BCBSMI (2005)



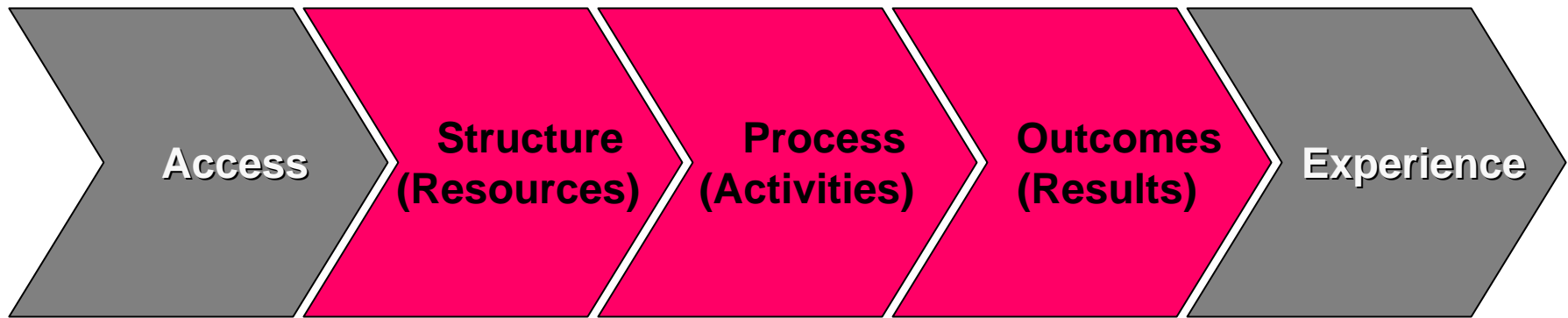
Model Alternatives

- ➔ Business Models
 - ➔ Primary Health Plan (Go it Alone)
 - ➔ Multiple Health Plan (Coalition Model)
 - ➔ State Government/Regional Initiatives
- ➔ Economic Models
 - ➔ Full Sponsorship
 - ➔ Physician Subscription
 - ➔ Pay for Performance
- ➔ Single vs Multiple Vendors



Pay-for-Performance & ePrescribing: The Big Picture

▶ P4P programs address **Quality Domains** of a classic care continuum:



Adapted from Donabedian, A. 1980

ePrescribing's
role:

- ▶ Information technology infrastructure & usage incentives
- ▶ Increase in generic usage
- ▶ Increase in formulary compliance
- ▶ Drug cost savings
- ▶ Reduction in ADE's

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The End Thank You!

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