Board Meeting

March 9, 2016

Agenda

Topic
Call to order
Status updates
Board business
APCD update
2015 SIM grant update
DCHI communications strategy
Public comment

Welcome Debra Datta, UnitedHealthcare

Debra Datta is the **Vice President of Network Strategy and Innovation with UnitedHealthcare**

- Over 20 years of health care industry expertise in strategic planning, payer relations, network development, delivery system innovation, provider relations, provider operations, and consultative support

- Developed national portfolio of value-based contracting models spanning all Medicaid products and reimbursement structures

- Implemented value-based contracting partnerships with more than 800 healthcare entities, including 200 ACOs

Welcome Julia Pillsbury, Center for Pediatric & Adolescent Medicine

Julia Pillsbury is the **Founder and President of the Center for Pediatric & Adolescent Medicine**

- Over 30 years of experience practicing pediatric medicine in Delaware, Missouri, and Florida

- Founded the CPAM general pediatric practice which provides comprehensive pediatric services from birth through young adulthood

- Clinical Assistant Professor at Drexel University College of Nursing and Health Professionals

- Clinical Associate Professor at Philadelphia College of Osteopathic Medicine

Summary of February DCHI Board meeting

- Board **voted to add two Board members:** one is in payer administration and one is a practicing physician
- Board **updated bylaws to allow for 17 voting members**
- Board **reviewed DCHI 2015 annual financial statement**
- Executive director updated Board on DCHI temporary office space located at UD Star campus

- Discussed DCHI's role in **supporting Delaware's application to the CMMI accountable health communities** model testing grant

- Approved the DCHI **Consensus Paper on Outcomes-based payment for population health management**

- Reviewed the updated overall program dashboard and **agreed to further discussion of the consumer engagement metric**

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Committee updates

Committee	Update	Path forward
Workforce	▪ Reviewed licensing and credentialing survey responses to date ▪ Discussed research needs and literature review for workforce capacity planning consensus paper	▪ Compile and summarize survey responses after the 3/3 deadline ▪ Incorporate survey findings into consensus paper
Consumer	▪ Provided input to Cultural and Linguistic Statewide Study of DE Hispanic Commission ▪ Received an update on Healthy Lifestyles work of DPH	▪ Refine and guide consumer outreach and engagement strategies ▪ Provide consumer perspective to other committees' work
Clinical	▪ Reviewed an update on Practice Transformation vendor support ▪ Reviewed an update on the Common Scorecard and discussed approaches to setting goals ▪ Discussed possible shared or standard tools to support care coordination ▪ Discussed ideas for communicating about SIM initiatives to primary care providers	▪ Prepare v2.0 release to testing practices and determine statewide goals ▪ Convene the behavioral health integration working group including sub-groups on implementation and financial sustainability
Healthy Neighborhoods	▪ Reviewed Healthy Neighborhood program priorities for 2016 ▪ Reviewed outreach materials for community leader engagement	▪ Finalize outreach guide to support Wave 1 discussions with community leaders and organizations

Note: Payment committee and TAG did not meet in February

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Board business

Item
1 Board elections
2 ED report

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APCD working group update

Discussion topics

- Potential use cases for access to claims data
- Potential solutions
- Legislative and operations considerations
- Cost and funding considerations
- Review of APCD implementation in other states

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Year 1 accomplishments (1/2)

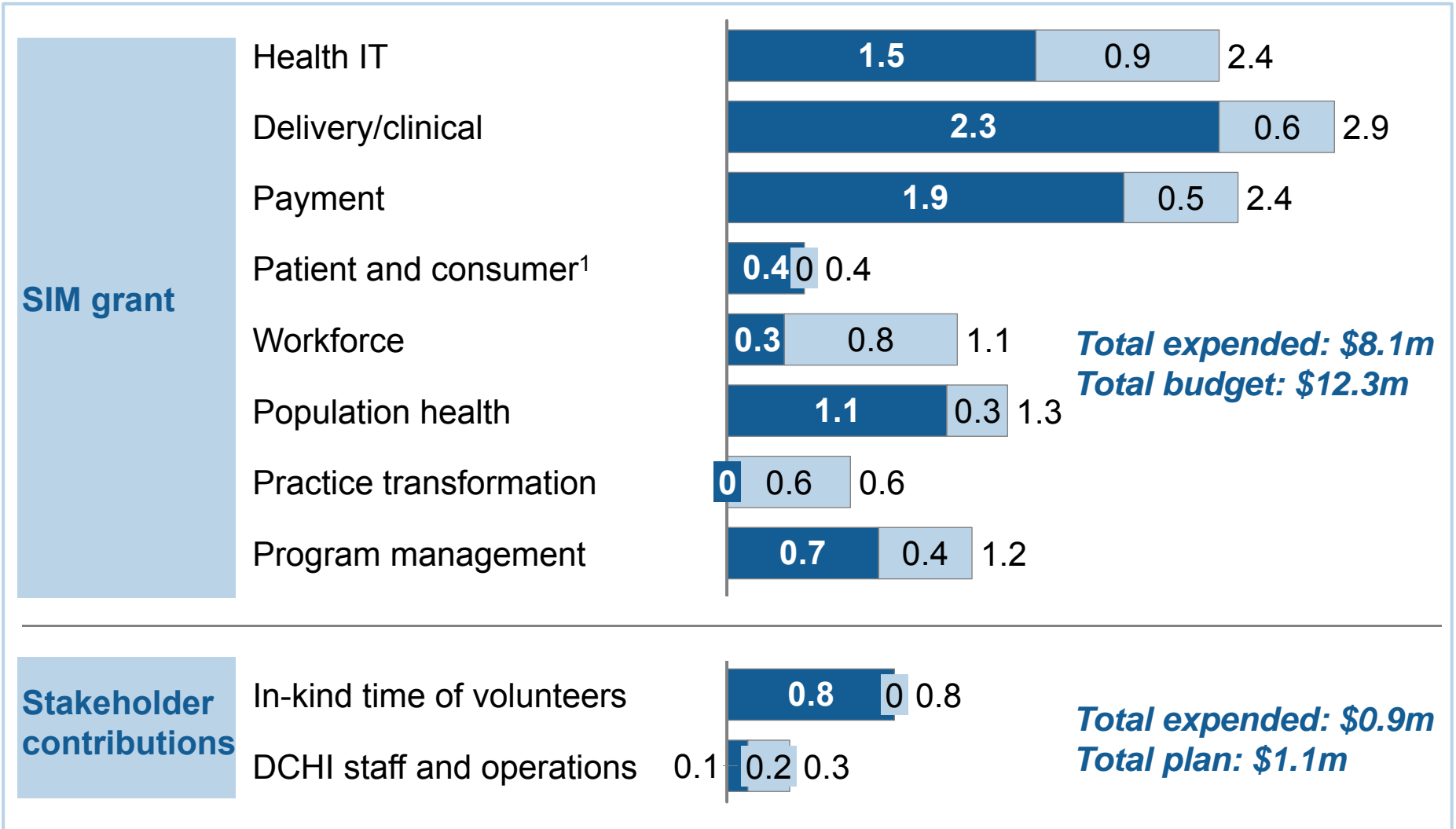|	
Clinical	▪ Defined future state for primary care ▪ Established practice transformation milestones which served as the basis for HCC vendor RFP ▪ Developed 3 DCHI consensus papers on primary care transformation, BHI, and care coordination
Payment	▪ Defined core design principles for outcomes-based payment, captured in DCHI consensus paper ▪ Worked with major payers to gain adoption for rollout in Year 2
Healthy Neighbor-hoods	▪ Achieved consensus on four priority themes (Healthy Lifestyles, Maternal and Child Health, Mental Health and Addiction, Chronic Disease Prevention and Management) ▪ Defined the operating model and rollout approach for our population-based health strategy

Year 1 accomplishments (2/2)

Workforce/ Education	■ Analyzed healthcare workforce needs ■ Developed consensus paper on workforce learning and re-learning curriculum
Health IT	■ Worked with major Commercial and Medicaid payers to operationalize Common Scorecard ■ Launched pilot with 21 practice sites and developed HIT roadmap to support statewide health transformation
Patient and consumer	■ Designed strategy and built foundation for consumer engagement, e.g., draft communications materials and messaging
Program management	■ Conducted 100+ Board, Committee, and other stakeholder meetings ■ Raised contributions to fund DCHI operations ■ Hired DCHI Executive Director

Year 1 spending vs. budget or plan

Expended ☐ Unspent

SIM grant

Category	Expended	Unspent	Total
Health IT	1.5	0.9	2.4
Delivery/clinical	2.3	0.6	2.9
Payment	1.9	0.5	2.4
Patient and consumer[1]	0.4	0	0.4
Workforce	0.3	0.8	1.1
Population health	1.1	0.3	1.3
Practice transformation	0	0.6	0.6
Program management	0.7	0.4	1.2

Total expended: $8.1m
Total budget: $12.3m

Stakeholder contributions

Category	Expended	Unspent	Total
In-kind time of volunteers	0.8	0	0.8
DCHI staff and operations	0.1	0.2	0.3

Total expended: $0.9m
Total plan: $1.1m

1 Patient and consumer did not originally have separate budget

Funding strategy[1]

Uses of funds

- Delaware Center for Health Innovation
- Healthy Neighborhoods
- Payment & clinical innovation
- Workforce development
- Health information technology
- Primary care practice transformation
- Payments for care coordination
- Patient and consumer engagement

Potential sources of funds

- SIM grants and other grants
- Existing state funds that may be repurposed, adapted to new model
- Payer payments to providers
- "Membership" or "access fees"
- Stakeholder contributions
- Incremental state funds if necessary

Principles of funding

- Focus grants on start-up / one-time costs; find alternative sustainable funding for ongoing operational costs
- Preserve SIM grant funds for uses with limited alternative options
- Use grants to seed matching investments from stakeholders, whether explicit or implicit
- Leverage grants from foundations wherever possible
- Leverage Medicaid to obtain a favorable federal match
- Establish that direct investments in delivery system should be funded by payers (or co-funded with providers)
- Request continued support (in-kind and monetary) from stakeholders to demonstrate commitment to CMMI

1 As defined in July 2014

Sources of funding

	Details on status
Federal SIM grant ($35M)	▪ Largely on-track, pending request for carryover of funds to Year 2, due to increased lead time to stand up all workstreams in parallel ▪ Uses include all workstreams
Other federal ($11.3M)	▪ Requests for funds awaiting outcome of APCD and/or other health IT builds ▪ Additional funding sources of ONC and TCPI grants secured to fund adoption of Health IT and practice transformation activities
State ($3.5M)	▪ Requests for funds awaiting outcome of APCD and/or other health IT builds ▪ Work force loan repayment on track
Stakeholder contributions ($13.3M)	▪ In-kind contributions on track ▪ Commitments for DCHI operations received through 2016 ▪ Health IT funding pending outcome of APCD and/or other health IT builds ▪ Practice transformation support pending, given providers may self-fund 2nd year
Payers ($64M)	▪ Payer rollouts for care coordination on track pending full adoption of value-based payment (estimated $60M) ▪ Health IT funding pending outcome of APCD and/or other health IT builds
Foundations ($3.7M+)	▪ Status pending fund raising in Year 2 ▪ Funds intended for Healthy Neighborhoods programs and infrastructure

The focus in Year 2 will shift to implementation

	Select goals in Year 2
Clinical	▪ Expanding practice transformation to 50% of PCPs ▪ Developing implementation plan for behavioral health integration
Payment	▪ Evaluating and monitoring launch of outcomes-based payment programs across segments
Healthy Neighbor-hoods	▪ Planning for Healthy Neighborhoods Wave 1 implementation ▪ Launching up to three Neighborhoods in Wave 1
Workforce/ Education	▪ Developing learning/re-learning curriculum ▪ Completing workforce capacity planning
Health IT	▪ Launching Common Scorecard statewide ▪ Increasing adoption of event notifications across healthcare system
Patient and consumer	▪ Creating and launching outreach campaign for consumer engagement, including website, social media, videos, etc.
Program management	▪ Staffing up and sustaining DCHI operations

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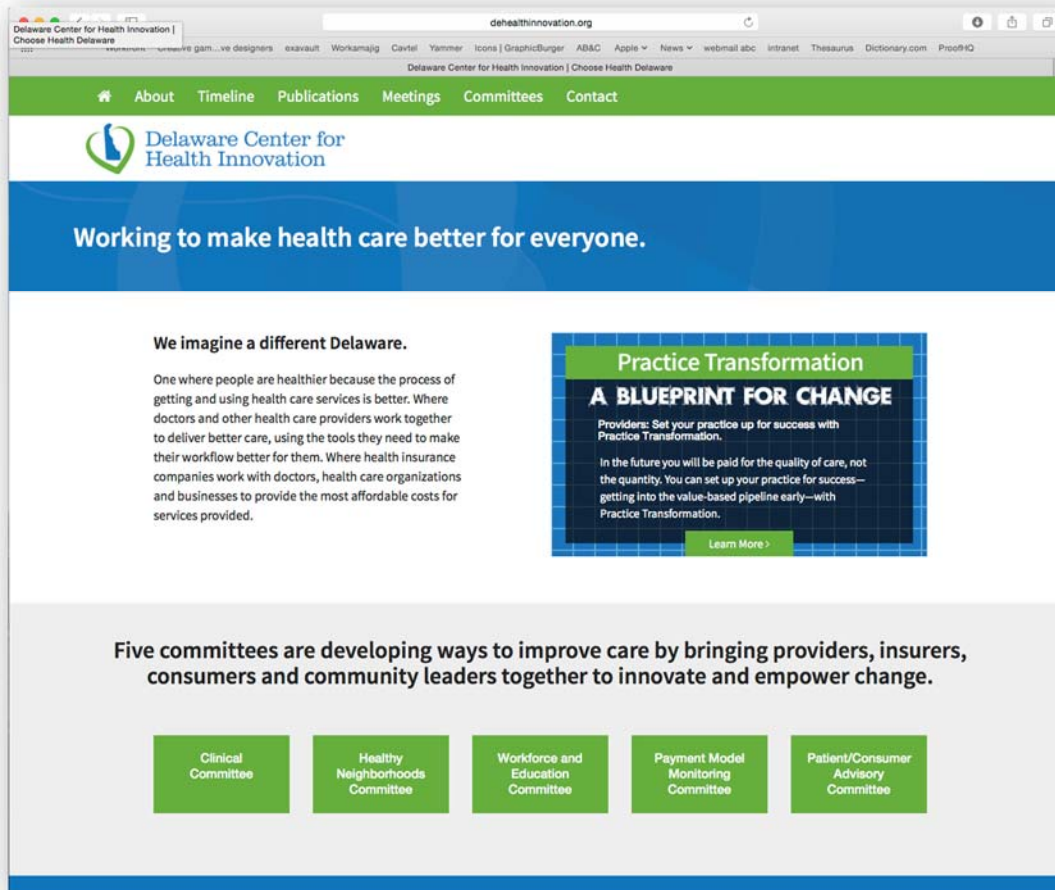
Board Meeting • March 9, 2016

AGENDA

- Phase 1 Review
- Phase 2 Review
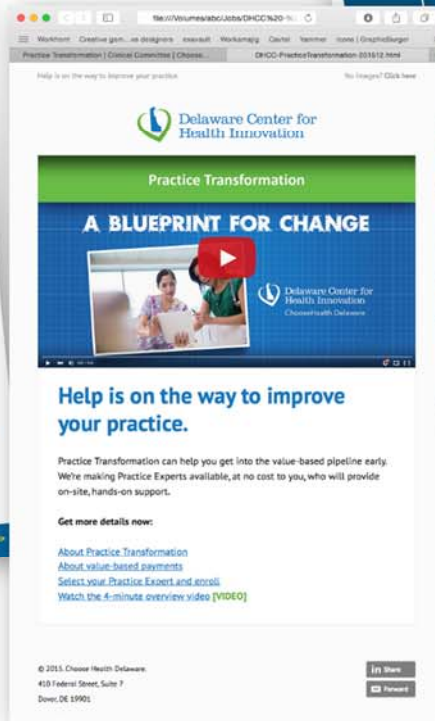- PR Plan for DCHI Public Introduction
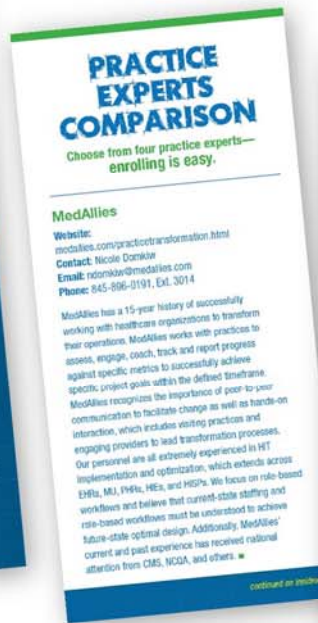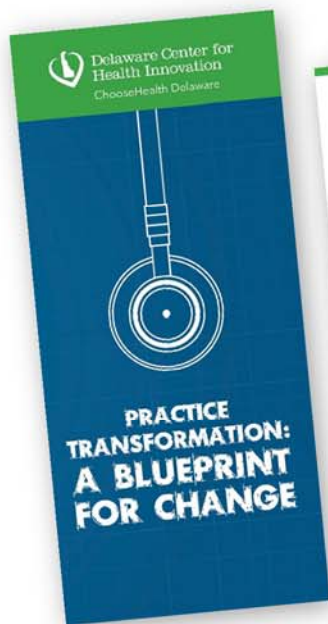
Phase 1: Brand Architecture

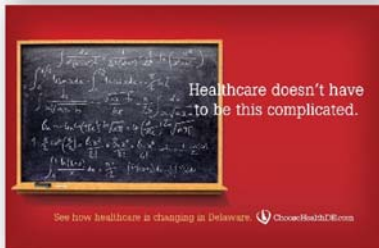# Phase 1: DEHealthInnovation.org

Phase 1: Practice Transformation

Phase 2: Ready to tell the complete story
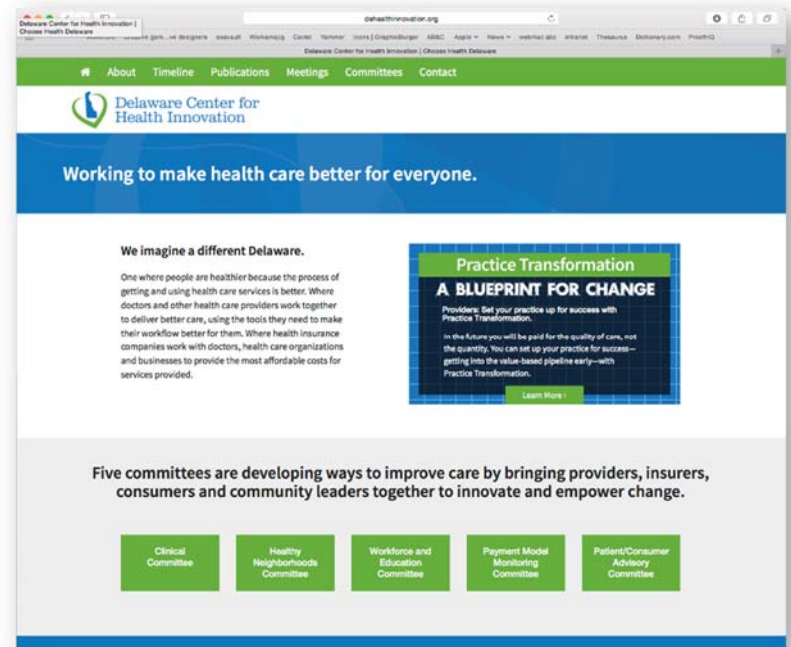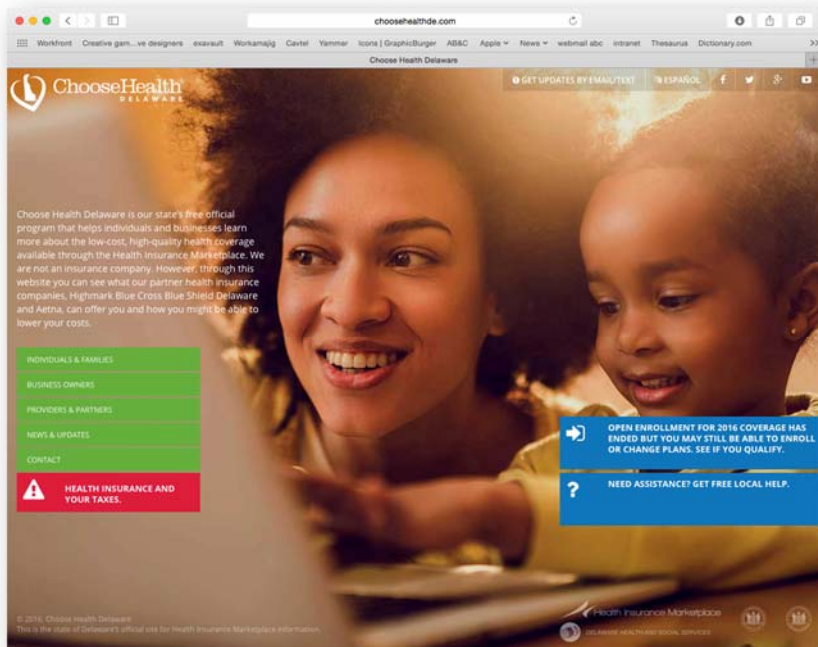
Patient and Consumer Advisory Committee Campaign

Concept 1:

Concept 2:

Delaware Center for Health Innovation

Phase 2: Website Evolution

Phase 2:
PR Plan for Public Introduction

Delaware Center for Health Innovation

GOALS

- Introduce DCHI mission and objectives to all Delawareans

- Educate and inform general public about healthcare transformation initiatives

- Raise awareness of program's positive impact on population and individual health

- Engage all stakeholders to adopt changes that drive positive transformations in health and health care delivery

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Health Innovation

Strategy

- Adopt a community-based approach
- Leverage influential partners that will help broaden reach and impact of key messages

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Tactical Approach
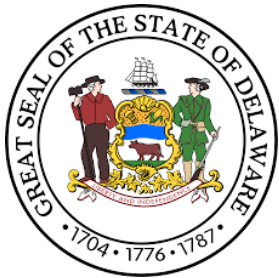
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Health Innovation

"Town Hall" Meeting Series

Delaware Center for Health Innovation

Statewide Media Relations

Targeted Outreach to Top State Employers

Key Partnership Engagement

DELAWARE STATE CHAMBER OF COMMERCE

LWV LEAGUE OF WOMEN VOTERS®
MAKING DEMOCRACY WORK®

Faith-based Organizations

BUSINESS ISSUES ROUNDTABLE

the Y YMCA OF DELAWARE

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Standardized Tools To Tell the Story

- PowerPoint Presentations
- Brochures
- Pull-up Banners
- Toolkits
- Videos

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Measurement

- Events:
- Attendance
- Level of receptivity/engagement
- Media coverage

- Media Relations:
- # of placements / range and variety of coverage
- Metrics: circulation, open rates, page views
- Level of media inquiry

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Measurement

- Employer Outreach/Partnerships:
- # of meetings/workshops arranged
- Distribution of toolkits
- Repurposing of content
- Audience reach

- Visits to website

Timeline

DCHI: Public Introduction Timeline										
TACTIC	MARCH 2016	APRIL 2016	MAY 2016	JUNE 2016	JULY 2016	AUGUST 2016	SEPT 2016	OCT 2016	NOV 2016	DEC 2016
FOCUS GROUPS	Scheduled for wk of 3/2 and 3/3; Focus Group Report to be provided in March									
PATIENT & CONSUMER ADVISORY COMMITTEE: CAMPAIGN	Refine campaign components and collateral materials based on focus group feedback		Launch campaign	➡	➡	➡				
TOWN HALL MEETINGS	Strategic planning/Messaging Event # 1 planning Writing of press materials		Event # 1 media pitching Event # 1 execution Event # 2 planning	Event # 2 media pitching Event # 2 execution Event # 3 planning	Event # 3 media pitching Event # 3 execution Event # 4 planning	Event #4 media pitching Event #4 execution Event #5 planning	Event #5 media pitching Event # 5 execution Event # 6 planning	Event # 6 media pitching Event # 6 execution		
ONGOING MEDIA RELATIONS	Message Development	Distribute pitch materials	➡	➡	➡	➡	➡	➡	➡	➡
TOP EMPLOYER OUTREACH	Research/Identification	Writing of toolkit Outreach to HR personnel	Workshop coordination	➡	➡	➡	➡	➡	➡	➡
STRATEGIC PARTNERSHIPS			Research/Identification	Coordination DCHI/ partner meetings	Ongoing communication	➡	➡	➡	➡	➡

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THANK YOU

QUESTIONS

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Upcoming DCHI Committee Meetings

	Payment Model Monitoring	▪ March 9, 4:30pm ▪ UD STAR Campus
	Workforce and Education	▪ March 10, 1:00pm ▪ UD STAR Campus
	Clinical	▪ March 15, 5:00pm ▪ UD STAR Campus
	Healthy Neighborhoods	▪ March 16, 1:00pm ▪ UD STAR Campus
	Consumer advisory	▪ April 7, 1:00pm ▪ Edgehill Shopping Center

Please check the DCHI website (www.DEhealthinnovation.org) for the latest information about all DCHI Board and Committee meetings