



2020 WEBINAR SERIES

The Region's Premier Organization for Employee Benefits Professionals

Timely, Targeted Topics for Benefits Education

OUR NEW NORMAL.

**HEALTHCARE DELIVERY IN A
PANDEMIC WORLD**



Upcoming Events



SW BA SouthWest BENEFITS Association **31st Annual Benefits Compliance Conference**

Scheduled in 2 Hour Segments during November 2020 Produced Virtually via Zoom

The banner features a background of overlapping circles in shades of blue and green, with a white grid pattern.



SW BA SouthWest BENEFITS Association | **45th ANNUAL CONFERENCE**

May 19 - 21, 2021
Kalahari Resort / Round Rock, Texas

Kalahari
RESORTS & CONVENTIONS

The banner features a silhouette of various African animals (antelope, lion, giraffe, rhino, elephant) against a sunset background. A zebra tail is visible on the left side.



HRCI and SHRM CE Credits

SHRM

- SHRM Activity ID: 20-W5EXX



HRCI

- HRCI Activity ID: 528974

This activity, ID No. 528974, has been approved for 1 HR (General) recertification credit hours toward aPHR™, PHR®, PHRca®, SPHR®, GPHR®, PHRI™ and SPHRI™ recertification through HR Certification Institute® (HRCI®). Please make note of the activity ID number on your recertification application form. For more information about certification or recertification, please visit the HR Certification Institute website at www.hrci.org.

Southwest Management LLC is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP® or SHRM-SCP®. This program is valid for 1 PDC for the SHRM-CP® or SHRM-SCP®. For more information about certification or recertification, please visit www.shrmcertification.org.



A Special Thanks



PALADINA
HEALTH™



Today's Speakers



Kirk Rosin brings more than 20 years of benefits administration, account management, sales leadership, and healthcare consulting experience to his role as Paladina Health's CRO. He's responsible for delivering revenue-generation strategies that help us meet and exceed growth goals, drive product value, and ensure success for customers nationwide. He has a deep understanding of the complexities of benefit systems and a passion for primary care—which began as he grew up the son of a rural Michigan primary care physician who believed in proactive patient care.



Mario Di Blasi serves as Vice President, Sales, for Texas, Oklahoma, Louisiana, and Arkansas. Mario joined Paladina Health from Imagine Health, where he was responsible for selling high-performance network solutions across Texas and beyond in the national account segment. Mario has an extensive and varied background in healthcare. His technical experience and areas of expertise include ACOs and Value Based reimbursement, Pharmacy, RBP, Bundled Surgery and Domestic Medical Tourism, Consulting to healthcare entrepreneurs, and Direct Primary Care.



OUR NEW NORMAL. HEALTHCARE DELIVERY IN A PANDEMIC WORLD

JULY 30, 2020



TODAY'S AGENDA

Welcome

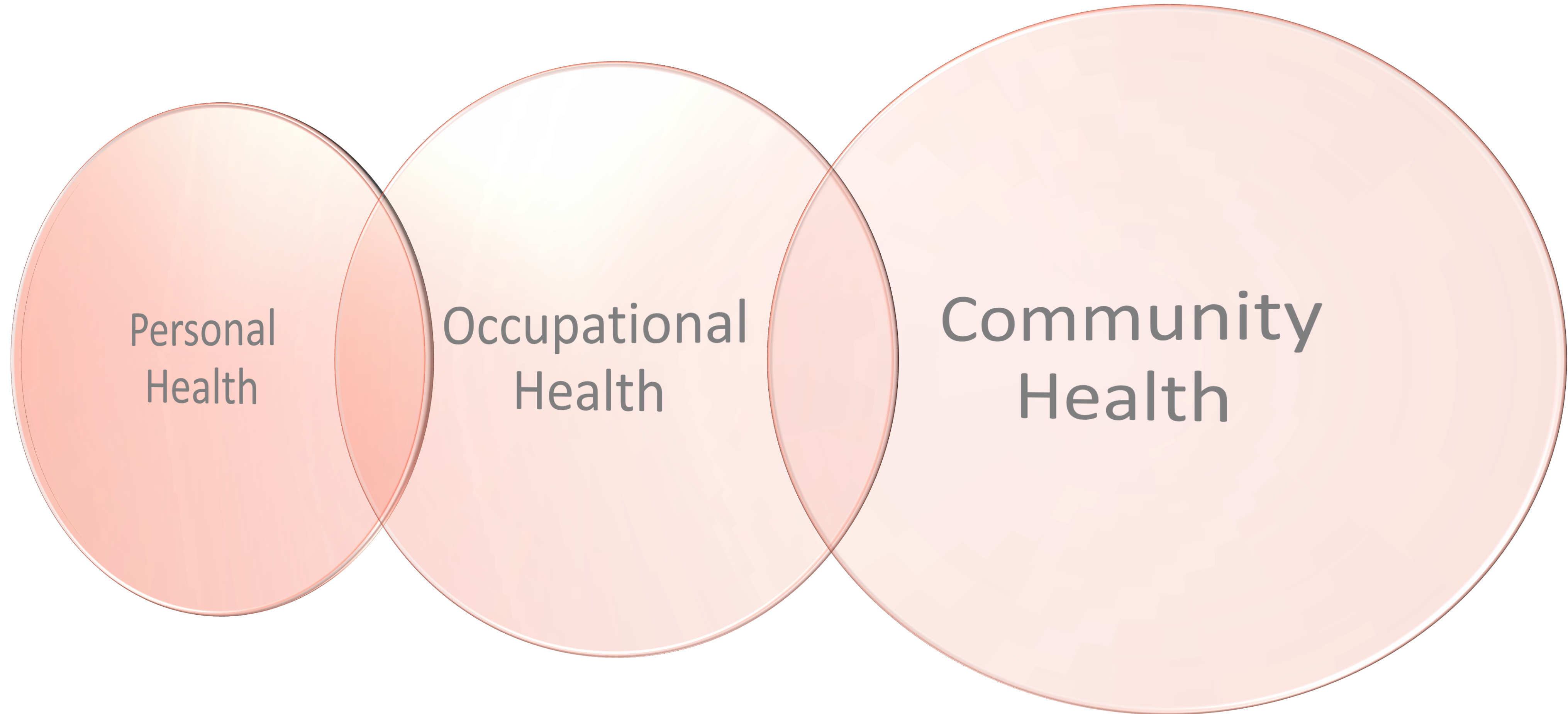
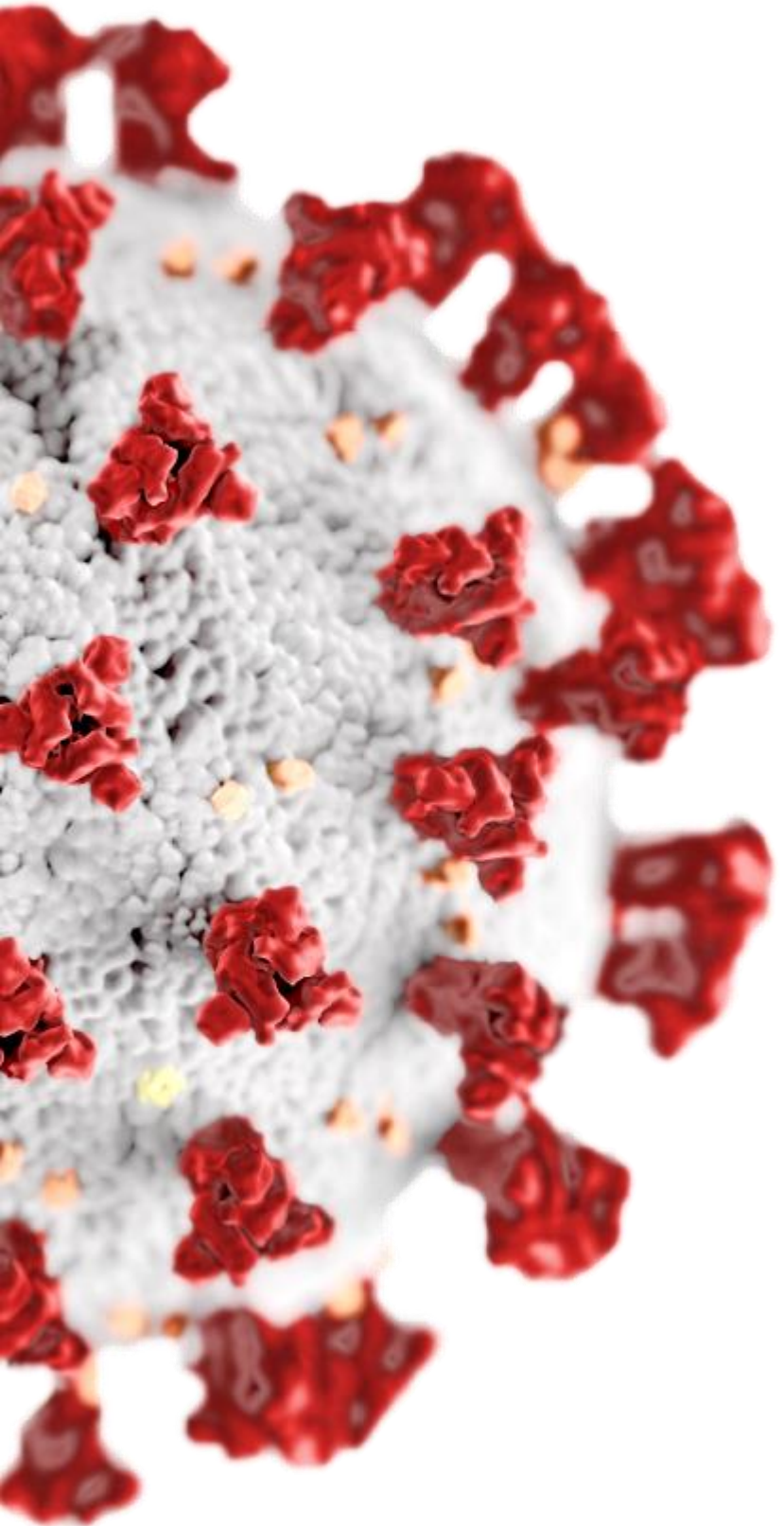
Pandemic Impact on Delivery Systems

Needs of Consumers Shift Health Care

New Strategies, New Approaches for Employers

The Latest on COVID-19: Return to Work, Testing, Vaccines

UNPRECEDENTED TIMES



IMPACT ON DELIVERY SYSTEMS

LOCALIZED VARIATIONS

VOLUME-BASED REVENUE MODEL

CASE MIX DISRUPTION

ESTIMATED LOSS OF \$50.7B PER MONTH



PRIMARY CARE BECOMES A PRIMARY CONCERN

PRIMARY CARE AT RISK

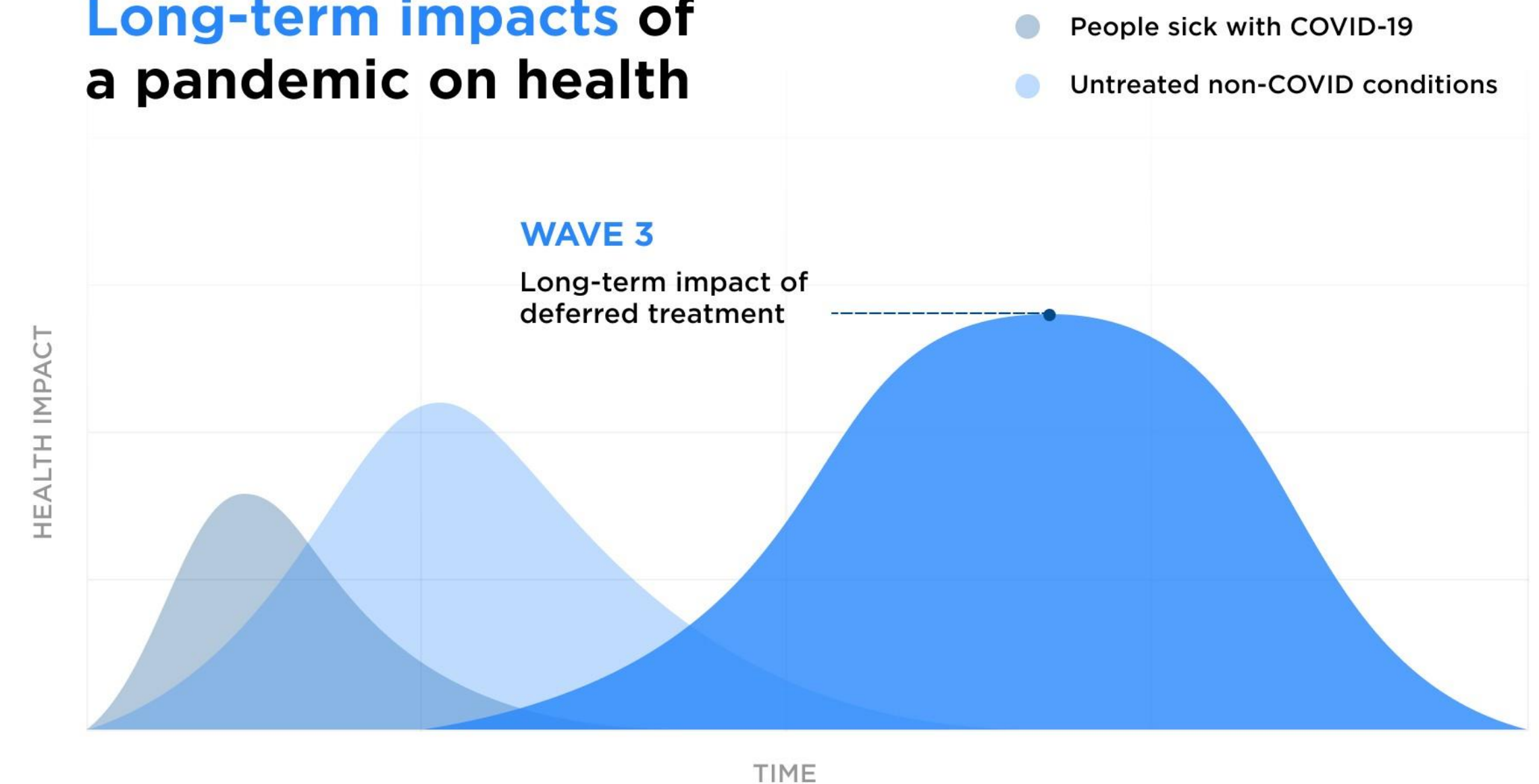
 **35%**
of primary care physicians believe most independent practices will be eliminated after the first wave of the pandemic¹

 **40%**
of primary care practices have already laid off or furloughed staff²

 **70%**
of practices report a greater than 50% decrease in patient volume³

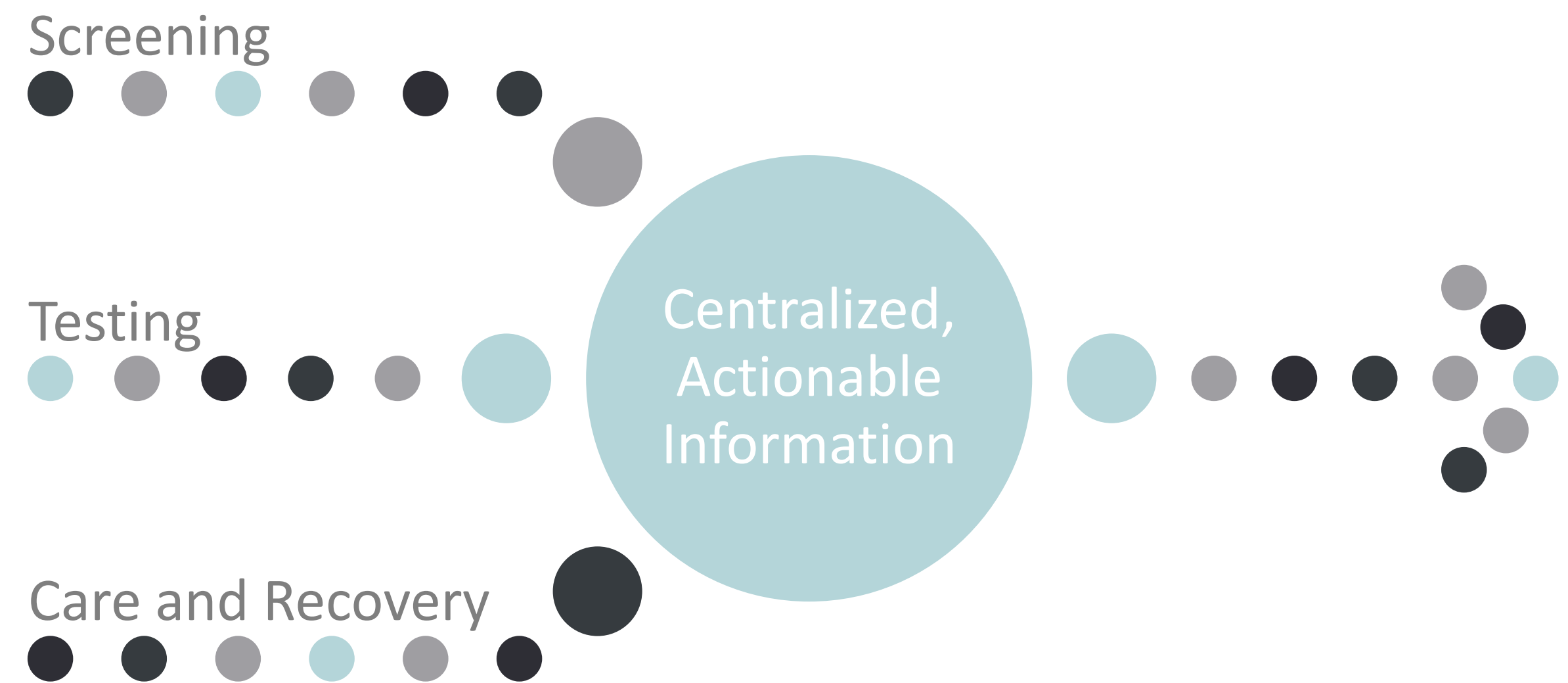
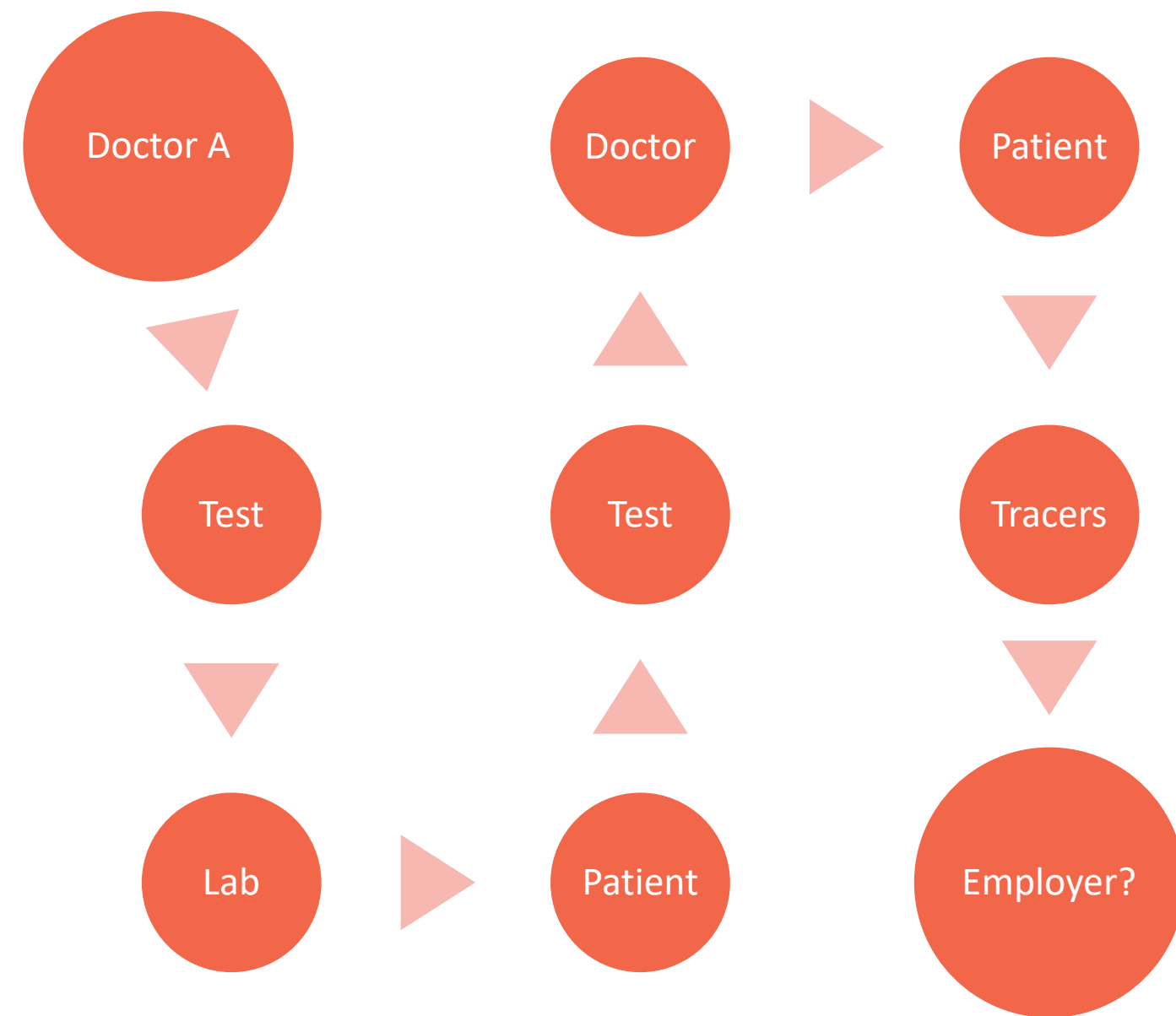
 **8 IN 10**
physicians report their practice is under severe or near severe strain due to COVID-19⁴

Long-term impacts of a pandemic on health



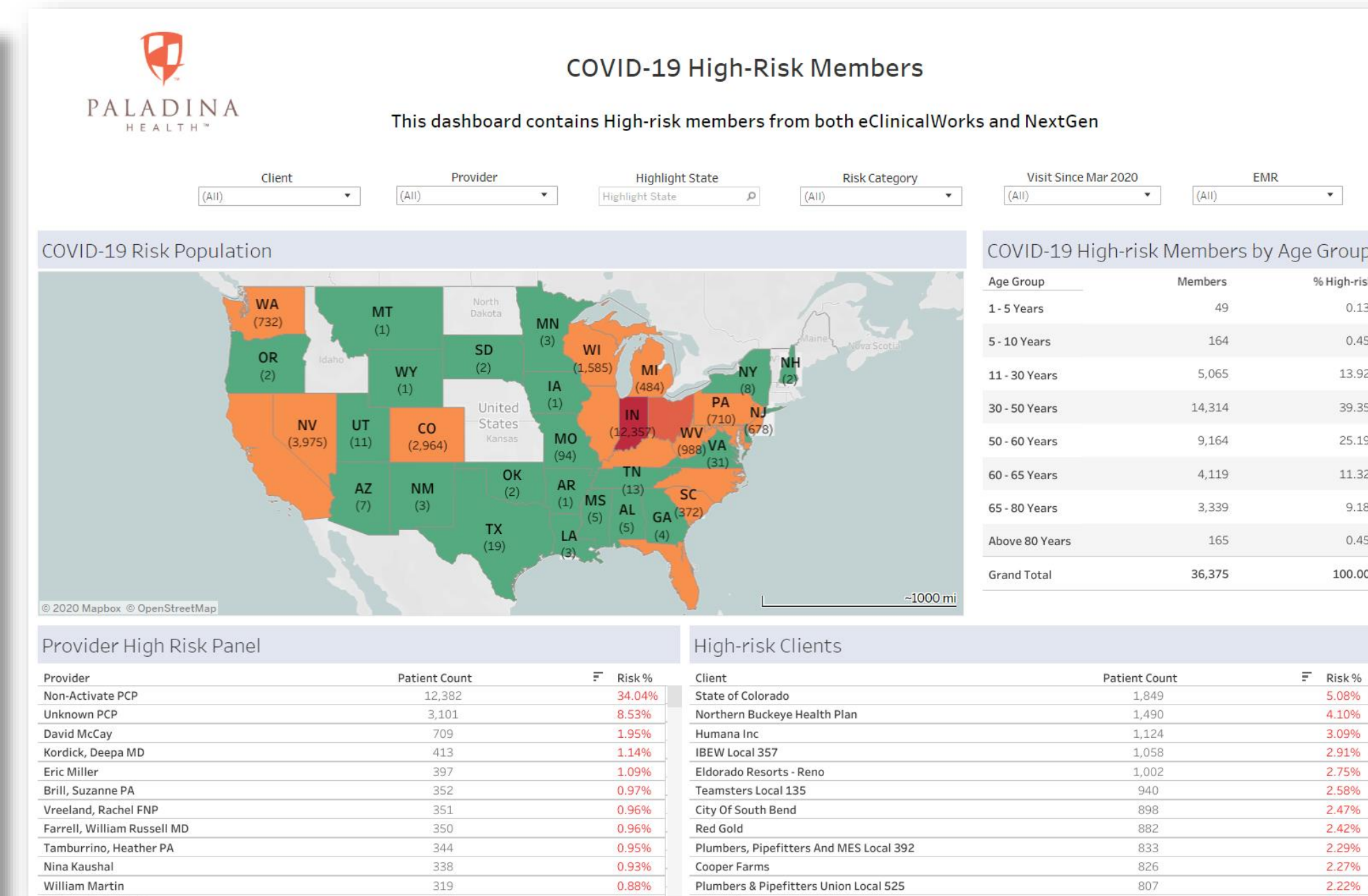
Source: [BCBSProgressivehealth.com](https://www.bcbsp.org/progressivehealth.com)

REAL TIME DATA NECESSARY FOR EMPLOYERS



COVID-19 HIGH RISK ALGORITHM

- **Objective:** Identify members who have higher risk of adverse outcomes if they do contract COVID-19
- **Criteria:** Based on CDC Guidelines - Demographics, Chronic Conditions, Medications, and Engagement
 - Tiered based on risk
 - Reconcile against visits since Mar 2020
- **Outreach:** Providers outreached proactively via virtual visits:
 - Check on their health condition and medication supply
 - Suggest best practices for COVID-19, as per CDC guidelines
 - Offer follow-up care (prescription refill, visit), if appropriate



21%

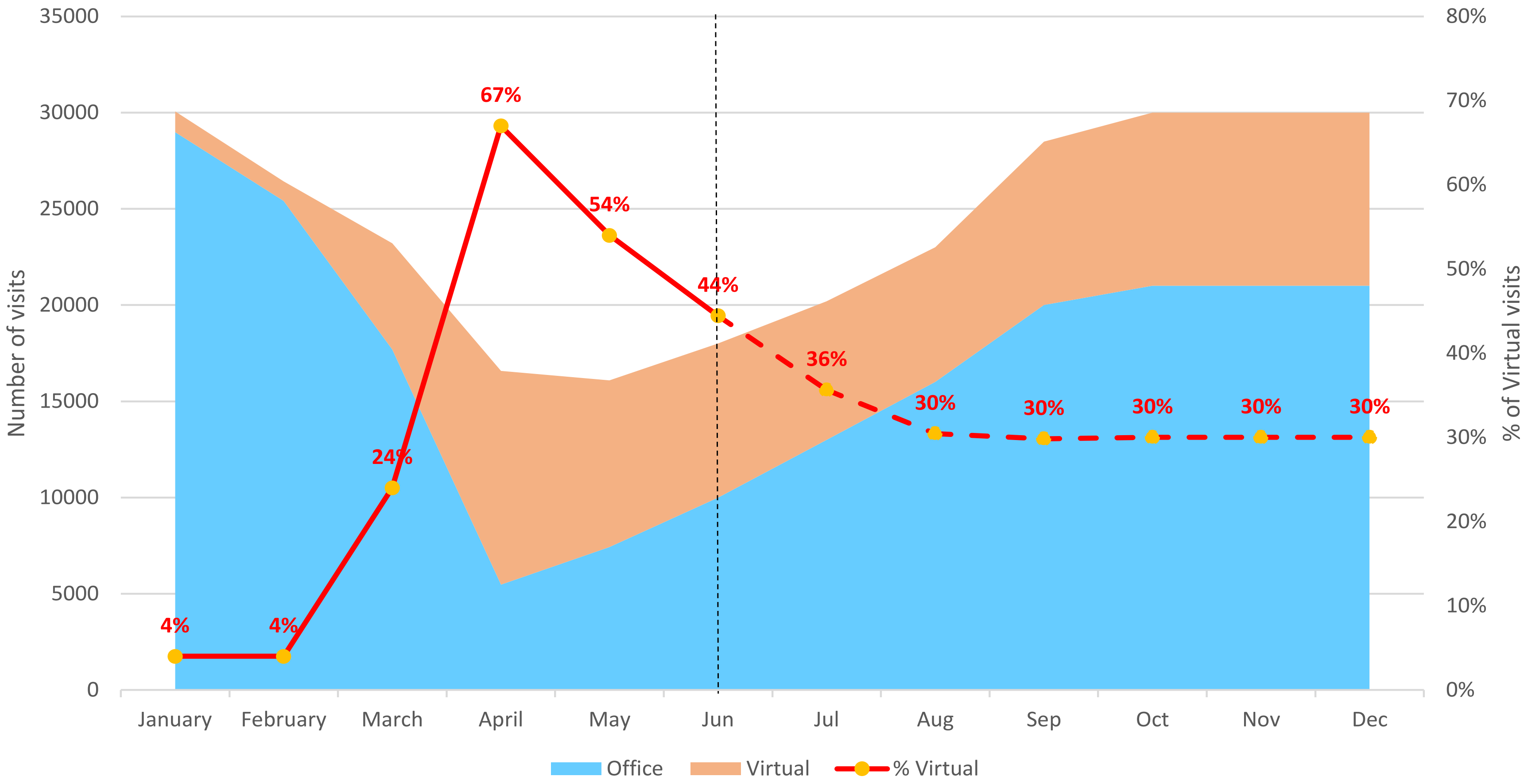
% of patients were identified as a high risk for COVID-19

85% Tier-3 (62% overall)

% of patients, who selected us as PCP and were identified as a high risk for COVID-19, have been outreached since Mar

VIRTUAL HEALTH CARE IS HERE TO STAY

Forecast of Visit Types



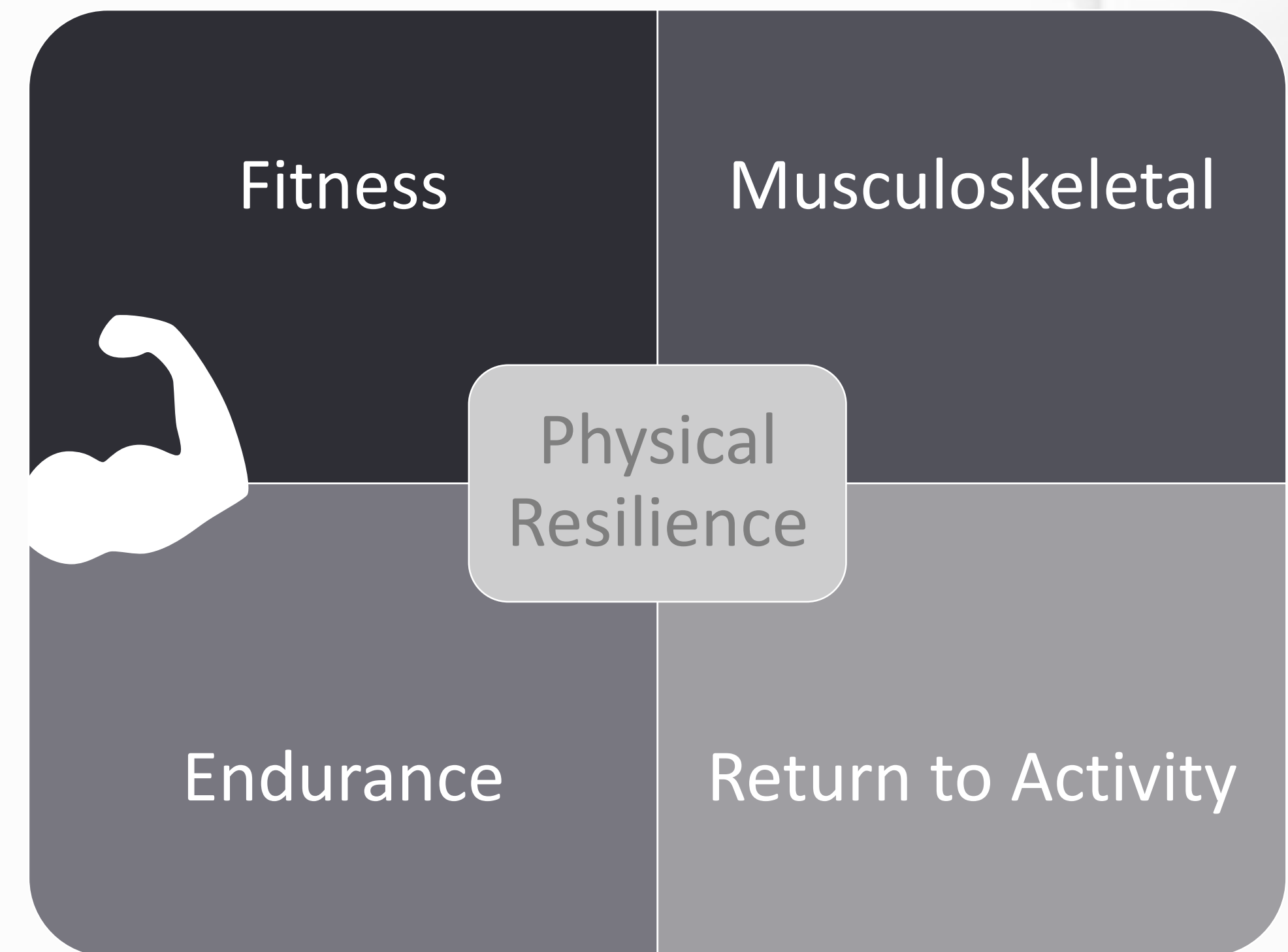
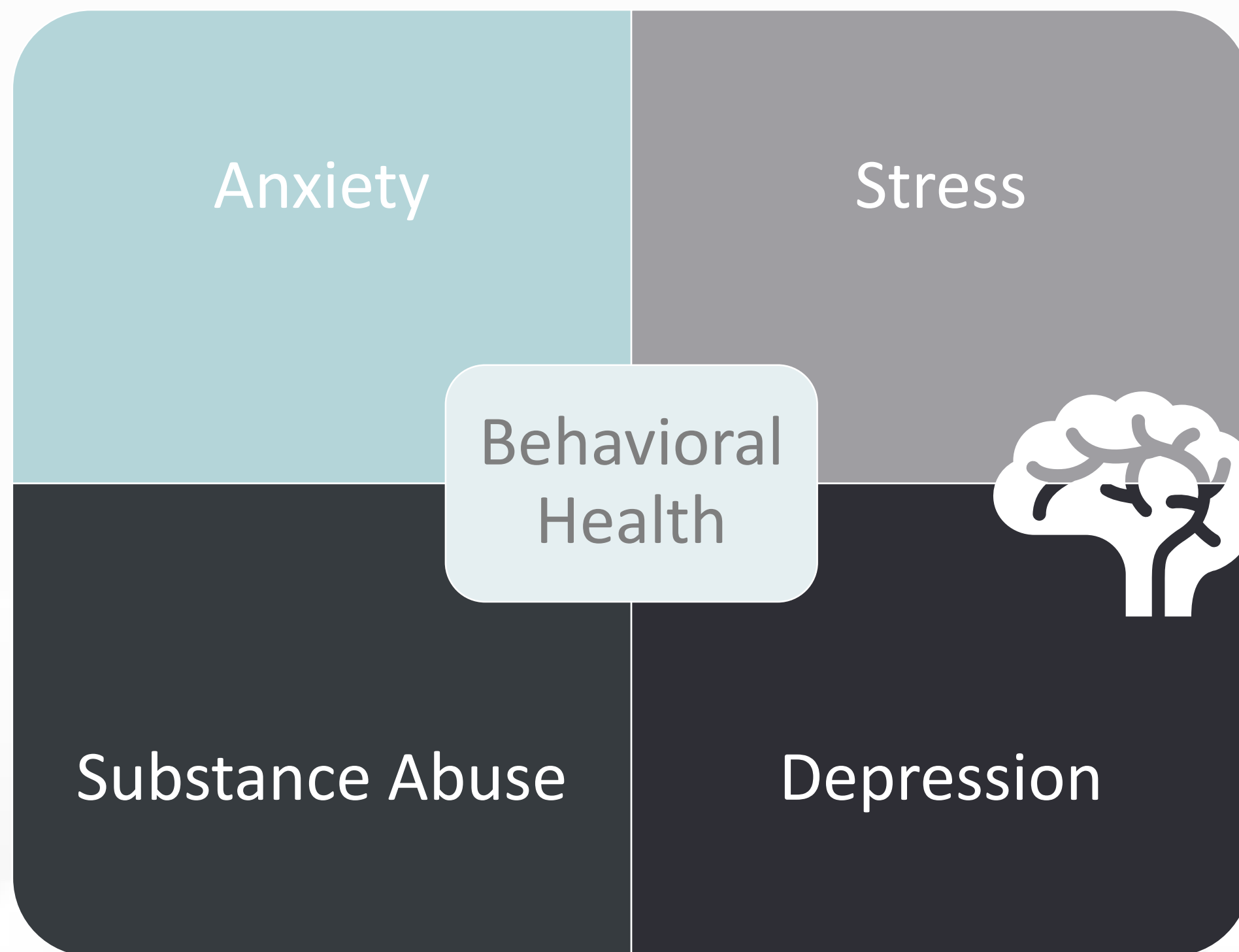
EMPLOYERS' NEEDS AND PRIORITIES HAVE CHANGED

Before	Now	Near
Focus on Core Primary Care and Preventive Care	Focus on Core + COVID-19 and Virtual Care	Focus on Core + COVID + Chronic Condition Management
Near-site, On-site Clinics	Virtual Care	Chronic Condition Mgt
Rx, Labs	Return-to-work	Health Coaching
Quality Measures	Testing	Remote Monitoring
ROI, Patient Satisfaction	Contact Tracing	Population Health
<i>PT, OT, and WC</i>	<i>Behavioral Health</i>	

Comprehensive Employer Healthcare Services

Technology based Clinical Care

MAKING THE RETURN TO WORK PRODUCTIVE



COVID-19 TESTING

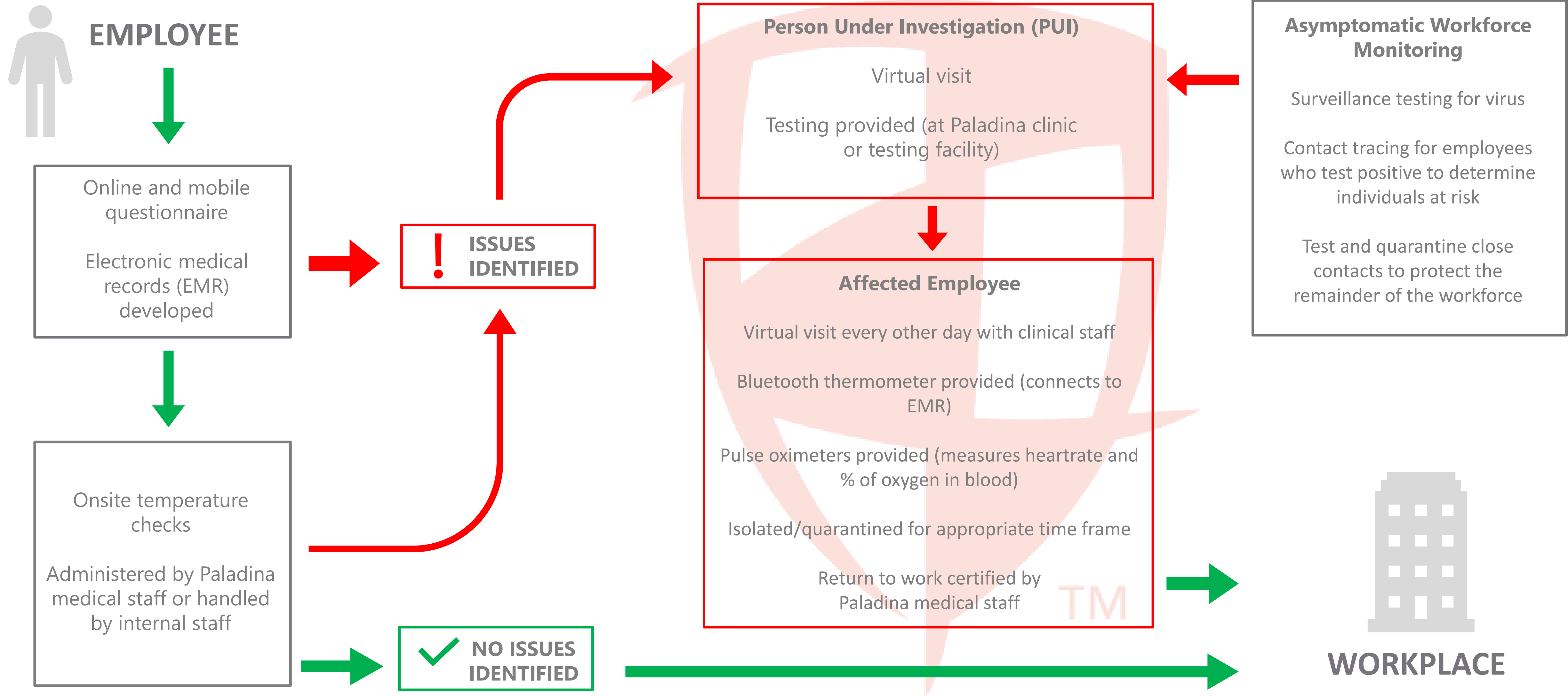
Antigen

PCR

Antibody
testing



RETURN TO WORK PROCESS FLOW (DETECT & CONTAIN)



For more information



kirk.rosin@paladinahealth.com

Chief Revenue Officer
Paladina Health



mario.dibiasi@paladinahealth.com

Vice President
Paladina Health