



2021 ANNUAL  
VIRTUAL CONFERENCE

# BENEFIT STRATEGIES FOR THE NEW NORMAL

May 18 - 19 - 20



## The Real Cost of COVID: 2021 Health Trends and Insights

### Presenters:

**Bill Kampine**  
Co-founder/Chief Innovation Officer  
Healthcare Bluebook

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Global Benefits Partner  
Ernst & Young

**Todd Wilkinson**  
Regional Sales Director  
Healthcare Bluebook

# Discussion for Today

STICK AROUND TO LEARN ABOUT...

01

Emergent health care concerns during and post COVID

02

COVID's downstream cost on employers and the importance of transparency and health care navigation to contain costs

03

Strategic shifts to combat employee health care challenges during COVID

04

How will COVID continue to impact:

- Health care systems/providers
- Employers
- Patients

05

The path back to normalcy post pandemic and leading economic factors to get there



# About Healthcare Bluebook

Providing employers and their employees with objective quality and cost insights leading to optimal healthcare navigation

7,000+

CLIENTS

30+

TPAs

4M+

LIVES



TEMPUR+SEALY



Carrier agnostic

Double-digit engagement rates

Large diversified client base with a retention rate of 92%

Acquired Quantros Quality Division in 2021

# COVID-19 and Elective Procedures

**01** Hospital revenues down **\$51B per month in 2020**, mostly due to surgery volumes as elective procedures were delayed to prioritize COVID-19 cases.<sup>1</sup>

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**02** Enormous pressure on hospitals to recoup lost revenue caused by **5 million backlogged cases** by capturing volume, shifting site of care, increasing prices.

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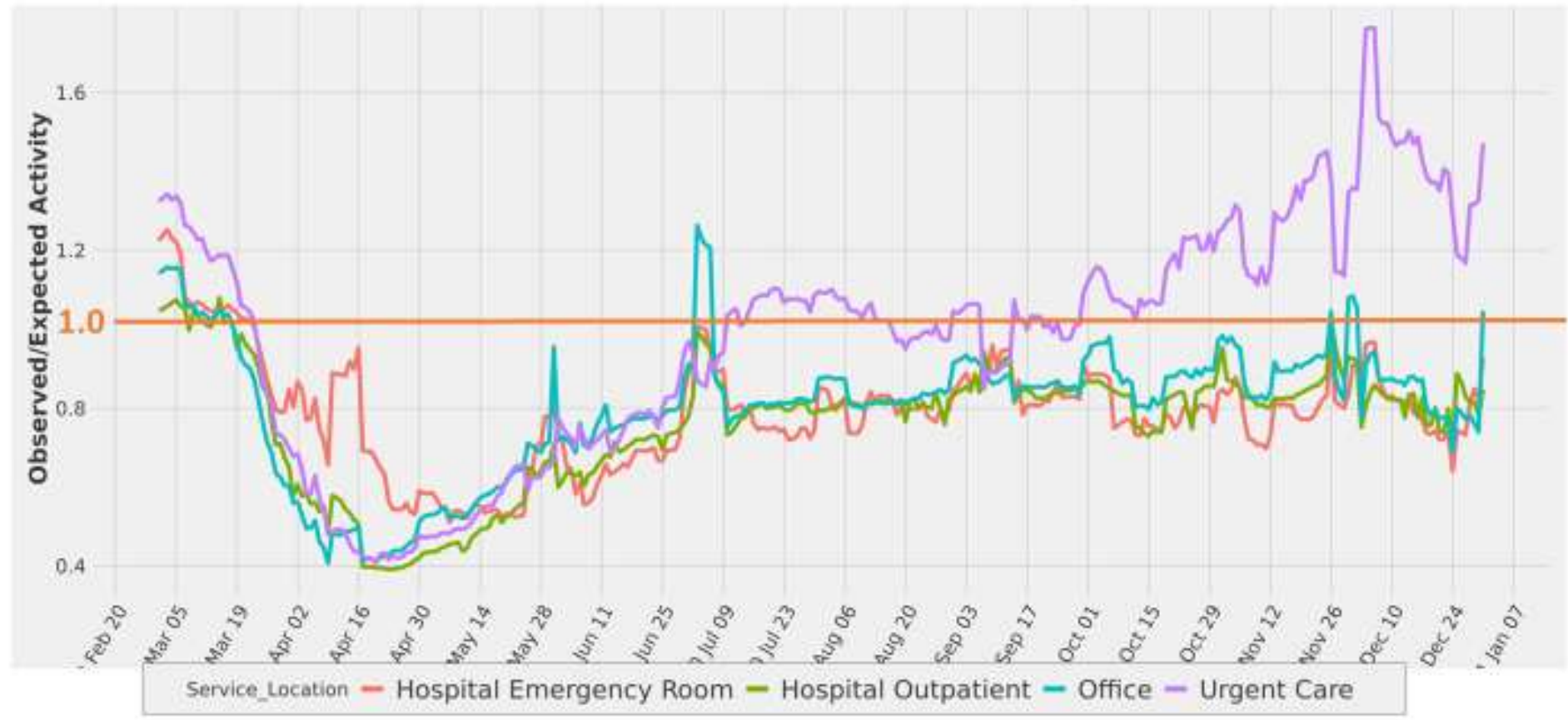
**03** In **Q1 2021, hospital margins stay narrow, volume declines still persist** as COVID-19 variants spread, lockdown restrictions lift and Americans opt out of receiving the vaccine.

1. <https://www.aha.org/guidesreports/2020-05-05-hospitals-and-health-systems-face-unprecedented-financial-pressures-due>

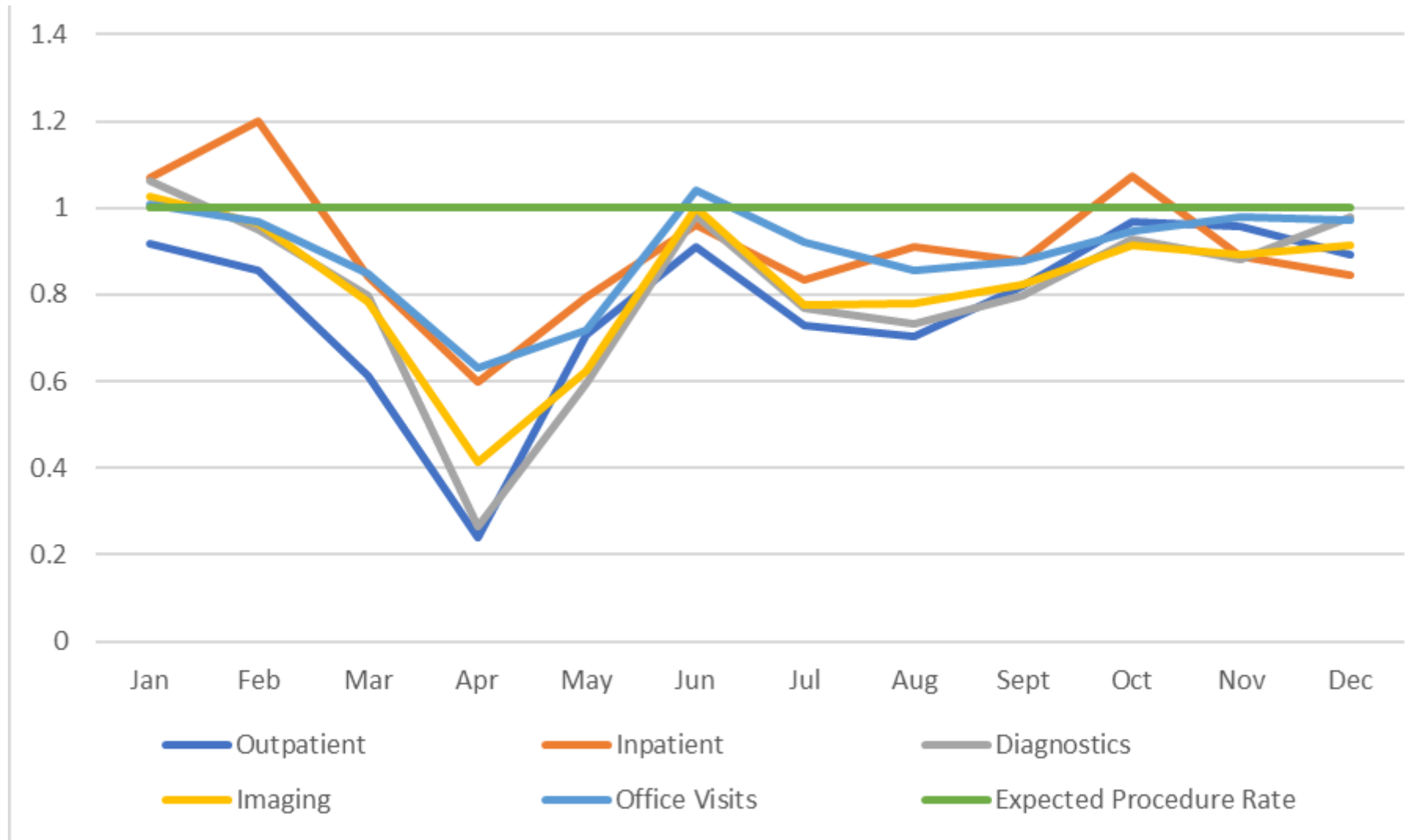
2. <https://jamanetwork.com/journals/jama/fullarticle/2771580>



# National: Actual Utilization vs. Expected



# Dallas: Actual Utilization vs. Expected (Jan - Dec 2020)



# 7-day Rolling Telemedicine Encounters (3/20 - 1/21)



# Emerging Trends in Health Care for 2021

## Patient Workforce and Engagement

01

### Patient Consumerization

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02

### Personalization of Care

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03

### Workforce Diversity and Safety

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# Employer health care spending fell in 2020 compared with 2019 and will rebound in 2021

Category	2020	2021
Non-Emergent Visits and Procedures	↓	↑
Telehealth	↑	↓
COVID-19 Testing	↑	?
COVID-19 Treatment	↑	↓
COVID-19 Vaccine	?	↑

*Impact on spending compared with prior year*



# Near-term Cost Concerns

Spiking critical cases and stress on the delivery system

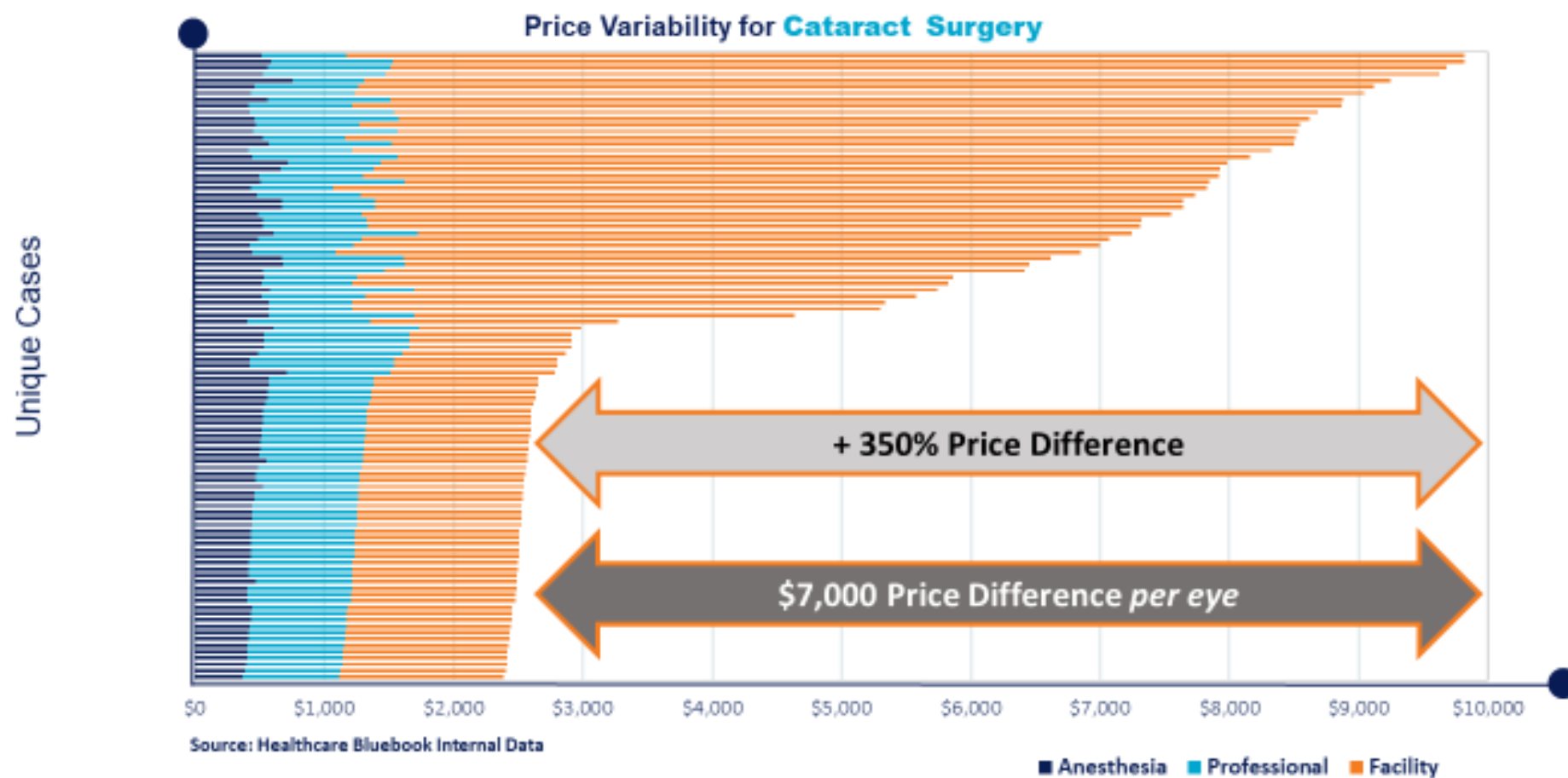
Another wave of reduced economic activity placing more stress of budgets

Managing cost and navigating site of care as patients seek care

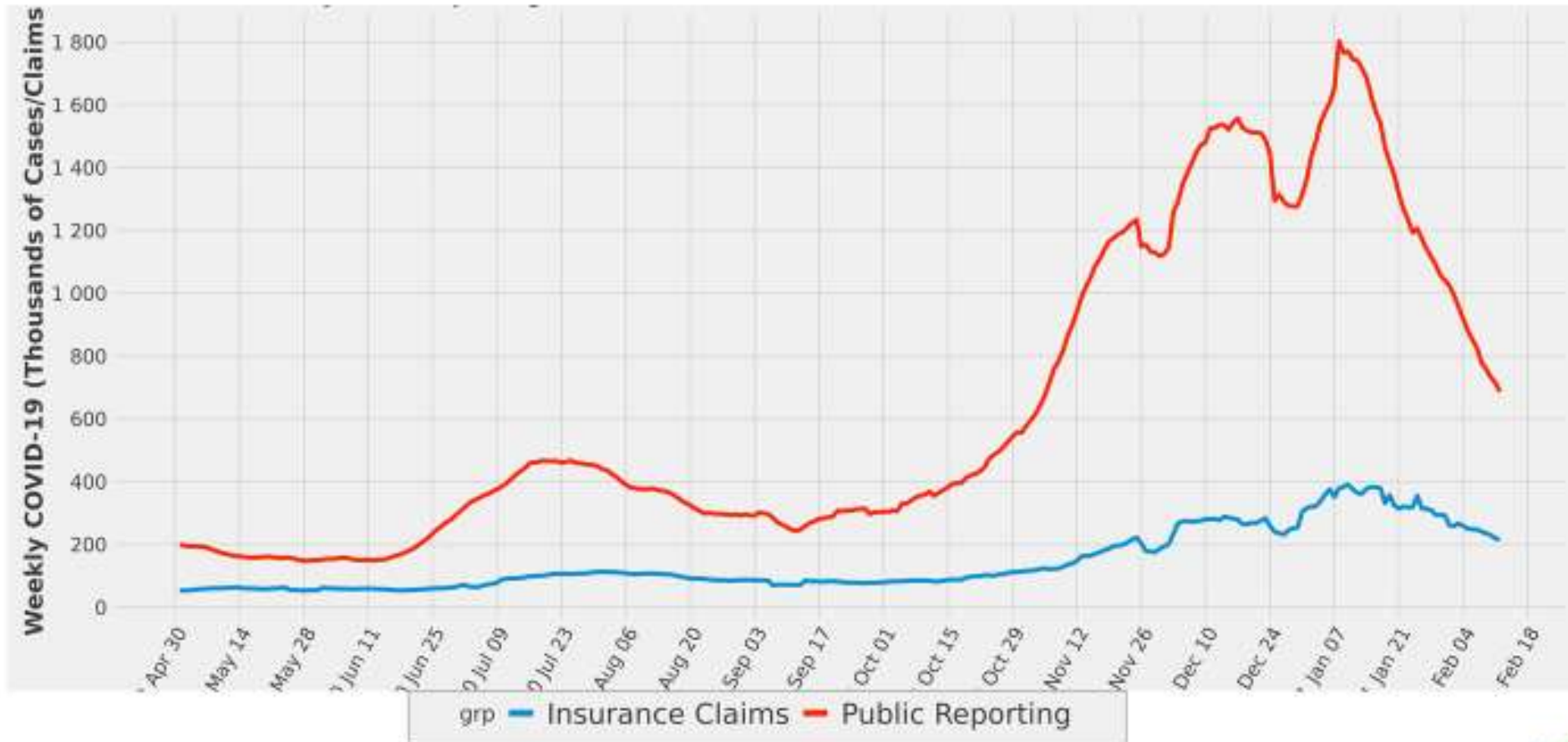
Impact on health care prices and overall costs throughout 2021



# The Problem: Healthcare's Cost Curve



# COVID-19 Weekly Reporting vs. COVID Claims (ICD10=U07.1)



# Final Thoughts

# Questions?

## 2:15 PM – 2:30 PM **Sponsor Showcases**

- Meet with **Invesco** and participate in a discussion highlighting their 2021 Defined Contribution Language Research
- Meet with **HealthEquity** and participate in an interactive Q&A about consumer-directed benefits and HSAs