

*The
Wild
West
of
Benefits*

SWBA

**43RD ANNUAL
CONFERENCE**

MAY 9-11, 2018

**HYATT REGENCY
LOST PINES
AUSTIN, TX**

Addressing Care Quality Variance Across a Diverse & Dispersed Workforce

Jennifer Balliett, Regal Beloit Corporation
Director, Global Benefits

Ben Ryugo, Grand Rounds
Director, Head of Analytics



Why we exist



Co-founder Dr. Rusty Hofmann and his son, Grady

A few of the thousands of patients and doctors we connect every month

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Grand Rounds upward trajectory

2011

- Founded, headquartered in San Francisco, offering Expert Second Opinions



2013

- Introduced industry-first Extended Family Benefit

2014

- Launched Office Visits service
- Launched In-Hospital Support
- Developed Physician Quality Algorithm 1.0



2015

- Opened Reno Patient Services Center
- Initiated claims-based records collection
- Launched ExpertLink in Partnership with Premier Health Care Institutions
- Achieved >50% Commercial Claims Data Coverage (nationwide)



2016

- 300+ Employees
- 56+ Clinicians on staff
- Glassdoor Best Places to work 2016
- Opened Maine Patient Services Center
- Introduced Benefits Routing
- Launched First Patient-Physician Matching Capabilities



2017

- Over 3.5 million members served
- Clinical Guide, Provider Match, & Summit
- Reduced Provider Directory data errors by >50%

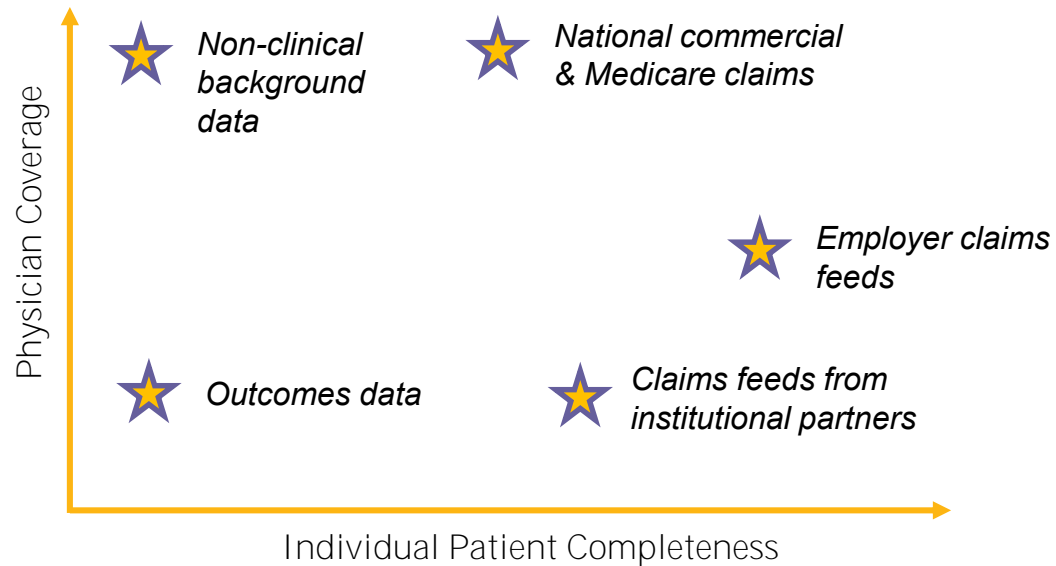


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Data volume and integration

A wealth of data underpins our evaluation of physician quality

Breadth of Provider-Level Data



Billions of clinical data points measured and new data incorporated monthly

Grand Rounds Analysis

Background Inputs

- Specialization
- Board Certification
- Medical School
- Residency
- Fellowship
- Yrs. of Experience
- Practice Location(s)
- Hospital Affiliation(s)

+ Additional inputs not listed

Performance Inputs

- Patient Volumes
- Procedure Volumes
- Process Measures
- Patient Satisfaction
- Treatment Adherence
- Utilization Rates

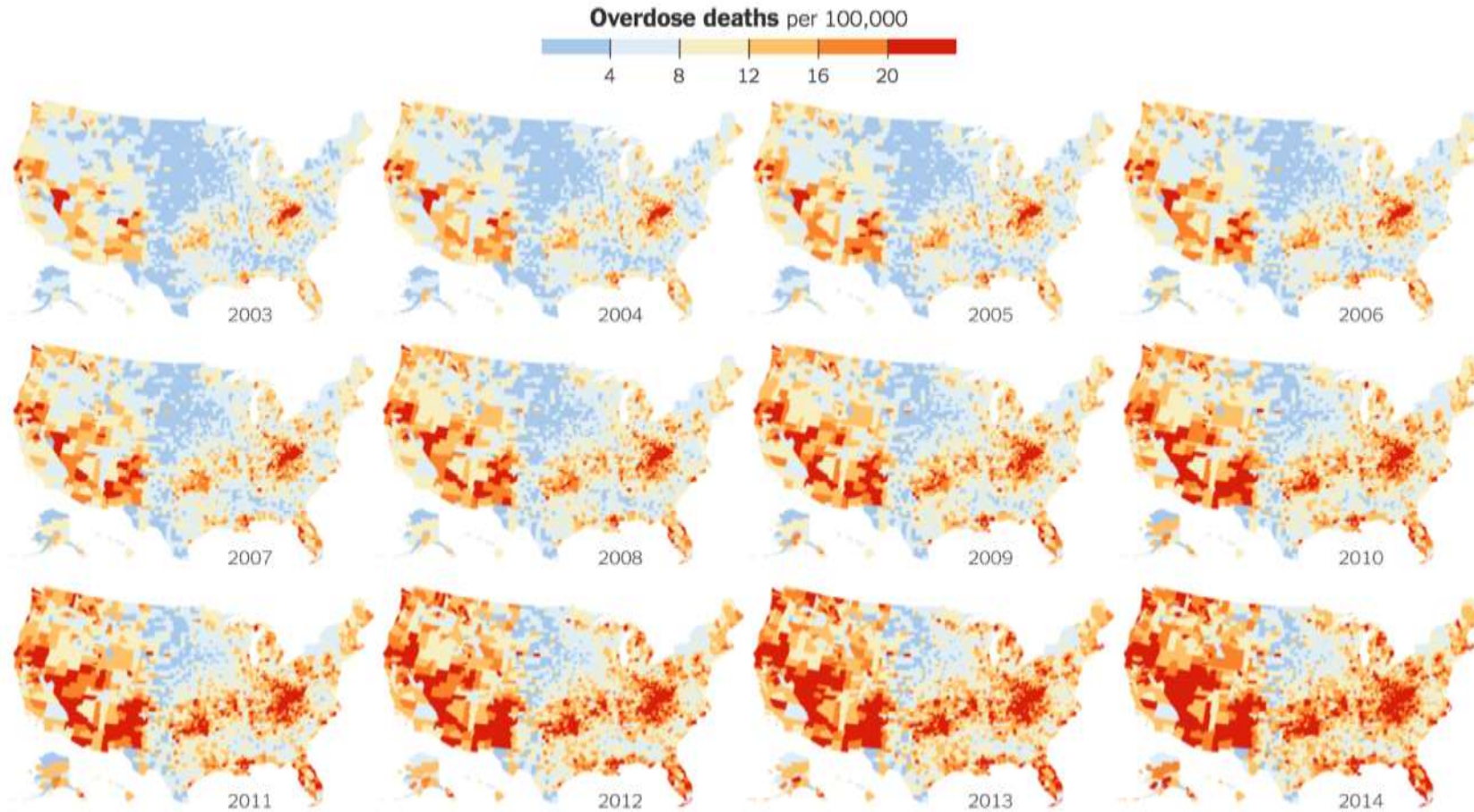
Model Validation Measures

- Risk-Adjusted Clinical Outcomes
- Sanctions / Lawsuits
- Peer Recognition

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The drug addiction epidemic has spread dramatically

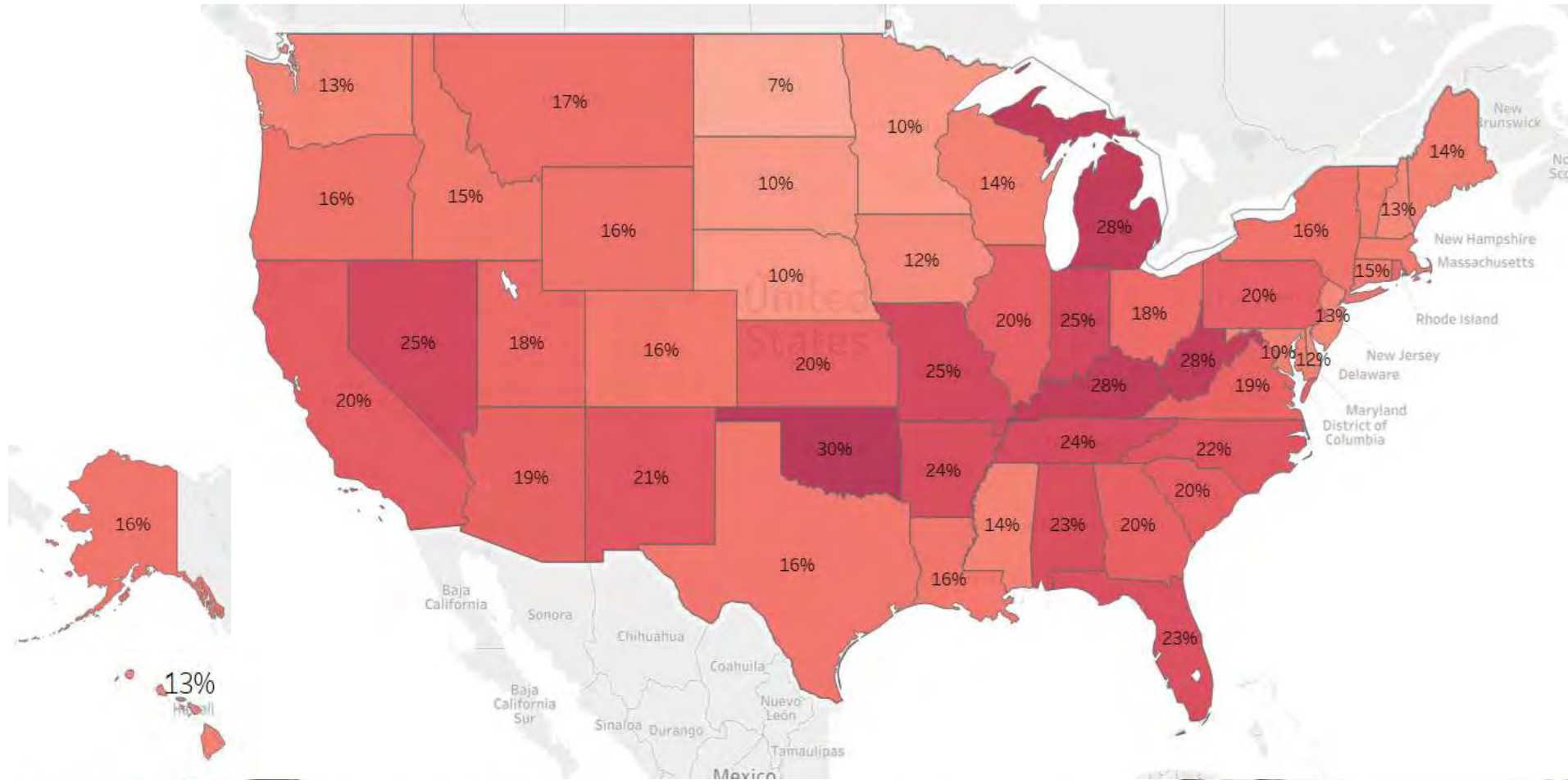
Investments in PCP modeling will help patients avoid dangerous prescribers



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Grand Rounds Data: opioid benzo co-prescribing

Percent of doctors who prescribed opioids and benzodiazepines simultaneously at least 10% of the time

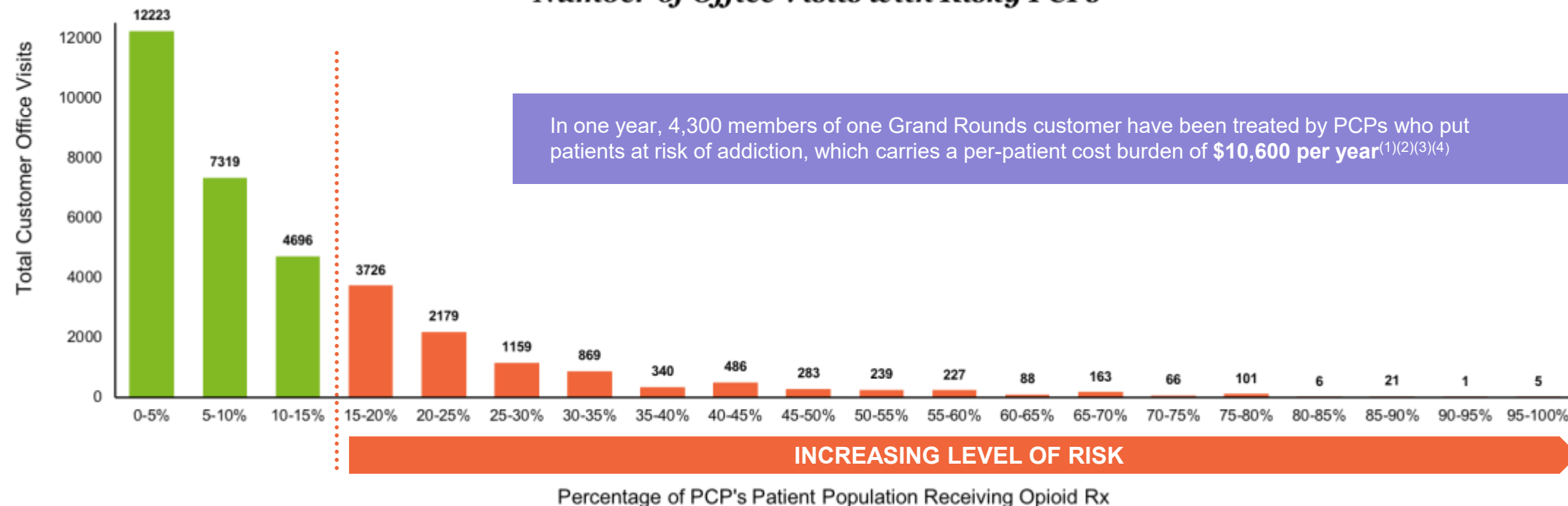


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Clinical judgement is key to prevention of opioid dependence

Steering patients to high-quality doctors reduces risk of opioid addiction

Number of Office Visits with Risky PCPs



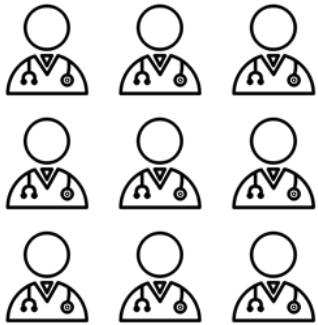
Notes

- (1) Analysis spans months from 6/1/2016 – 7/31/2017
- (2) Risky opioid prescribing defined as a prescription of opioids in excess of 90 morphine milliequivalents per day
- (3) Physicians with fewer than 50 opioid patients were excluded from the analysis
- (4) Rice, J. B., Kirson, N. Y., Shei, A., Cummings, A. K. G., Bodnar, K., Birnbaum, H. G., & Ben-Joseph, R. (2014). Estimating the Costs of Opioid Abuse and Dependence from an Employer Perspective: a Retrospective Analysis Using Administrative Claims Data. *Applied Health Economics and Health Policy*, 12, 435–446. <http://doi.org/10.1007/s40258-014-0102-0>

Evaluating providers on their ability meet individual patient needs

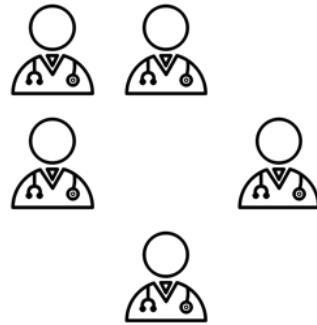
Ensuring high quality care depends on a strong match to clinical & non-clinical needs

1 Appropriate Specialty



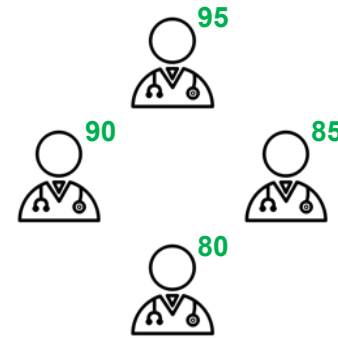
What is the best specialty to treat this condition?

2 Clinical Expertise



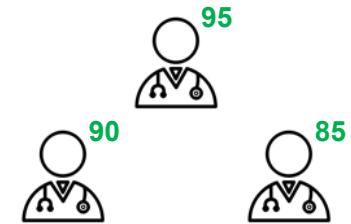
How often do they treat this condition or perform this procedure?

3 Further Clinical Optimization



Demonstrated strong clinical judgement?

4 Non-Clinical Feature Optimization

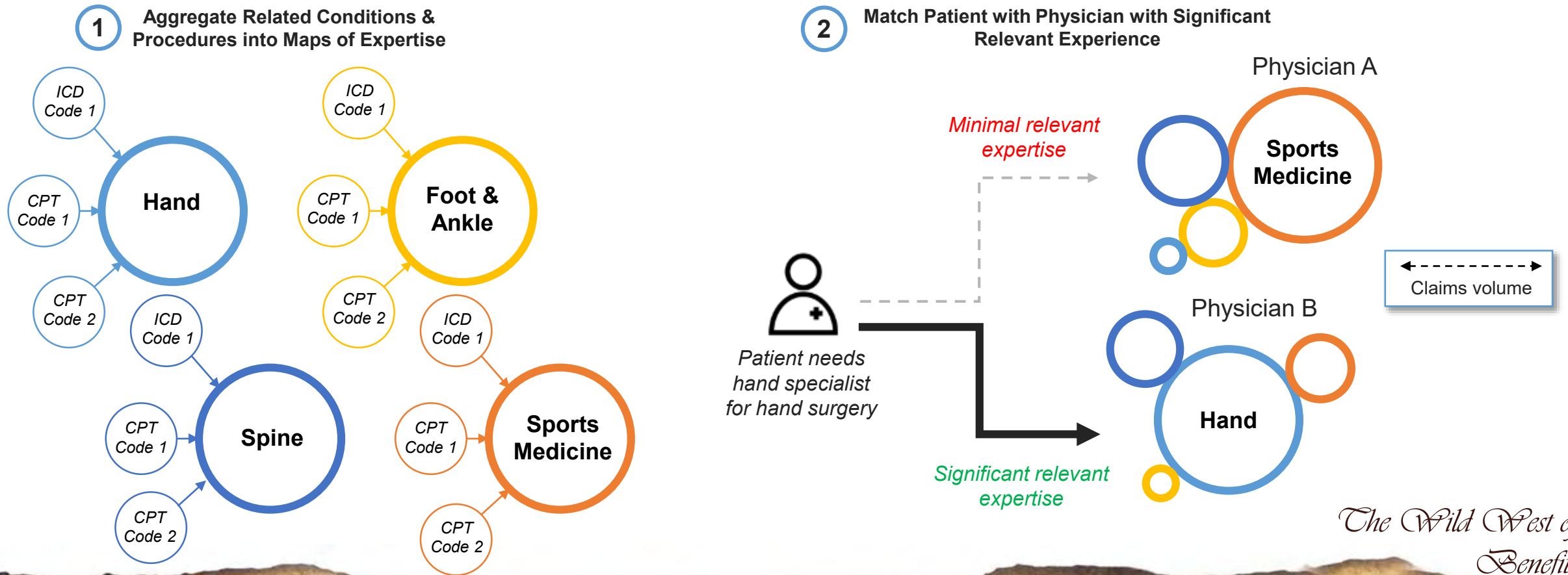


Accepting new patients, feasible travel distance, gender?

Clinical expertise mapping

Data-driven expertise classifications ensure patients receive care from skilled physicians

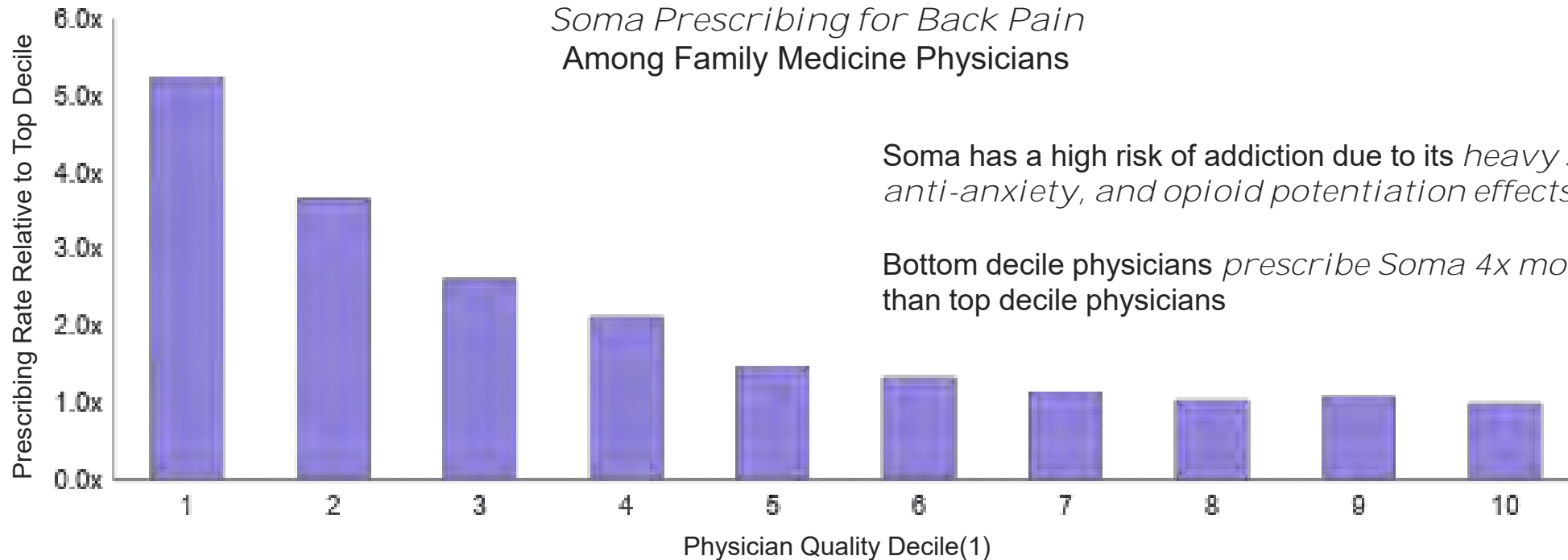
Example: Matching a hand patient with a hand specialist



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Assessing rate of egregious behavior

Consistent trend of lower quality physicians prescribing greater volume of addictive Rx



Soma is prescribed at significantly higher rates by lower quality physicians despite receiving the **FDA's strongest safety warning** and being *banned in several European countries*

Data: Commercial claims data
Notes (1) As quantified by Grand Rounds

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Overview – by the numbers



1955:

- Beloit Tool
- One location – Beloit, WI; Former roller rink
- Manufactured metal cutting tools and gear boxes



Today:

- Regal
- Over 25,000 employees worldwide
 - 38 U.S. locations
 - 26 different countries
- Global manufacturer of electric motors, electrical motion controls, power generation, and power transmission products
- 69 acquisitions since 1955



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The challenge

Address these challenges while staying true to Regal's corporate culture



*While staying true to
Regal's corporate culture*

Challenges:

- Equalize care across geographically dispersed population
- Manage high cost claimants, maximize health benefits investment
- Align with benefits value proposition by furthering benefits set and focus on employee health and safety

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The solution: services

Expert
Opinions



Office
Visits



In-Hospital
Support



Regal members are supported by:

- An expert network which includes the top 0.1% experts in US across all specialties
- Office Visits scheduled with the most qualified in-network PCPs/ specialists matched for each patient using Quality Algorithm and Care Team review
- Physician-led Care Team that follows the patient through their entire case
- Patient-centric tools including mobile apps
- Digitized medical records and image viewer
- Partnerships with leading medical institutions

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Executing a successful launch & ongoing campaigns

Leveraging what works well for Regal

WHEN YOU NEED EXPERT MEDICAL ADVICE
WE'RE WITH YOU

On your side and by your side

Whether you need a checkup, a second opinion, or advice that puts you first, Grand Rounds is with you. Regal offers Grand Rounds as a free benefit to make the world's most proven doctors yours.

Grand Rounds will take care of everything, from booking your appointments, to gathering your medical records, to handling all the details—on your terms, your schedule, and your side. Because that's what real care means.

Register by October 31, 2016 to earn 1,500 Virgin Pulse points!

GET STARTED TODAY! >

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A FREE HEALTH BENEFIT FROM REGAL

OUR TOP 10 SPECIALISTS

- 1 Primary Care Physician
- 2 Orthopedist
- 3 Obstetrician / Gynecologist
- 4 Neurologist
- 5 Dermatologist
- 6 Gastroenterologist
- 7 Otolaryngologist
- 8 Endocrinologist
- 9 Psychiatrist
- 10 Pediatrician

Grand Rounds can connect you with world-leading doctors. Let us connect you to the right specialist.

Register for an account today to earn 1,500 Virgin Pulse points.

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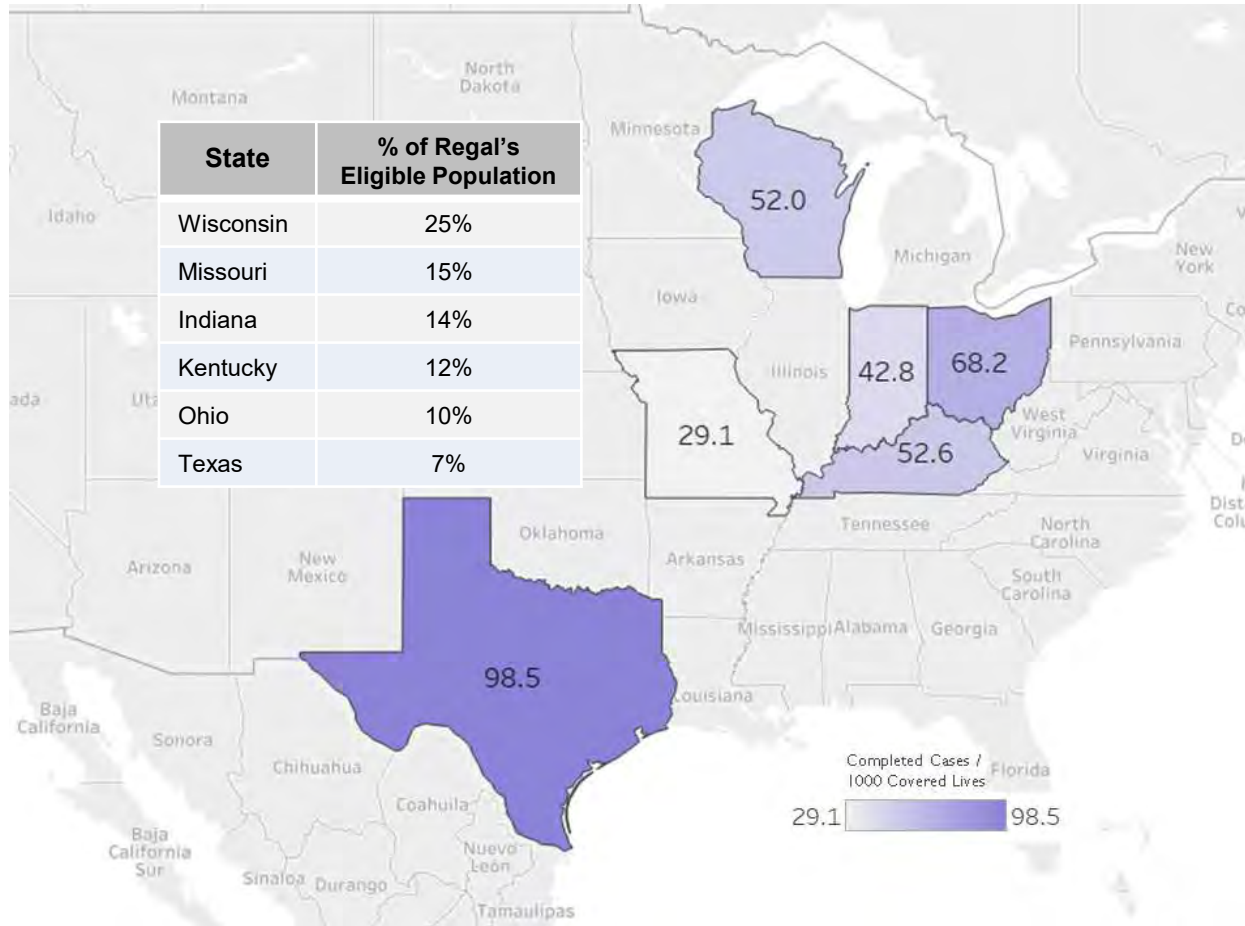
Campaign details:

- Reward Regal members wellness points to register
- Multi-channel announcements to reach entire Regal population (email, mail, print, video, training)
- Currently have 50% of Regal's population enrolled in Grand Rounds

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The yielded results

Regal members continue to reach out for help across many different geographies



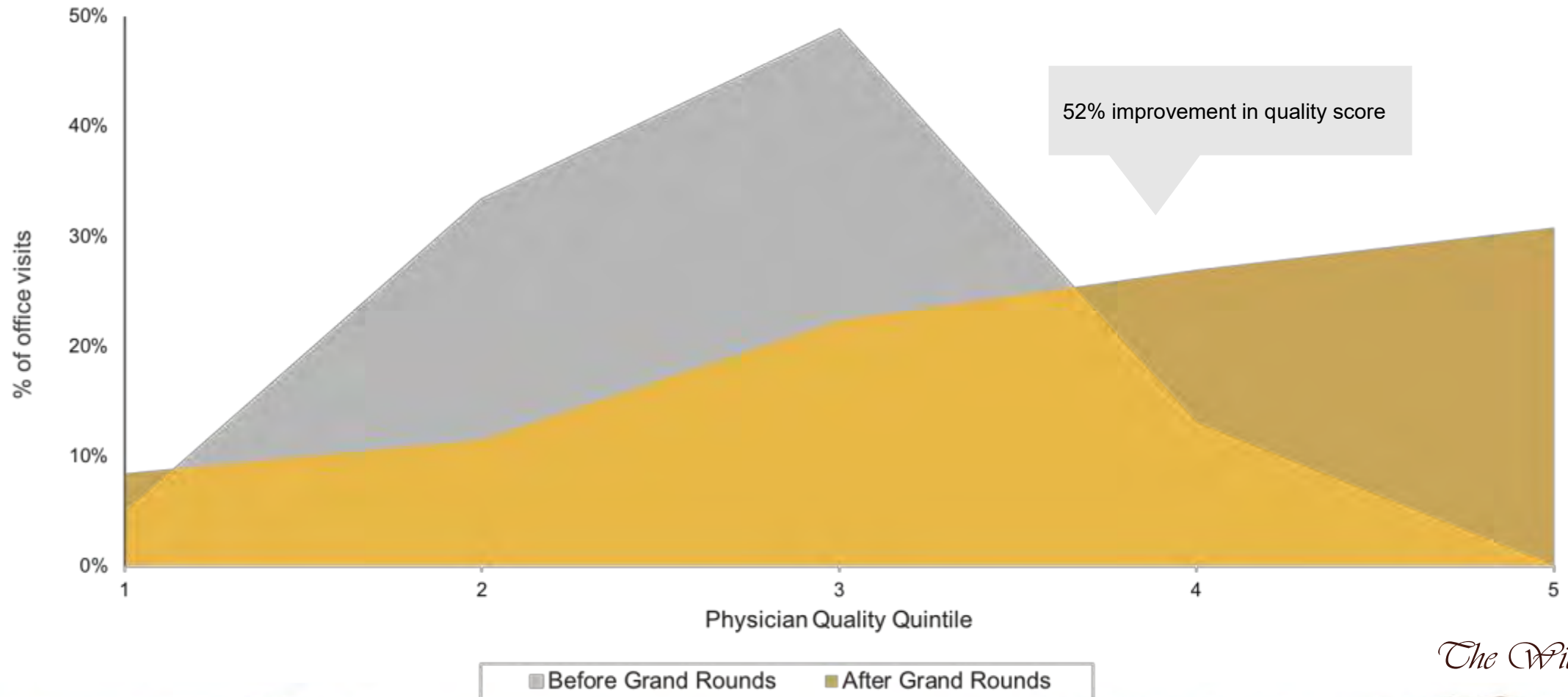
- Sustained engagement supported by word-of-mouth recommendations and registered user outreach
- Met members where they were in their care journey to best support their need
- Reached target geographies

Regal employee story



- Regal member had been suffering from abdominal pain and other uncomfortable symptoms for 6 months
- Grand Rounds connected the member with a top expert who was able to review her records, establish the correct diagnosis for the first time and change the treatment regimen
- The medication change recommended by the expert resulted in more managed symptoms for the member and a savings of \$13,000 for Regal

Office Visits – improvement in quality of care



Financial return and member value

Real impact after two years of the program

More appropriate
clinical guidance

Change in diagnosis in 17% of Opinions
Change in treatment in 69% of Opinions
Average quality improvement
of 21 percentile points for
in-person Office Visits

Savings

Positive ROI achieved
through year 2

Supportive
experience

“It’s nice to have a team to do the leg
work and know where to go for 2nd
opinions and [local physician]
recommendations.”
– **Regal Member**

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Positive feedback from regal members

Impact & Appreciation

Expert Opinions

“Satisfied with the process and final results. It’s nice to have a team to do the leg work and knows where to go for 2nd opinions and recommendations. Thank you.”

“When faced with a difficult and surprising diagnosis concerning sudden hearing loss, it was very re-assuring to have Grand Rounds take the lead in rendering a second opinion. The doctor from Grand Rounds who personally called me was professional, spoke at a level I could understand and answered all my questions. I appreciate knowing Grand Rounds is there when I need them.”

“I thought the process worked extremely well... your Care Team was right on top of the case from the get go.”

Office Visits

“The doctor and her staff are wonderful! I have been going to the same primary care physician for 30 years so I was very hesitant about seeing a new physician.”

“Was easy, contacted Grand Rounds you did all the research and I enjoyed the doctor that I had the appointment with. Appreciated not having to go through medical doctor and then getting referred to a doctor that might not had been within our network. Felt like someone special and you took care of me.”

“I have used the service on three occasions and have been very happy with the prompt response as well as with the physicians selected”

“This service is amazing! I have already recommended it to my co-workers!”

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A doctor in a white lab coat and blue scrubs is pointing at an ECG monitor. The monitor displays a heart rate graph. The background is slightly blurred, showing a clinical setting.

Our promise rests on
a single premise.

By making personalized, intelligence-driven patient and physician matches, we can make a meaningful impact on care.