MAXIMIZING HEALTHCARE INVESTING IN THE RIGHT CARE TO ADDRESS:

QUALITY AND COSTS
Best Doctors’ Sample Labor Clients

- Michigan Teamsters
- New England Carpenters
- Plumbers and Pipefitters Union 441 – Kansas Local 441
- Southern California Schools Veba
  - 90 different bargaining units
- I.U.O.E. Local 4
- San Diego Electrical Health & Welfare Trust
A Personal Story

“You have a tumor.”

Words you hope to never hear a doctor say to you or a loved one.
The American Journal of Medicine reported that at least 15% of all medical cases in developed countries are misdiagnosed.¹

Even doctors are not immune to misdiagnosis: According to The New England Journal of Medicine, 35% of doctors have reported errors in their own care or that of a family member.²

Between $500 and $850 billion are wasted in the US health care system annually, according to Thomson Reuters, much of which is tied to diagnostic inaccuracy.³

New medical articles are appearing at a rate of at least one every 26 seconds and if a physician were to read every medical journal published they would need to read 5000 articles per day.⁴

Reasons Members Call Best Doctors

- Symptoms not improving: 32%
- Skeptical of their doctor(s): 11%
- No diagnosis: 10%
- Don't understand diagnosis: 10%
- Need help deciding among multiple treatments: 7%
- Questioning the need for surgery: 30%

*Based on Best Doctors 2012-2013 data*
Industry Trends

High cost claim cases for labor members

- Cancer
- Orthopaedic Surgery
- Specialty Pharma
- Cardiovascular Disease
- Traumatic Injuries/Illnesses
Addressing Quality and Costs

Focusing on the RIGHT Care

Providing virtual access to the Best Medical Minds for the Best Medical Information
Our Comprehensive Service Offering

**InterConsultation** (Expert 2\textsuperscript{nd} Opinion Service)

- Remote expert medical opinion service provides comprehensive analysis and case review by nationally-recognized expert specialist(s).
- No claims—Best Doctors collects all records
- Special Programs aimed at Cancers, Musculoskeletal, Specialty Pharma, etc

**Critical Care**

- On-site clinical resource to assist with the highest cost medical events, helping with acute situations, such as MVAs, traumatic brain injuries, multi-organ failure, burns, neonates in the NICU, sepsis, certain lung issues

**Ask the Expert**

- Access to expert physicians to answer non-emergency questions to empower the member toward making informed decisions.

**Find a Best Doctor**

- Clinical team matches members with the best expert physician for their specific condition—local and in-network.
Our Innovative Process: Expert Second Opinion

Like a second opinion, only better! Our in-depth clinical process is unmatched in the marketplace today.

START HERE

Beneficiary/Treating MD

Medical Records*

Comprehensive Care Analysis

Clinical Summary

World-Renowned Experts

Expert Report & Clinical Plan

Expert’s Report

*Beneficiary’s medical records, MRI images, CT scans, pathology slides, other clinical materials
Member: Female in her late 60s has been diagnosed with lung cancer and was told “watchful waiting” was the next step.

Best Doctors Experts: Dr. Lucian Chirieac, Associate Professor of Pathology at Harvard Medical School; and Dr. Paul Ladenson, Professor of Endocrinology and Metabolism at Johns Hopkins University.

Expert Findings: After reviewing all aspects of the case and performing additional testing, it was definitively proven to be thyroid cancer, not lung cancer. A new treatment plan was recommended.

Impact: “It’s amazing—I called and Best Doctors did all the work; my diagnosis changed, and I did not even have to go to a doctor’s office!”
Member: Male in his late 50’s has been recommended a removal of a disc from his neck with fusions at multiple levels of his spine. Member also has osteoporosis

Best Doctors Expert: Dr. Frederic Schwartz, Professor of Neurosurgery at George Washington University School of Medicine

Expert Findings: Expert concluded the proposed surgery was very unlikely to relieve the member’s pain and cited high risk of complications due to the osteoporosis; Expert outlined a regimen of cervical traction using a home device and medications to alleviate the member’s pain

Member Impact: “Assistance in getting my second opinion is the best thing that has happened to me. The conservative treatment is working and I no longer plan on retiring due to disability.

Financial Impact: $82,000
**Member:** Female in her late teens diagnosed with juvenile ankylosing spondylitis (JAS) and being treated with powerful and costly prescriptions (Embrel, Remicade).

**Best Doctors Experts:** Dr. David Sherry, Chief of Rheumatology and Professor of Pediatrics at Children’s Hospital of Philadelphia.

**Expert Findings:** Expert concluded JAS is very unlikely and diagnostic criteria had not been met; instead, the member’s clinical picture is highly consistent with a diagnosis of amplified musculoskeletal pain.

**Impact:** “It is wonderful that she doesn’t have to take these powerful and dangerous medications going forward.”

**Financial Impact:** $56,000
When members are facing an acute or catastrophic medical situation, we help ensure they have the right diagnosis and treatment.

The Critical Care Program—

- Provides local care teams with the support of leading multiple trauma experts for the most urgent / catastrophic cases.

- Ensures appropriate care is delivered at the correct facility level.

- Facilitates care coordination when multiple specialties are needed.

- Provides post-discharge follow-up to address ongoing needs.

- Significantly reduces the costs of incorrect or unnecessary tests, procedures, prescription drugs and hospital stays.

Critical Care Currently Addresses

- Multi-trauma
- Spinal cord injuries
- Traumatic brain injuries
- Severe burns
- Sepsis
- Acute lung injury (ALI)
- Those with increasing ventilator requirements (Acute respiratory distress syndrome – ARDS)
- Neonates
Member Experience: Car Accident

- **Member:** Male in his early 20s was involved in a motor vehicle accident, leaving him in a near-vegetative state and with severe injuries; treating hospital recommended inpatient ICU care followed by transfer to long-term acute care.

- **Best Doctors Experts:** Dr. Darryl L. Kaelin, Owsley Brown Frazier Endowed Chair of Physical Medicine and Rehabilitation; Division Chief and Associate Professor, Physical Medicine and Rehabilitation Dept. of Neurological Surgery, University of Louisville School of Medicine; Medical Director, Frazier Rehabilitation Institute.

- **Expert Findings:** Expert identified a previously undiagnosed concurrent spinal injury; Expert recommended immediate transfer to a model brain injury program and provided oversight during transfer and stay. Expert identified local physician skilled in management of traumatic brain injuries for long term care management.

**Impact:** The Member achieved higher level cognitive function and, at discharge, was able to communicate with his family.

**Financial Impact:** In excess of $500,000
Impact of your Second Opinion

Clinical Quality
- 34% change/impact on diagnosis
- 68% change/impact on treatment
- 38% of surgeries avoided

Cost Savings
- Measure averted medical costs only
- ROI Guarantees above 1:1 with fees at risk

Member/Attending Physician Experience
- 98% report highest satisfaction rating
- Over 95% of members stay with attending physician
Member Engagement: The Makings of a Successful Program

- Tailored Member Engagement
- Communication Themes:
  - FREE
  - VOLUNTARY
  - INDEPENDENT
  - CONFIDENTIAL
  - TARGET HIGH COST CONDITIONS

- Clinical Integration: In house staff training for referrals
- Support for Clinical Integration with vendors
- Consider using Plan Design
Value Proposition

- Offers all members a significant safety-net. Demonstrates an investment in people. “It’s the right thing to do.”

- Provides members and attending physicians access to the best medical minds in the world—no matter where they live.

- Addresses complicated and high cost claims through diagnosis and treatment plan verification—stops the churn.

- Directly engages members in their health care decisions and increases utilization of other member support programs.

- Opportunity to enhance existing programs by ensuring medical appropriateness of treatments.

- Clinical Integration with Case Managers at your carriers.

- Guarantees greater than a break even ROI (>5,000 members).
Questions?

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