



Engaging with Employers: The Maine Experience

October 17, 2014



Purchasers

21 Private Employers
6 Public Purchasers

Providers

16 Hospitals
15 Physician Groups
1 Pharmacy



Health Plans

6 Health Plans

The MHMC is a **purchaser-led** partnership among multiple stakeholders working collaboratively to **maximize improvement in the value of healthcare services** delivered to MHMC members' employees and dependents.

The MHMC-F is a public charity whose mission is to **bring the purchaser, consumer, and provider communities together in a partnership to measure and report** to the people of Maine on the value of healthcare services, and to educate the public to use information on cost and quality to make informed decisions.

MHMC Members



Key Initial Questions

- What's driving their health care strategy/decisions?
- Who are the key decision-makers? Do they need help securing support of senior management?
- What is the purchaser's understanding of health care issues? – unwarranted variation, quality and safety issues, cost growth
- Who are their current partners – health plans, etc
- Do they recognize the power of data and are they using data to support strategy?

Links to Success

- Importance of one or two key people in the organization
- Help them define what's impacting value – costs, clinical quality, patient experience
- Remind purchasers how much leverage they have and how they can influence market
- Identify a “win” to build on – even benign initiative can produce results and momentum

Links to Success

- A single innovative purchaser can change the landscape
- Encourage and support that purchaser to adapt/export initiative(s) to colleagues
- Coalesce around common strategy:
 - Value-based purchasing
 - Public reporting
 - Risk-sharing arrangements

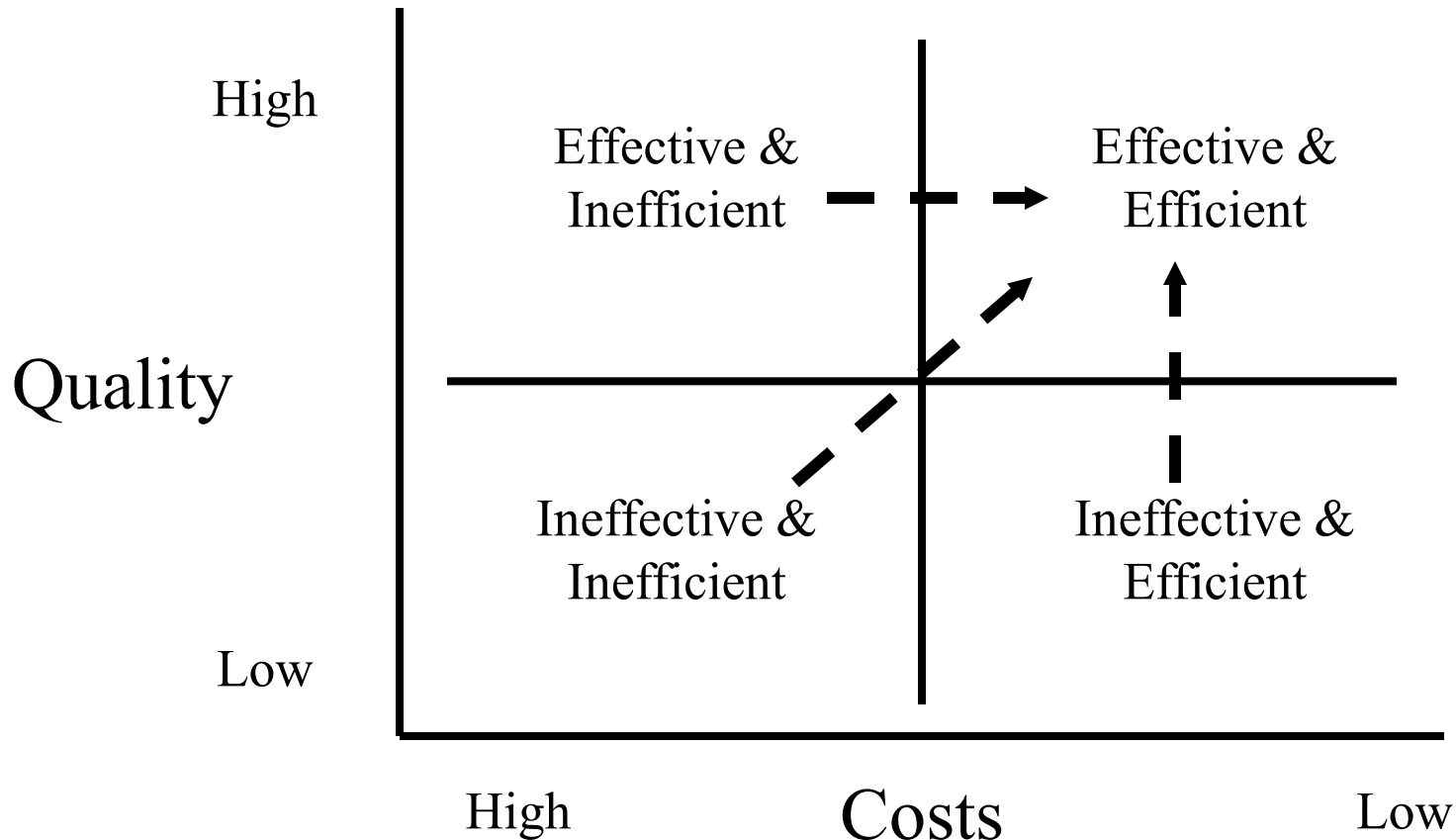


How to Support Purchasers

- Define the tools you have to assist employers and remind them of these resources
- Make the effort to brief/coach employers in their engagements with providers
- Demonstrate value of common strategy/goals – making the business case
- Facilitate connection to employers who have success



Employers' Goal: Incent Patients and Providers



- **Efficiency w/o Quality is Unthinkable**
- **Quality w/o Efficiency is Unsustainable**

How to Support Purchasers

- Identify what you can and cannot expect from individual employers
- Whatever you ask of the employers, make it clear and provide the rationale
- If possible, assign staff person to troubleshoot with employers and to demonstrate resources available

Potential Partnerships

- Are there any existing communications between employers and providers?
- Purchasers should exploit opportunities presented by provider groups that are seeking partners to transform care delivery and payment
- Regional Health Improvement Collaboratives may be able to facilitate conversation
- Providers respond when an employer partners with another health system



Challenges

- Many HR and Benefits operations are very lean – individual champions are essential
- Sustaining involvement when key individuals move on
- Leaning on active purchasers too often
- Attracting new employer members who have become reliant on health plan or broker partners

Questions

fjohnson@mehmc.org

www.mehmc.org