

# Thinking Like a Health Plan

Parallels to Thinking Like a Thin Person

# LOS ANGELES COUNTY

*In Development*

*UCI Division Partnership*

## Seaside Health Plan



- MemorialCare Medical Center
- Miller Children's Hospital Long Beach
- MemorialCare Shared Services
- MemorialCare Physician Group
- MemorialCare Imaging Center
- MemorialCare Surgical Center
- Urgent Care
- Lab Services



# Why Draw Parallels?



# Establish New Metrics of Success

- Quality & Documentation
- Utilization
- Financial Metrics
- Regulatory Metrics



## Thinking Thin

- Knowing your numbers
- Number of steps you take
- Sleep hygiene
- How your clothes fit

# Develop New Business Competencies

- Understand health plan economics/regulations
- Taking Risk
- Population Health
- Business Integration



## Thinking Thin

- Keep a food diary
- Cook clean
- Count your steps
- Distinguish between hunger and desire
- Take active vacations
- Grocery shop the perimeter

# Don't Forget Your Core Business

- Efficient Hospital Operations
- Basics matter – Quality, Service, Cost (Value)
- Pluralistic physician strategy
- People & Culture are at the heart of your enterprise



## Thinking Thin

- You are more than your weight
- Focus on successful aspects of your life
- Concentrate on areas of satisfaction

# Evolve Over Time

- Fee for Service to Fee for Value
- Pay for Performance
- Global Capitation
- Private Label product Partnerships
- Provider Sponsored with outsourced TPA
- Provider Sponsored health plan

## Thinking Thin

- Set realistic goals
- Remember the rest of you
- Make it a family journey



# Consider Your Health System as a Whole

- The value is in the sum of its parts
- Achieve full integration across natural boundaries
- Restructure incentives for management
- You're no longer a hospital company



## Thinking Thin

- Total health is more important than just your weight



# Be Aware of the Growing Influence of Consumerism

- Healthcare is a consumer market – quality, cost, service, access
- Cost concerns are changing behaviors
- Consumers want holistic care – including wellness
- Consumers embrace innovations that enhance self care, personalization and convenience



## Thinking Thin

- Don't believe everything you see on the newsstand
- Don't be taken in by FAD diets
- Thinking differently is FREE

# Conclusion

## Think differently – Act differently

Thinking like a thin person will lead to new behaviors

- Eating less & food as fuel
- Moving more
- Total health

Thinking like a health plan will lead to new behaviors

- Population health
- Taking Risk
- Developing fully integrated health systems
- New types of partnerships
- Focusing on consumer loyalty
- Increased value

