

Driving Quality through Value

Payam Parvinchiha MD, MPH
CVP, Value Based Care





Payam Parvinchiha MD, MPH
CVP, Value Based Care

IT'S A BIG YEAR

2023

MAKE YOUR MARK

$$\text{VALUE} = \frac{\text{QUALITY}}{\text{COST}}$$

MS12671_1

$$\begin{array}{c}
 \mathbf{V} \\
 \text{[Value]}
 \end{array}
 = \frac{
 \begin{array}{c}
 \mathbf{Q} \\
 \text{[Quality]}
 \end{array}
 + \begin{array}{c}
 \mathbf{S} \\
 \text{[Service]}
 \end{array}
 + \begin{array}{c}
 \mathbf{A} \\
 \text{[Access to Care]}
 \end{array}
 }{
 \begin{array}{c}
 \mathbf{C} \\
 \text{[Cost]}
 \end{array}
 }$$

$$\text{Value} = \left(\frac{\text{Quality}}{\text{Cost}} \right) \text{Experience}$$

$$\begin{array}{c}
 \mathbf{V} \\
 \text{(VALUE)}
 \end{array}
 = \frac{
 \begin{array}{c}
 \mathbf{Q} + \mathbf{S} \\
 \text{(QUALITY) (SERVICE)}
 \end{array}
 }{
 \begin{array}{c}
 \mathbf{\$} \\
 \text{(COST)}
 \end{array}
 }$$



VALUE-BASED CARE





Mark Fleming VP, Service Innovation

IT'S A BIG YEAR

2023

MAKE YOUR MARK

Vision for Service across SCAN

Vision for service:

We want our members to view us as **trusted resource** and a **national leader in customer experience** amongst healthcare and non-healthcare companies (e.g., USAA, Ritz, Nordstrom).

Tenets of this vision:

- ▶ Person Centered Design based on **what our members want and need**....not what we want for them
- ▶ Deliver service that is **easy, effective, and empathetic**
- ▶ Deliver service that is **culturally and linguistically** appropriate
- ▶ Show **gratitude** for our members
- ▶ Build a service experience is innovative and scalable, **blending a “right-sized” approach to human and digital interactions** based on our members' needs

One consistent service philosophy across SCAN: **Every member, every time**

Non-healthcare experiences are setting the Gold Standard for service

Payers

Examples of companies that SCAN competes against



Healthcare Delivery

Examples of companies our members use to manage healthcare and help to set their expectations

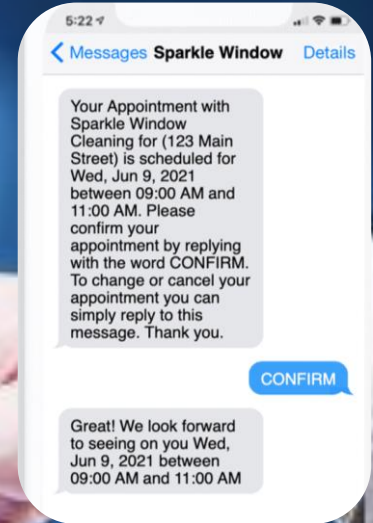
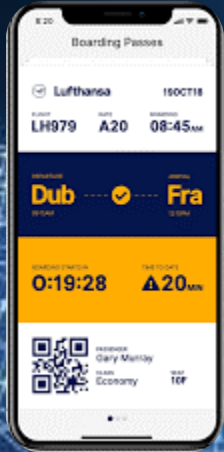


Expectation Setters

Examples of companies that redefine our members' expectations



Gold Standard experiences are being set by companies that blend human based interactions with digital interactions...we must do the same if we want to win



The healthcare ecosystem is complex; our members expect us to partner together to own their experience. If we don't, they will leave.



Examples of how we have partnered together with Medical Groups:

- ▶ New Member Onboarding
- ▶ Customer Service
- ▶ Service Recovery
- ▶ Shared Landing Page
- ▶ Daily Authorization File



Varun Kumar, M.D.
Vice President, Medical Director
Quality and Member Experience

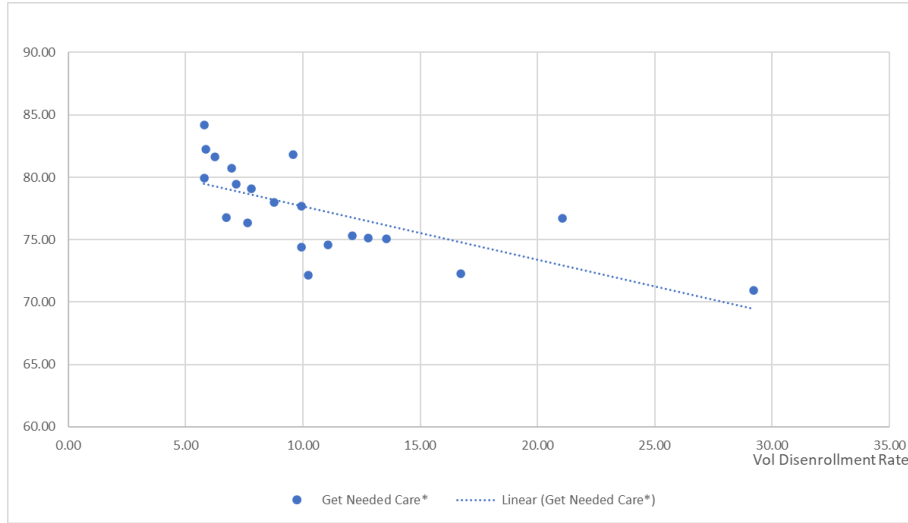
IT'S A BIG YEAR

2023

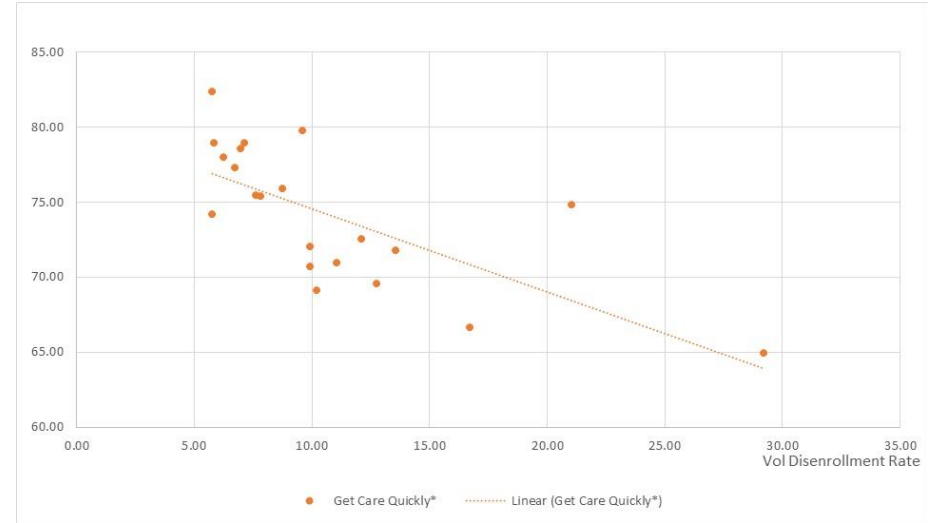
MAKE YOUR MARK

Experience Matters Beyond Star Ratings

Getting Needed Care and Seeing Specialists



Getting Appointments and Care Quickly



Poor member experience correlates to higher voluntary disenrollment

Retention Hits the Bottom Line



10,000 Patient Group, 5% Increase in Disenrollment for 1 Year

500 patients
4-year Average Tenure
\$850 PMPM



- \$20.4M Revenue
- \$1M Profits
- 1% of Premium