

# OrthoIndy's COE Journey

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# Why Did We Start Doing Bundles and Focusing on Centers of Excellence?

- Opportunity to differentiate ourselves in a competitive market
- Market dynamics:
  - Insurance company products' continuing to evolve.
    - CMS CJR Program
    - Optum – COE Program
    - Anthem - Blue Distinction
    - Humana - COE Program
    - Third party entrants - Carrum
  - Employer demand
    - High quality providers
    - Transparency for cost and quality
    - Outcome guaranties
    - Slow price inflation
    - Fixed pricing (helps with budgets / certainty)

# Challenges in Developing Our Program:

- Market acceptance
  - Complex for companies to evaluate
    - HR departments responsibility
    - Brokers assistance
    - Insurance company
    - The increasing number of options
  - Negotiations
    - Employers have long tried to provide their employees with as many options as possible for providers within networks they participate in.
    - Programs such as COEs can come at a cost for reduced choices.
  - Marketing
    - Numerous award programs
      - US News and World Report
      - Carechex
      - Healthgrades
      - CMS star programs
  - Operational challenges
    - Multiple points of entry
    - Multiple programs
    - Procedure overlap
    - Reconciliation

# Establishing Our Center of Excellence:

- It all starts with the patient and years of providing top level service
  - Experience
  - Satisfaction
  - Safety
  - Results
- Brokers
  - Determining advantages for their clients
- Insurance companies
  - Participation in new products
- Directly to employers
  - RFPs
  - Marketing materials
  - Meetings

# Our Bundles Include:

- Standard bundle inclusions:
  - Surgical event
    - Facility
      - Supplies / implants
      - Discharge DME
      - PT / OT in inpatient
    - Physician professional
      - Surgeon
      - Assistant
      - Anesthesia
      - Hospitalist (inpatient)
    - Global post acute
      - Surgeon standard follow up care
- Optional bundle inclusions:
  - Surgical consult / pre-op clearance
  - Outpatient physical therapy (limited by geography)
  - Warranty for readmission (program dependent)