Leading the charge to health improvement:
How the Harvard Pilgrim Health Care Institute supports our strategy and mission

In our “Vin Takes 5” feature, Vin Capozzi, Senior VP, Sales and Marketing, talks about the Institute’s value to Harvard Pilgrim and the industry.

1 What is the Institute and what exactly do they do?
The Institute’s Department of Population Medicine, which was created in 1993, is a unique collaboration between Harvard Pilgrim and Harvard Medical School. The staff includes leading physicians, researchers, clinicians and public health professionals. In a nutshell, they’re focused on improving population health, health care delivery, quality and costs through research and teaching.

2 What’s so unique about this collaboration?
The Institute is the only health plan-sponsored organization in the country that’s affiliated with a medical school. That creates invaluable opportunities. Harvard Pilgrim’s diverse New England membership and the Institute’s association with prestigious Harvard Medical School enable them to study large patient populations and share those findings with many industry and government organizations.

3 Whom do they work with?
They collaborate regularly with a wide range of providers, leaders and government agencies. Virtually all of the Institute’s $39 million annual budget is externally funded, primarily by the Food and Drug Administration, the National Institutes of Health, the Patient-Centered Outcomes Research Institute, the Centers for Disease Control and Prevention, and the Agency for Healthcare Research and Quality.

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So, how does their work benefit Harvard Pilgrim?

While the Institute works independently of Harvard Pilgrim, it aligns very closely with our organization’s mission to improve the quality and value of health care. Their research and findings help us, and by extension, our provider partners, customers and members by uncovering opportunities to improve the way care is delivered, its affordability and the overall health care experience.

And of course, it goes well beyond quality and cost considerations. For example, they’re investigating ways to lower the risk of chronic diseases like obesity, diabetes, asthma and cancer. Other studies examine medication safety, nutrition, child health and health care disparities.

They’re also focused on administrative enhancements—such as the best use of electronic medical technology, access to the most effective data, as well as looking at ways that data can support public health initiatives.

What are some specific examples of recent Institute studies?

The Institute’s Web site (www.populationmedicine.org) includes several examples of the great work they’re doing. Here are just a few studies/initiatives:

- Consumers’ underestimation of calories at fast-food restaurants
- The reduction of bloodstream infections
- The benefits of early obesity prevention
- Use of breast MRIs by at-risk women
- Monitoring the safety of FDA-regulated medical products through a network of databases
- Coordinating a national patient-centered clinical research network

Given the breadth and depth of their work and the vital organizations they collaborate with, the Institute helps Harvard Pilgrim and the entire industry make progress in improving health. We’re very proud of that and feel fortunate to be affiliated with them.

Great news: More LP providers added to our LP network!

LP plans give members an easy way to lower their out-of-pocket costs with visits to select low-cost providers (LP) for lab tests and outpatient surgery. Labs are covered in full, and day surgery takes just a copay instead of going toward the deductible.

And now, members have even more options for participating LP labs and ambulatory surgical centers.

We’ve just added these three ambulatory surgery centers to our LP network:

- Northeast Surgical Care in Newington
- Portsmouth Ambulatory Surgery Center
- The Surgery Center of Greater Nashua

Effective January 1, 2014, LP members have better coverage in the north country. We’ve added these hospitals to our LP network for both labs and outpatient surgeries:

- Cottage Hospital in Woodsville
- Androscoggin Valley Hospital in Berlin

We hope these additions give you confidence that Harvard Pilgrim’s LP plans are the right choice when it comes to offering quality coverage with cost-saving options.

To learn more about our LP plans, including the most up-to-date listing of LP providers, visit www.harvardpilgrim.org.
What’s so hot about ElevateHealthSM?
A look at this unique approach to delivering superior, more efficient care

Now’s a great time to take a closer look at ElevateHealth, a truly innovative high-performance defined network plan featuring New Hampshire’s most recognized hospitals and doctors.

Focused on delivering high-quality, more affordable care and a better member experience, it’s from three local non-profit leaders—Dartmouth-Hitchcock, Elliot Health System and Harvard Pilgrim. In addition to effective care, its outstanding efficiency brings double-digit premium savings compared to our full-network plans.

So, what’s at the heart of its unique care delivery approach? It starts with the close-knit partnership of the three organizations, enabling shared data tools and a new, provider-driven care coordination model. That outstanding teamwork also means better communication and a reduction in the duplication of tests, bringing down costs and enhancing the overall care experience.

Here’s what this innovative new approach means to members at the point of service:

- **Enhanced provider access**, including helping new members find an in-network PCP or specialist, as well as guaranteed access within two weeks to a PCP for well-care visits.

- **Strong patient-doctor communication and relationships**, with emphasis on helping members improve their health and stay well to avoid disease.

- **Special programs for patients with chronic illness** to help them get the most highly coordinated care possible to best manage their condition, and assisting with appropriate follow-up care after a hospitalization to avoid complications and relapses.

- **Connecting members to additional support**, including directing them to highly trained Harvard Pilgrim Member Services representatives, transferring members to an ElevateHealth Care Manager as needed and assisting members to connect with social services (i.e., transportation to appointments, Meals on Wheels, VNA).

- **Help coordinating the member’s overall plan of care** including assistance with setting up appointments, answering any questions and coordinating diagnostic tests.

To learn more about how ElevateHealth improves the quality of care while lowering costs, visit [www.harvardpilgrim.org/elevatehealth](http://www.harvardpilgrim.org/elevatehealth) or contact your Account Executive.

Faster, easier, better: new improvements to Harvard Pilgrim Online Quoting

Our goal is to make it easy for you to do business with us. As part of that, we’ve just made some helpful enhancements to HPOQ, based on your feedback:

**Streamlined, easier-to-navigate screens for new business and renewals**
You’ll now find a better overall user experience for new business and renewal small group quoting. We’ve streamlined it by cutting out some clicks, making it quicker and easier to get your work done. That includes a new look and feel for the new business rating worksheet page.

**Census form flexibility**
Great news—in most instances, you now have a choice when it comes to the census form you use. In addition to the Harvard Pilgrim format census form, you now have the choice of using your own form to import account data.

**SBCs now available in HPOQ**
The ACA requires group health plans and health insurance issuers offering group health coverage to prepare and distribute Summary of Benefits and Coverage (SBC) documents to plan participants and beneficiaries. We’re pleased to note that beginning with plans with a January 2014 effective date, you can now access SBCs through HPOQ’s Save Rate Package Window. Just select the plan and then choose the SBC selection from the Include section. Click Save to include the SBC in the ZIP package.

**Reminder**
Firefox is the recommended browser for the best user experience.

We hope these enhancements are helpful, and we appreciate your ongoing feedback so we can continue to make Harvard Pilgrim Online Quoting even better. If you have any questions about HPOQ or these enhancements, please contact your Broker Relations Representative.

COMING SOON:
Great Ideas & Inspired Partners

Amazing things happen when people work together—that’s the key message of our soon-to-be-released 2013 annual report. Entitled Great Ideas & Inspired Partners, the report highlights examples of how we partner with doctors, hospitals, employers and members to help lower health care costs, improve quality and create a better health care experience.

> Check it out by visiting [www.harvardpilgrim.org/annual](http://www.harvardpilgrim.org/annual)
Growing Up Healthy

With one-third of the region’s children overweight or obese, the Foundation’s strategy has been to change the environments where children ages six to 12 study and play; to make healthier choices the easier choices. We do this through two large regional (MA, ME and NH) projects:

- **Let’s Go! Healthcare** (GRANTEE: MaineHealth, Portland, ME): The goal by the spring of 2015 is to have 169 trained pediatric practices that can provide comprehensive obesity prevention care. As of November 2013, 149 practices have been trained.

- **Healthy Kids Out of School** (GRANTEE: Tufts University Friedman School of Nutrition Science and Policy, Boston, MA): Healthy Kids Out of School (HKOS) is a health communication (drink right, move more and snack smart) and training campaign targeting out-of-school time staff and volunteers. By the spring of 2015, 337,000 children will receive the messages through 61,000 staff and volunteers. As of November 2013, 90,200 children have been reached through 557 staff and volunteers.

Other projects include:

- Creation and dissemination of **Gaining Traction: A Five-Year Progress Report**

- In Worcester, we have provided four years of start-up support for the Veggie Mobile serving affordable fresh fruits and vegetables for more than 500 families per week in the food deserts of the city

- In Boston, we’re funding **Let’s Move at Recess**, a new Boston Public Schools initiative providing a structured, more active and participatory recess using existing staff who have been trained

- In Newtown, Connecticut, we provided grant support for **Playmakers** to offer programming for the children and families recovering from the horrific violence of December 2012

Employee Service and Giving

Since its inception in 2004, Employee Service and Giving has provided multiple ways for Harvard Pilgrim employees to give back to the community through service. In 2013:

- We provided more than **$550,000** or 1,101 Mini-Grants, an all-time record, to more than 700 local non-profits

- More than **97%** of our employees participated in at least one type service or giving activity.

- More than **400 employees** volunteered more than **2,400 hours** of service to local communities

- We were ranked #7 out of 71 Greater Boston companies as the “largest corporate charitable contributors” by the **Boston Business Journal**

Culture InSight

Culture InSight has just completed the second year of its **Partnering for Healthy Communities Program**. This program provides technical assistance to five health care organizations in the region to support cultural competency in the care provided to underserved communities. Here are a few of the projects:

- **In Maine, The Health Ambassador Disparities Program**

- **In New Hampshire, Addressing Health Disparities through Diversifying and Training the Health Professions Workforce** in conjunction with the NH Medical Society and local colleges

- **In Massachusetts, Improving Visit Rates for Postpartum and Well Child Care for Latina Mothers** in Lawrence and the Framingham Mental Health and Substance Abuse Disparities Project

Other relevant work includes:

**Leading Toward Health Equality: Lessons from the Field**, a new publication launched at a conference for over 100 attendees. The report was featured in the national journal **Health Affairs**.

To learn more, visit [www.harvardpilgrim.org/foundation](http://www.harvardpilgrim.org/foundation).