

Disease Management and Wellness: Results of a Market Research Survey



Market Analysis Committee

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Presentation Outline



- I. Survey Design & Process
- II. Report Highlights
- III. Q&A

I. Survey Design & Process



Survey Purpose



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- Develop a comprehensive market report that offers insight into current and future trends of the disease management and wellness industry
 - Create a knowledge base for DMAA members, providing current, general industry, clinical and financial statistics where possible, as well as projections for the future

Phase 1: Survey Questionnaire

- Online survey developed with DMAA Market Analysis Workgroup and Gantry Group's in-house research panel
- Data collected June 2007-December 2007
- Breakdown of respondent categories (N=114):

Health plans	20%
Employers	31%
Service organizations	49%

(DM/health promotion & wellness)

Phase 2: Industry Report*



The final report includes:

- Size of the industry by lives covered, disease states managed, intervention modalities, etc.
- Performance of current DM and Health & Wellness programs
- The future growth plans for the industry
- Current and expected industry trends

* Key findings approved by workgroup

Organization of Report



- **Section I**: Defines those providing data and size of participating organizations, and provides data on similar views among health plans, employers, and service organizations.
- **Section II**: Presents data on differing priorities among health plans, employers and service organizations.
- **Section III**: Provides findings on questions that require further exploration. The sample sizes of respondents to this survey for these questions were too small to make any declarative statements.

Project Objectives



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- Establish base of total market size for disease management and health & wellness programs in the U.S. – by respondent segment – calculated as an extrapolation of survey response.

 - Establish domestic market growth potential, calculated as an extrapolation of survey response.

 - Provide new insights into the state of the disease management industry for public and private health plans, disease management organizations and employers.

Project Objectives, cont'd



-
- Further establish DMAA as the thought leader in the disease management industry to retain current members and attract new members within current segments.

 - Create a report that will establish a vision of the disease management industry for the next 3-5 years. As a knowledge base for DMAA members, this report will serve a dual purpose by providing current, general industry, clinical and financial statistics where possible, as well as projections for the future.

 - Define areas where further data must be collected.

II. Report Highlights



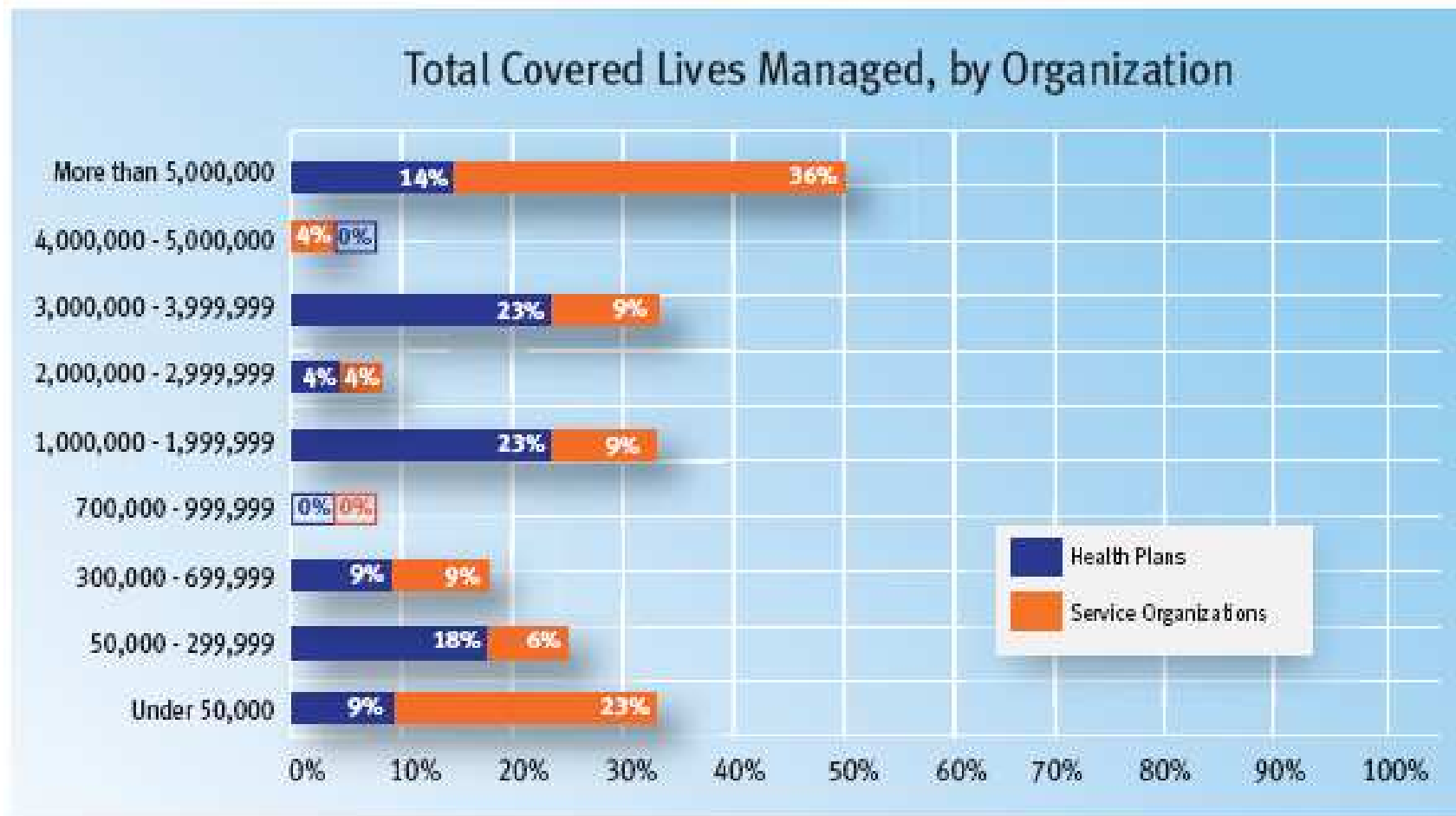
Section I



Similar views among respondents

- ❑ Health plans
- ❑ Employers
- ❑ Disease management/health promotion and wellness service organizations

Total Covered Lives Managed, by Organization

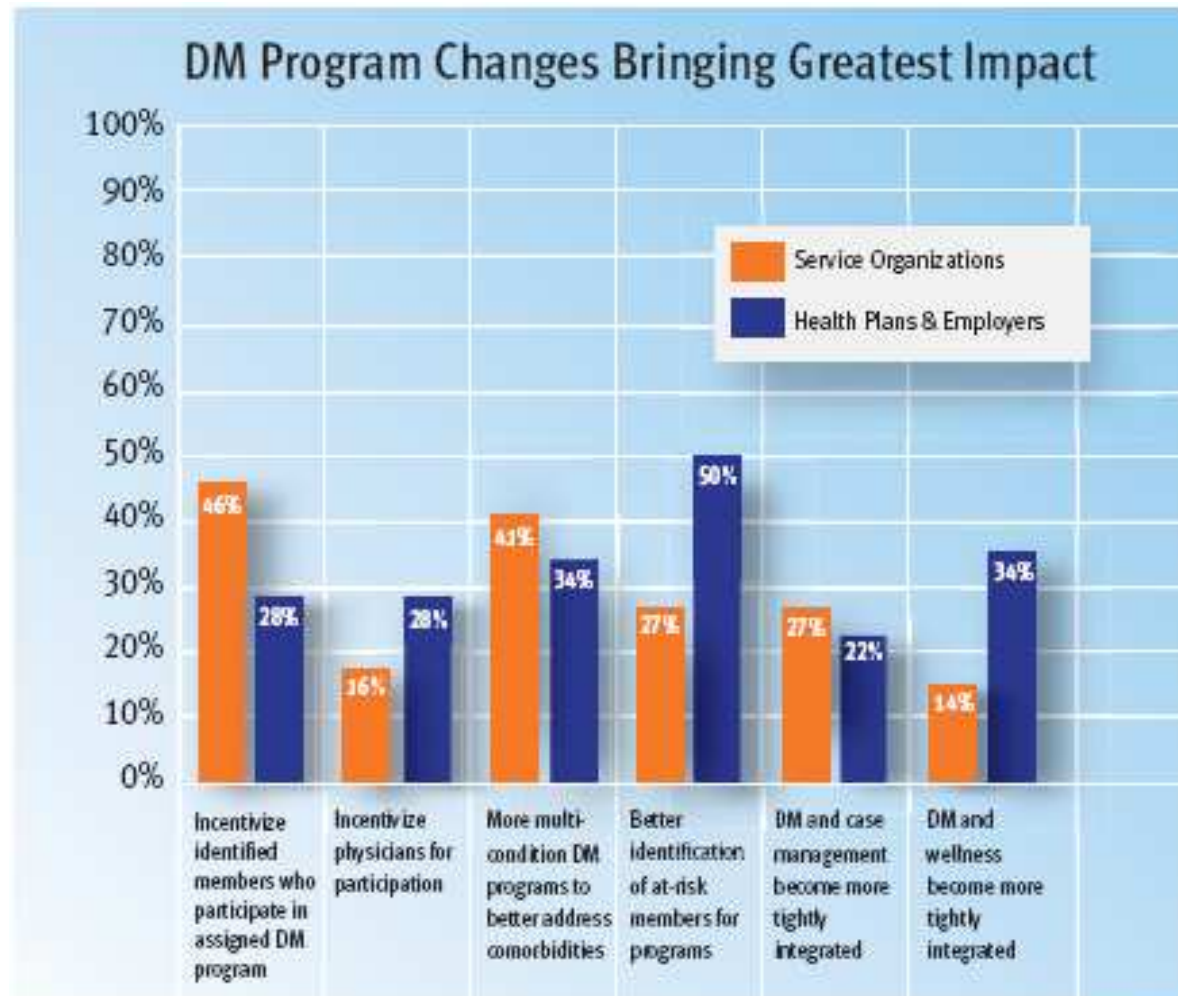


Critical Components of Disease Management Program Success



- Health plans, employers and service organizations concur that the three most critical components that determine disease management program success is *member engagement in the program, strong willingness to change behavior, and physician engagement.*

Disease Management Program Changes Promising Greatest Impact

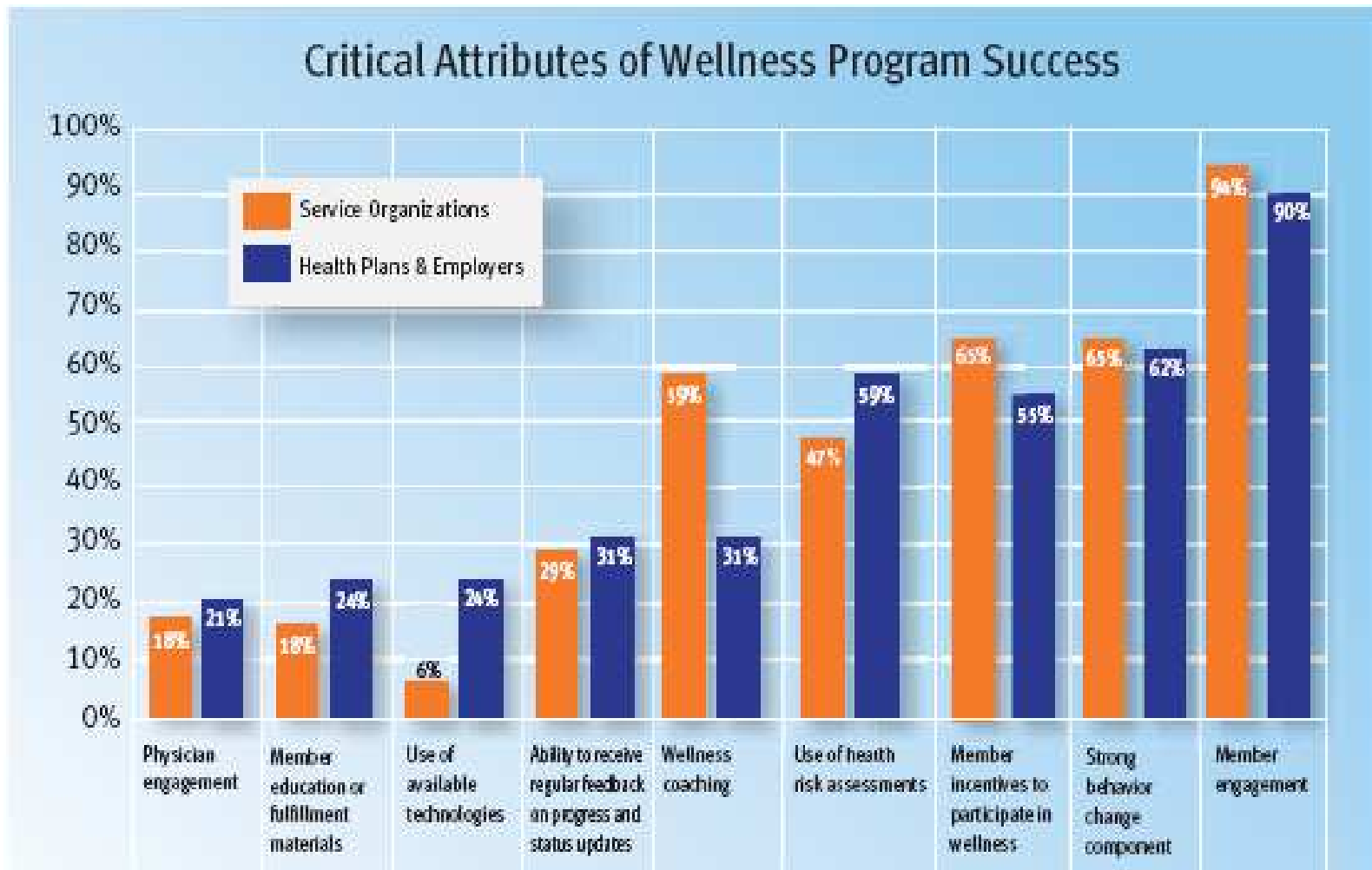


Wellness Program Commitment



- ❑ Wellness is becoming increasingly important to both employers and health plans.
- ❑ Currently, 84% of health plans and employers are offering one or more wellness programs.
- ❑ Within the next 12 months, 91% of health plans and employers expect to offer wellness programs.

Critical Attributes of Wellness Program Success



Change in RFP Queries for DM/Wellness Services Expected from 2008-2010



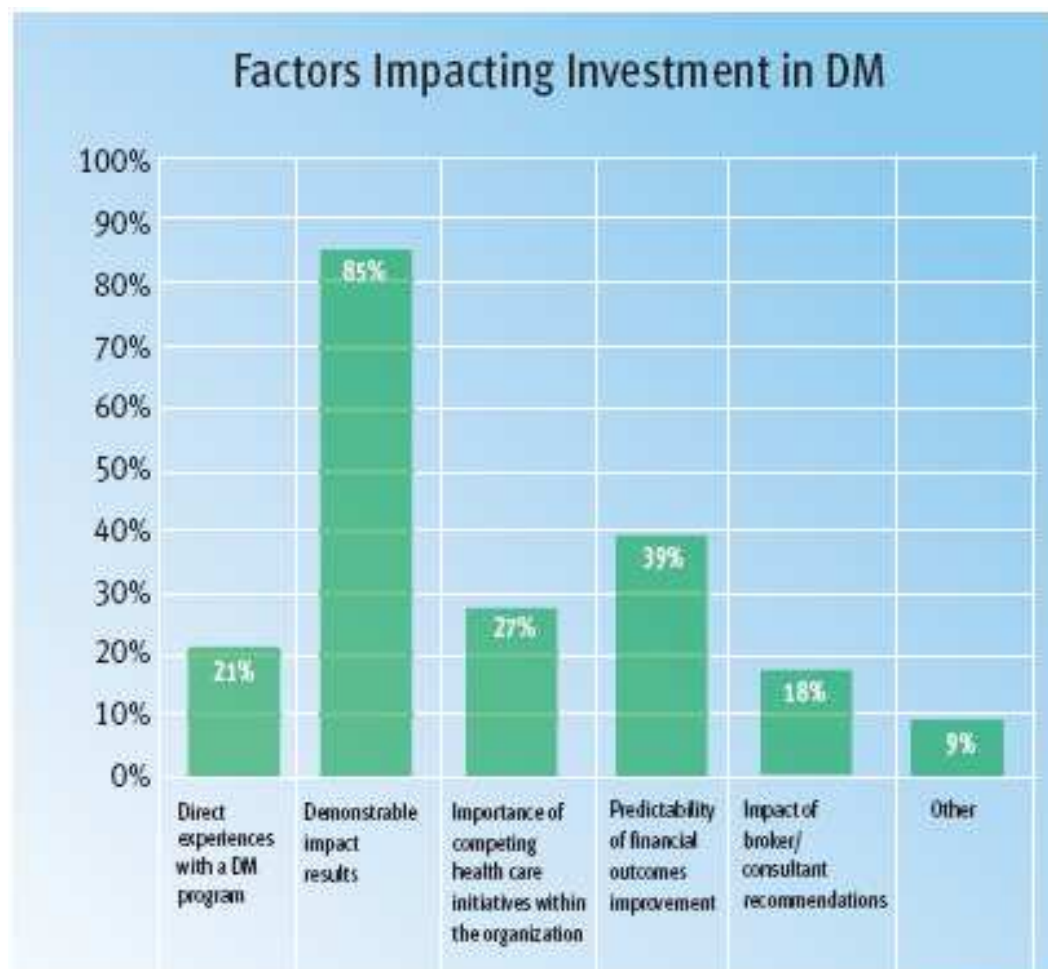
- Move from calculation of individual element ROI to measuring reduction in overall trend
- Queries on participant satisfaction measures
- Explanation of performance guarantees
- RFPs focusing on both DM and Wellness programs
- Queries related to total patient management

Importance of Data Integration



- 77% of the responding service organizations report that data integration is a customer expectation in RFPs.

Factors Impacting Investment in DM

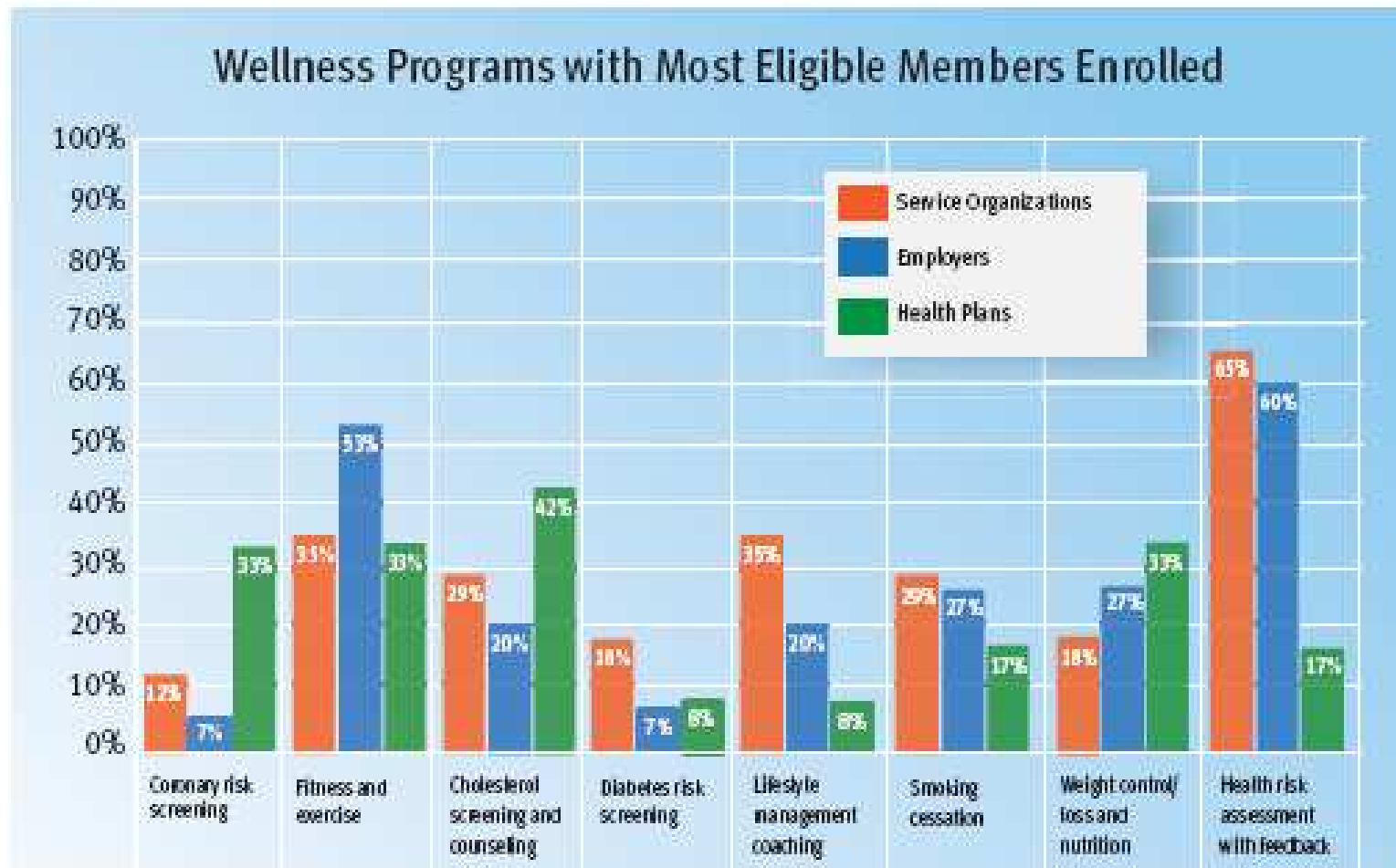


Section II



- Data on differing priorities among service organizations, health plans and employers

Wellness Programs with Most Eligible Members Enrolled



Measuring Wellness Program Success



□ Health Plans:

- Improved program participation rates
- Improved clinical outcomes
- Reduced annual care expenses

□ Employers:

- Improved program participation rates
- Improved identification of at-risk members

□ Service Organizations:

- Improved member satisfaction
- Improved behavior change metrics
- Improved clinical outcomes

Section III:

Where Further Data is Needed



- ❑ Measuring DM Program Success
- ❑ DM Program Outsourcing Decisions
- ❑ Critical DM Service Organization Attributes
- ❑ DM Program Effectiveness
- ❑ Wellness Programs Offered

Next Steps



- We need you and your organizations to continue to participate in this important data gathering.
- *New Market Analysis Committee* will form Fall 2008 to develop the next generation surveys and subsequent reports.

III. Q & A

