



Quality & Affordability

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**Upstate New York's largest nonprofit
health plan covering 1.7 million
people**



Keys to success

- Not for Profit
- Local
- Strong provider culture
- Execution

Excellus BCBS has made a conscious effort to focus on the community, physicians, and members to promote optimal care.



Traditional Interventions

Utilization Management

- Prior Authorization
- Radiology Management Program
- Inpatient admission review process

Case Management/Disease Management

- Health Dialogue
- Quit For Life – Smoking Cessation
- Step Up
- Intensive Case Management Program



Community Collaborative Efforts

- **Community based guidelines**
- **Community and Member Health Improvement Council**
- **Relationships with community agencies**
 - American Lung Association
 - American Heart Association
 - American Diabetes Association
 - Greater Rochester Healthcare Foundation
 - United Way
 - Finger Lakes Health Systems Agency
 - Community Technology Assessment Advisory Board
 - Rochester Business Association
 - Greater Rochester RHIO



Physician Collaborative Efforts

- **Regional health plans aggregate data for providers - Diabetes**
- **Patient Management Reminders**
- **Provider registries**
 - Pay for performance
 - Profiling – criteria developed with local physician input
- **Rochester Medical Home Initiative**
- **Physician culture**





Hospital Collaborative Efforts

- **Hospital Performance Incentive Program (HPIP)**
- **Hospital Quality Improvement Programs (HQIP)**





Bringing it all together

“Generics are Real”

Members, Physicians, Hospitals, Community



Summary

- **Being local & Not for Profit we are uniquely positioned to work effectively throughout the communities we serve.**
 - Traditional programs in Utilization Management, Disease Management, & Case Management can be more effective
 - Opportunities for innovation and collaborations with physicians, hospitals, community leaders, and even competitors.
 - We work hard within Excellus to build a culture based on collaboration and excellence in all endeavors.



THANK YOU