

*Consumer Focused Health Care:*  
**Beyond the Health Savings Account**



June 14 and 15, 2005  
University of St. Thomas, College of Business  
Minneapolis, MN





## Consumer Focused Health Care: Beyond the Health Savings Account

Much attention has been paid to the financial responsibility of the consumer and the “skin in the game” approach to reducing healthcare costs and utilization. The majority of consumer driven health care (CDHC) approaches focus on employed, relatively healthy consumers who make up 80% of the population but only consume 20% of the costs. The NIHP Consumer-Focused Healthcare (CFHC) Initiative, however, will focus on consumers who have more complex and costly needs — broadly defined as people with chronic conditions — and will explore the value of the patient/provider relationship in the 21st century health system.

The Summit will:

- *Evaluate the strengths and weakness of currently available CDHC healthcare financing tools, and their usefulness for people with complex health conditions;*
- *Define the core principles of an optimal consumer-focused health care system, and the necessary conditions for a productive patient/provider relationship;*
- *Identify several models that might be piloted to test the soundness of these principles;*
- *Inform and impact healthcare providers, payers/purchasers and policy makers locally, regionally, and nationally regarding the role of the consumer who has a chronic condition in the purchase and delivery of cost effective, high quality care;*
- *Translate the findings into an agenda for a possible national Forum on CFHC.*

### Target Audience

125 participants representing a cross-section of healthcare stakeholders, including: hospital executives, providers, public health officials, legislators and policymakers, consumers, employers, employee representatives, pharmaceutical industry, and media.

You should plan to attend this conference if you have a stake in: containing health costs; optimizing the patient/provider relationship; empowering patients to engage in their own healthcare; and are concerned about access to information and services for people with chronic conditions.

12:00 p.m. **Lunch and Keynote Address**

**Keynote Speaker:**

**John Wennberg, M.D.**

**Shared Decision-Making and the Patient/Provider Relationship**

Co-Founder and Senior Medical Advisor, Foundation for Informed Medical Decision Making, Boston; Director of the Center for Evaluative Clinical Sciences at Dartmouth Medical School and Peggy Y. Thomson Professor of Epidemiology and Professor of Community and Family Medicine at Dartmouth Medical School.

**Session Description:**

*With the advent of consumer-driven healthcare financing tools and the like, the consumer is rapidly being expected to assume more financial and intellectual responsibility for his/her healthcare. Assuming that the patient/provider relationship is at the core of a functional healthcare system, this session will explore the theory of shared and informed medical decision making and its potential contribution to a consumer-focused healthcare system.*

**Response Panel: Local providers**

**Margaret Dexheimer Pharris, PhD, MPH, RN, FAAN,**

Associate Professor of Nursing, College of St. Catherine

**George Schoephoerster, MD,** Family Medicine,

CentraCare Health, President, Minnesota Academy of

Family Physicians

**Charles Fazio, MD,** Chief Medical Officer & Senior Vice

President, Medica

**Karl Self, DDS,** Executive Director, Community University

Health Care Center

2:00-3:15 **Session I:**

**Engaging Consumers in the Healthcare Partnership: A Research Perspective**

**Presenters:**

**Judith Hibbard, Ph.D.,** Professor of Health Policy, Department of Planning, Public Policy and Management, University of Oregon

**Dave Knutson,** Director of Health Systems Studies, Park Nicollet Institute for Research and Education

**Steve Parente, Ph.D.,** Assistant Professor, Department of Finance, Carlson School of Management, University of Minnesota

**Session Description:**

*A key factor in reducing overall costs and achieving better health outcomes is empowering consumers to make appropriate financial and healthcare service decisions in partnership with their providers. Panelists will present research findings on methods for consumer engagement and will explore productive roles for the consumer, their family, providers, employers and payers in a consumer-focused healthcare system.*

**Break**

3:30-5:00 **Session II:**

**Consumer Focused Healthcare: Changing behavior through "Skin in Game"**

**Presenters:**

**Barry Baines, M.D.,** CMO, UCare Minnesota

**Jinnet Fowles, Ph.D.,** Vice President, Research, Park Nicollet Institute

**Greg Michaud,** Vice President of Human Resources, Bobcat Co.

**Session Description:**

*CDHC tools are being widely marketed and promoted as the panacea to rising healthcare costs for employers of all sizes. Employers are embracing these insurance tools at an increasing rate but are they really the answer for all consumers? This session will explore the strengths and weaknesses of existing CDHC tools, with a focus on their usefulness for consumers with one or more chronic conditions.*



7:30 a.m. **Continental Breakfast**

8:00-9:30 **Session III:  
State-of-the-Art Management for Chronic  
Conditions: Cost Control and Patient  
Engagement**

**Presenters:**

**Sheryl Niebuhr, PhD**, Manager, 3M Health & Productivity  
**Chris Duff, CEO**, Axis Healthcare  
**Chris Selecky**, Chair, Disease Management Association of  
America

**Session Description:**

*People with chronic conditions represent the most complex and costly healthcare consumers. This expert panel will discuss challenges and opportunities in chronic condition management, including financial and delivery system barriers and/or opportunities. All participants will contribute information about available coverage options, interface with disease management services, and the quality of consumer access to information.*

**Break**

9:45-11:15 **Session IV:  
An Environmental Assessment: Stakeholder  
perspectives on the current state of chronic  
condition management, engaging the  
consumer, and the potential for an enhanced  
patient/provider relationship**

**Presenters:**

**Jim Chase**, Executive Director, Community Measurement  
Project  
**Gloria Lewis**, Director, Office of Minority & Multicultural  
Health, Minnesota Department of Health  
**John Miall**, Project Director, The Asheville Project

**Session Description:**

*Consumers, consumer advocates, providers, and payers will address the following questions: What does the consumer with a chronic condition really want? Do they see themselves in the "driver's seat?" What tools do they need to be successful? How can the best of consumer-driven healthcare financing tools and patient-centered clinical care be optimized to meet the needs of consumers with chronic conditions and reduce costs?*

11:15-12:45 **Lunch and Featured Speaker**  
**Speaker: David Lansky, Ph.D., Director,  
Health Program, Markle Foundation**

1:00-2:30 **Session V:  
An Upper Midwest Consumer-Focused  
Healthcare System: (Re)Building the  
Foundation**

**Moderator:**

**Jan Malcolm**, CEO, Courage Center

**Small Group Facilitators:** TBD

**Session Description:**

*CDHC is forcing all healthcare stakeholders to reflect on what works and what doesn't in our nation's complex health delivery and financing systems. All agree that the patient/provider relationship is the foundation upon which a consumer-focused healthcare system should be built but that relationship may be at risk in the face of fragmented service delivery and finance options. This session will explore what it takes to rebuild, support, and optimize the best of the provider/patient relationship.*

*In this session, you will join a group of diverse healthcare stakeholders at your assigned table and spend 60 minutes to articulate the 4-6 cornerstones that you think are essential to support an ideal consumer-focused healthcare delivery and financing system.*

**Break**

2:45-4:30 **Session VI:  
Piloting the Three P's: Proving the potential  
of an optimal patient-provider relationship  
for consumers with Chronic Condition(s).**

**Moderator:**

**Jan Malcolm**, CEO, Courage Center

**Small Group Facilitators:** TBD

**Session Description:**

*Facilitated multi-stakeholder groups will consider the principles, policies and practices that comprise an ideal CFHC system and identify possible models of care and financing.*

*Those models will be shared with the larger audience of participants and will serve as the basis for the Summit proceedings and future pilot projects.*

4:15-5:00 **Next Steps and Closing**





### **John Wennberg, M.D., M.P.H., Keynote Speaker**

John Wennberg is cofounder and senior medical advisor for the Foundation for Informed Medical Decision Making, Boston; director of the Center for Evaluative Clinical Sciences at Dartmouth Medical

School and Peggy Y. Thomson professor of Epidemiology and professor of Community and Family Medicine at Dartmouth Medical School.

Dr. Wennberg is the principal investigator and series editor of The Dartmouth Atlas of Health Care, which examines the patterns of medical resource intensity and utilization in the United States. The Atlas project has also reported on patterns of end of life care, inequities in the Medicare reimbursement system, and the under-use of preventive care.



### **Judith Hibbard**

Judith Hibbard is a Professor of Health Policy in the Department of Planning, Public Policy and Management at the University of Oregon. Her work focuses on consumer decision-making and how consumers, through their choices

and actions, can have a higher quality of care. She has lead controlled laboratory experiments, field experiments, large surveys, and panel studies following patients and their claims data over time. Dr. Hibbard is the lead author of the Patient Activation Measure (PAM) and the lead investigator in the development of a short screening tool to identify older adults with marginal or inadequate health literacy.

Professor Hibbard serves on several advisory panels and commissions, including The National Advisory Counsel for AHRQ, National Health Care Quality Forum, JCAHO, and the Oregon Patient Safety Commission. She is an investigator on the CAHPS II project. Her work appears in recent issues of *Health Affairs*, *Medical Care*, and *Health Services Research*.



### **David Lansky**

David Lansky, PhD, joined the Markle Foundation as Director of the Health Program in 2004. His work focuses on accelerating the adoption of interoperable health information technology throughout U.S. health care, with a particular emphasis on

ensuring that patients and consumers have access to and control over their information and can participate fully in the redesign of the health care system. For more than 20 years, Lansky has been a proponent of a more responsive and accountable health care system, most recently serving as President of the Foundation for Accountability (FACCT) from 1995 to 2004.

A nationally-recognized expert in accountability and quality measurement, Lansky has served as a board member or advisor to numerous health care projects and programs, including the National Quality Forum, the Joint Commission on Accreditation of Healthcare Organizations, the National Patient Safety Foundation, the Leapfrog Group, and President Bush's 2002 Economic Summit.

A block of rooms has been held at The Marquette Hotel, 710 Marquette Ave., Minneapolis, in the name of the National Institute of Health Policy for this conference. To receive a discounted rate, please call 612-376-7400 by May 23rd.

For more information, call Carrie Pasterski at **651-962-4630**.

Click on the link below for a registration form.



[www.NIHP.org](http://www.NIHP.org)

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# National Institute of Health Policy

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Partner, Halleland, Lewis,  
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