



# Healthcare Innovations & Group Pooling

## Presenter:

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**oswald**<sup>®</sup>

A **UNISON** RISK ADVISORS Company



## CORE VALUES

Passion for Excellence

Integrity

Resourcefulness

Commitment to Community

Women's Leadership Council

oswald

taylor oswald

oswaldthrives

oswaldcares

oswaldCLIMBS

## PARTNERSHIPS & INITIATIVES

creating a diverse, equitable and inclusive culture at Oswald.

oswald PRIDE+

## WHAT WE DO

# STRATEGIC RISK MANAGEMENT AND INSURANCE BROKERAGE

Property & Casualty

Employee Benefits & Health Management

Life Insurance

Retirement Plan Services

Personal Risk Management



## AWARDS AND ACCOLADES



## MAJORITY EMPLOYEE OWNED

with over 400 employee-owners and growing!



COMING SOON!! Canton Location

## 8 OFFICES IN OHIO, MICHIGAN & PENNSYLVANIA

Cleveland, OH headquarters  
Akron, Cincinnati, Columbus,  
Detroit, Medina, Pittsburgh, Toledo



Assurex GLOBAL

## LOCAL SERVICE. GLOBAL SCALE.

Proud member of the world's largest association of privately held insurance brokers.

# Who Gets Paid



Physician  
Services



13¢

Prescription  
Drugs



23¢

Outpatient  
Services



17¢

Inpatient  
Services



32¢

Admin  
Costs



12¢

Taxes



3¢

# What Drives Cost... Econ 101

**Price of Units**  
(Cost of services)



**Quantity of Units Used**  
(Frequency of Services)



Exploration



Innovation



Collaboration



Activation

# univationlabs

## Existing Solutions

- Direct Primary Care
- Pharmaceutical Management Strategy
- Alternative Methods to Accessing Care
- Behavioral Health
- Virtual Care – Remote Patient Monitoring
- Packaging of Solutions/ Connected Care
- Predictive Modeling/Analytics

## Current Projects

- Early Cancer Detection
- Social & Geographical Determinants of Health
- Chronic Conditions/Disease Management Programs
- Centers of Excellence

# Communication, Communication, Communication

When all else false....Communicate

# Engagement Technologies and Capabilities

MULTI-CHANNEL & MULTI-LINGUAL COMMUNICATIONS TO REACH YOUR ENTIRE WORKFORCE



## Benefit Websites

- Anchor point for all info
- Robust content library
- Responsive design looks great on smartphones
- Text, mail and email campaigns can drive page views
- Analytics measure engagement



## Benefit Guides

- Some employers prefer summaries that are brief & to the point
- Other employers include everything, even required compliance notices
- Can be turned into flipbooks or printed & mailed home



## Video

- Customized videos
- Open Enrollment or New Hire Onboarding overview
- Library of over 60 employees education videos
- Versatile: send via text, email a link or add to benefits website



## Postcards

- Easy & inexpensive
- Simple way to disseminate information to all members
- Oversize format for higher impact

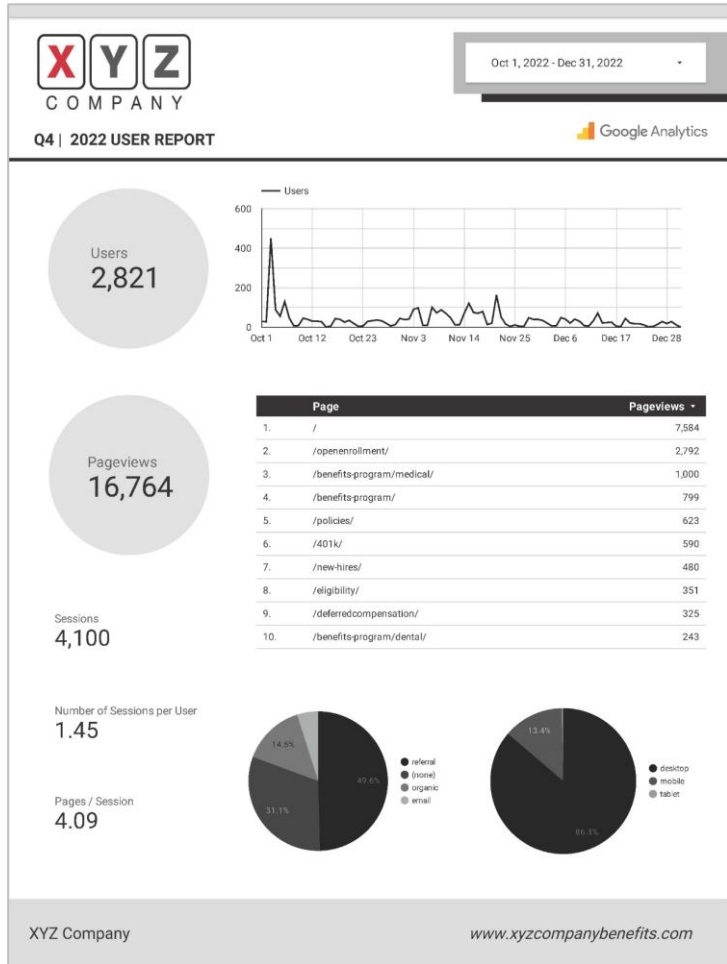


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# Measuring Member Response Shapes Strategy

## Website Analytics



## Video Analytics

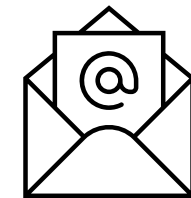


Views ↓	Impressions ↕	Finishes ↕
436	487	123
Avg. % Watched ↓	Avg. Time Watched ↕	
63%	00:03:14	

## For print: QR Codes



## For email: UTM Codes



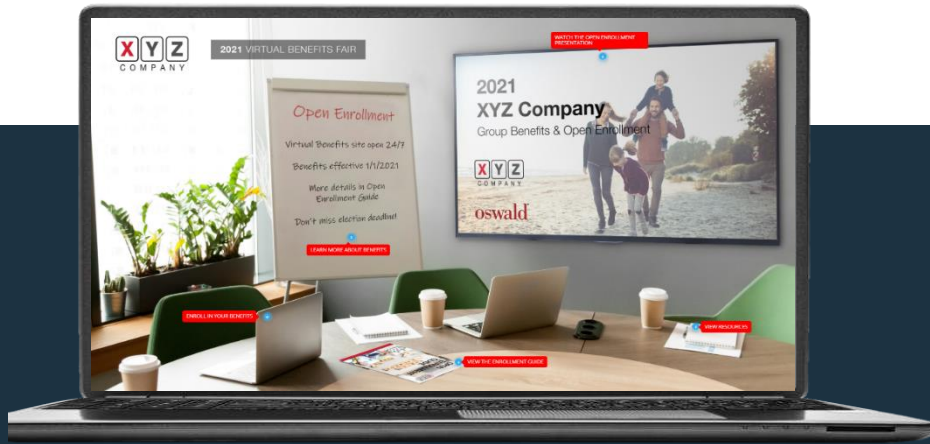
Linking to web content allows precise, *anonymous* measurement



# Open Enrollment Strategy

## Engagement in a Virtual World

We do the heavy lifting for you so your messages reach your audience. Using multiple channels optimizes message delivery. Your associates will feel informed and most importantly, supported.



56%

of employees spent less than 30 minutes researching their benefits options during the last Open Enrollment\*

54%

of employees would rather experience some form of discomfort than research their Open Enrollment benefits\*

\*Statistics from Aflac's 2019-2020 Workplace Benefits Trends Survey



### Memos/FAQ's

- Overview of Benefits
- Frequently Asked Questions



### Flyers

- Announcement promoting OE
- Promotion of Voluntary Benefits
- Overview of OE Changes



### Additional Communications

- HTML Emails
- Benefit Guides
- Postcards
- Topic-Specific Guides (HSA's)
- Topic-Specific Videos



### Presentations

- OE Overview (Presentation)
- Recorded Presentation

# Consumerism

Wish it was as easy as buying tires, tv etc....

# DIGITAL WALLET & INFORMATION

Your benefits Package  
Housed in One Location



Medical



Dental



Vision



Savings  
Accounts



Onsite  
Clinics



Wellness  
Incentives

## C.A.R.E.S. Bundle

### ✓ Healthcare Navigation **Included**

- Personalized Benefits Wallet
- Expert Provider & Facility Recommendations
- Steerage to Client's Benefits Programs
- 24/7 Access to Live Healthcare Concierges
- Rx Savings Review
- Appointment Booking
- Custom communications platform

- ✓ **Medical Bill Review** **Included**
- ✓ **Telemedicine** **Included**
- ✓ **MSK Therapy** **Included**
- ✓ **Chronic Care** **Included**

Fully Integrated



Virtual Urgent  
Care



EAP or  
Behavioral



MSK



Virtual PCP



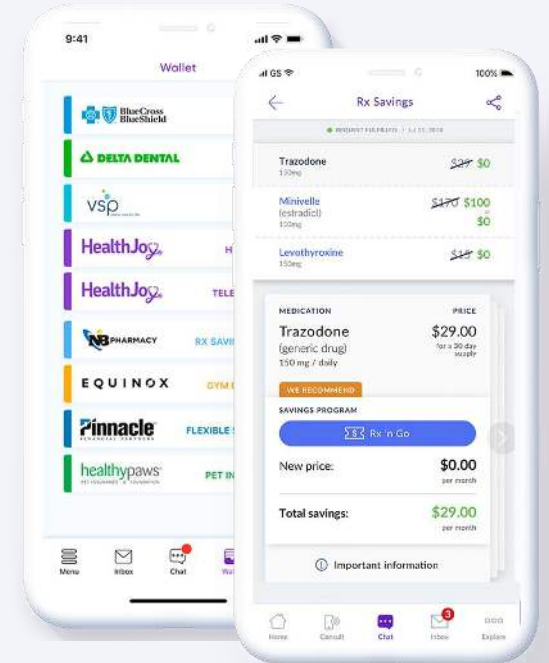
Disease  
Management

## 24/7 Live Concierge Support

Benefits Experts

Billing Experts

Clinical Coaches



### Cost Transparency

We provide cost and quality transparency that makes shopping for all services simple. Medical, Vision, Dental, etc., we can even recommend cash prices in some instances to save money.

### Answer Benefits Questions

The concierge team is there to answer all your employees' questions 24/7 - 365. Our team has access to all the benefits your employee elects during their open enrollment, and we educate them to find the highest value care at the lowest possible cost.

### Resolve Claim Issues

The concierge team can provide advice or assistance to employees filing a complaint or grievance with their insurance provider every step of the way. Putting time back in HR's day and providing peace of mind to the employee.

### RX Savings Review

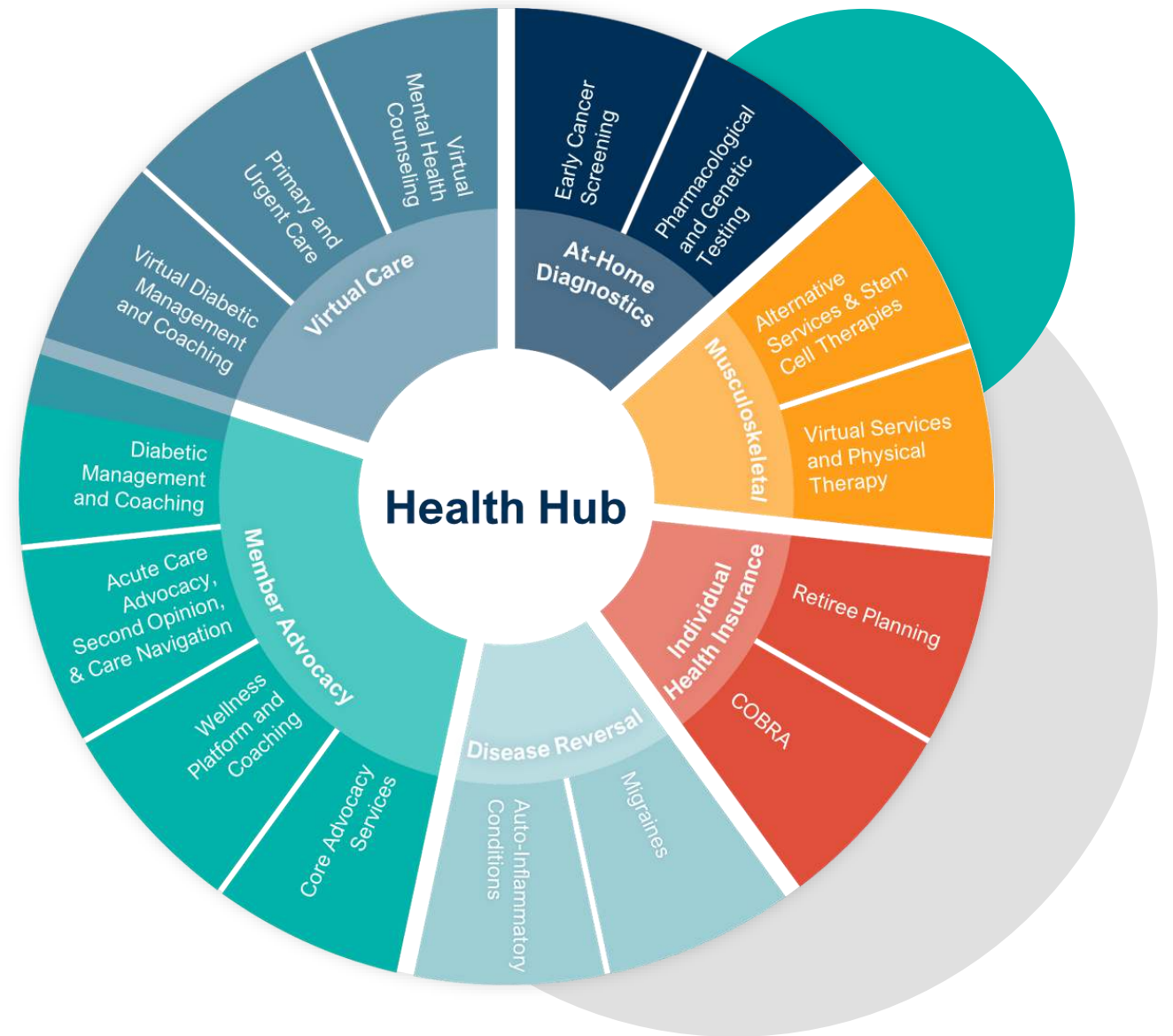
Employees are worried about the cost of prescription medication. We use nine savings strategies to help find lower-cost medication alternatives, driving down the prescription spend and improving employee satisfaction.

# Start your wellness journey with Health Hub

The Health Hub is the first stop for your healthcare needs. You will have 24/7 access to care including virtual primary care, mental health counseling, physical therapy and various concierge services. The ISBC Health Hub has centralized these benefits making it easier for you to access by calling or utilizing the website or mobile app!

Start your health journey today at [the www.website.com](http://www.website.com) or by calling

800.???.????



# Direct Primary Care

Access to care

# Direct Primary Care

REDUCE COST & INCREASE QUALITY



## Maximized Primary Care

- Broadest scope of primary care available (at the top of their licenses)
- 24/7 access to *your* doctor
- Convenient locations and no copays
- Drive down employer & member cost
- Physician serves as advocate, referral source & care coordinator



## Optimize Outside Care

- Total care coordination
- Referral management
- Redirection of care to high-value providers



## Align Incentives

- Optimize plan design to create more value
- Improve population health
- Compensate doctors on outcomes; not volume
- Fees at risk for performance aligned to your objectives

Give patients unparalleled access to their personal physician, who has the time, tools, and incentives to work proactively and holistically with their patients.



# Case Study: Direct Primary Care & Population Health

## Public School System



**2,600**

ELIGIBLE EMPLOYEES

### Opportunity

- Contain long-term costs
- Win-win with union(s)

**\$50M**

ANNUAL SPEND

### Solution

- Concierge primary care without copays/deductibles
- Involve Union leadership

**\$1.5M**

ANNUAL SAVINGS

### Outcome

- 11% ↓ in claims
- Cost reduction of -3%
- 68% improved health
- Reduced overall large claim expense
- 35% using clinics

# Early Detection & Rx screening

What if ?



# Early Cancer Detection

## Groundbreaking Test

50+

cancer types detected,  
including cancers not commonly  
screened for

0.5%

false positive rate,  
to reduce unnecessary medical  
procedures

89%

accuracy in predicting  
location of the cancer,  
directing diagnostic work-up

68%

sensitivity stages I-III  
For cancers representing  $\frac{2}{3}$  of  
cancer mortality

Now you can screen for multiple cancers  
with a simple blood draw.<sup>1</sup>

The Galleri MCED test looks for  
many cancers not commonly  
screened for today.

It is also the #1 employee-ranked  
health benefit.<sup>2\*</sup>

*(Recommended for use in adults with an elevated  
risk for cancer, such as those aged 50 or older)*

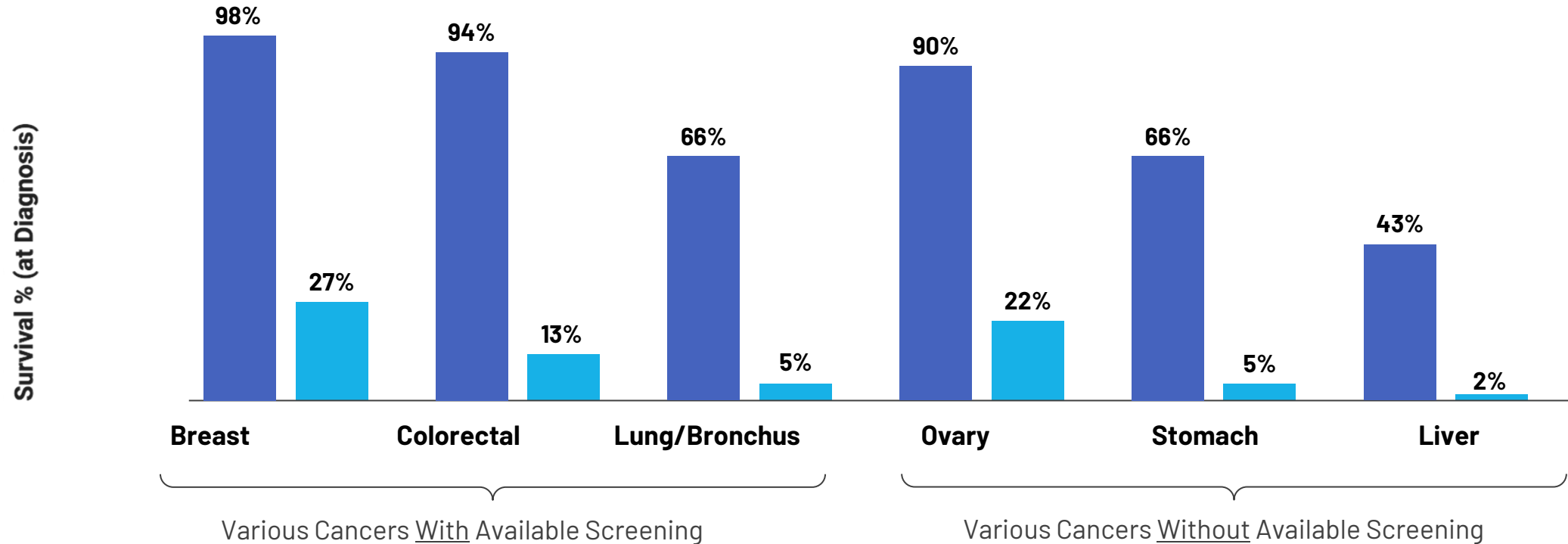


1: Klein EA, Richards D, Cohn A, et al. Clinical validation of a targeted methylation-based multi-cancer early detection test using an independent validation set. *Ann Oncol.* 2021;32(9):1167-1177. Doi: 10.1016/j.annonc.2021.05.806. 2. Market research data on file GA-2022-0089

# Early Detection is Key

When caught in earlier stages, survival rates for many cancers are much higher

**Stage I vs. Stage IV Cancer: 5-Year Survival Percentage**



<https://progressreport.cancer.gov/diagnosis/stage>  
Data on file (based on additional SEER-based calculations) GA-2021-0065.

# Claim Insights

## Impact Analysis

### BY THE NUMBERS



- In 2022, there were 35 Cancer episodes for 31 Claimants, costing the plan \$384,698
- The majority of Cancer claimants were over the age of 50
- There were several claimants with a higher severity level, which can be indicative of a more advanced stage
- Many of the Cancer cases were types that do not have a routine screening

Cost / Test (Oswald Rate): \$849

Eligibility*	# of Members	Expected # of Tests		Expected # of Tests	
		Employer pays 100%	Employer pays 50%	Employer pays 100%	Employer pays 50%
Employees 50+	79	50%	40	30%	24
Spouses 50+	32	50%	16	30%	10
Employees 40-49	55	25%	14	15%	8
Spouses 40-49	40	25%	10	15%	6
<b>Estimated Cost</b>		<b>\$67,283</b>		<b>\$20,185</b>	

\*Reflects current enrollment in the medical plan

**Cost of the Top 3 Cancer Claimants in 2022: \$220,074**

# The Power of Pooling Risk

WHAT MAKES INSURANCE COMPANIES TICK?

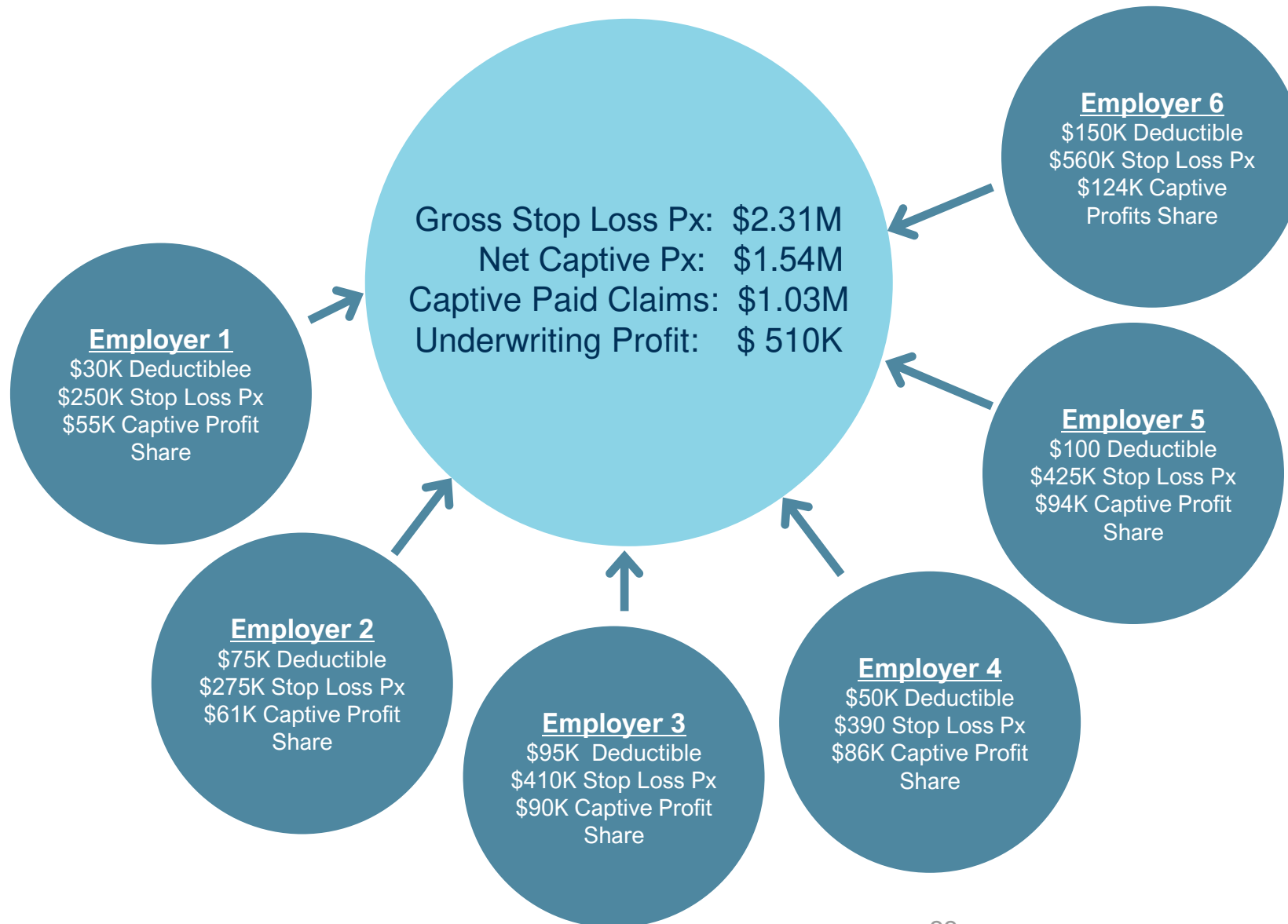
# How Risk Is Shared



## Advantages of Self-Funding with Captives

- Preferred Risk Pool
- Larger group = pricing leverage
- Enables small employers to participate in self-funding
- Reduces stop loss rate volatility
- Protects large individual claim exposure
- Premium surplus is retained in the Captive
- Surplus returned to participants

# How Underwriting Profits Are Shared



## Employer Layer:

Each participant will self-fund claims up to their specific deductible per member, per policy period.

## Captive Layer:

Participants pool stop loss premium and share claims over their specific deductible & up to \$300,000.

## Reinsurance Layer:

Claim above the Captive layer is paid by a reinsurance carrier.

# Case Study... Power of Risk Pooling

<b>68</b> Pooled Employers	<b>5,100</b> Employees	<b>98%</b> Annual Retention
<b>14</b> States	<b>10,000</b> Members	<b>80 EEs</b> Average Size Group

**84.7%**

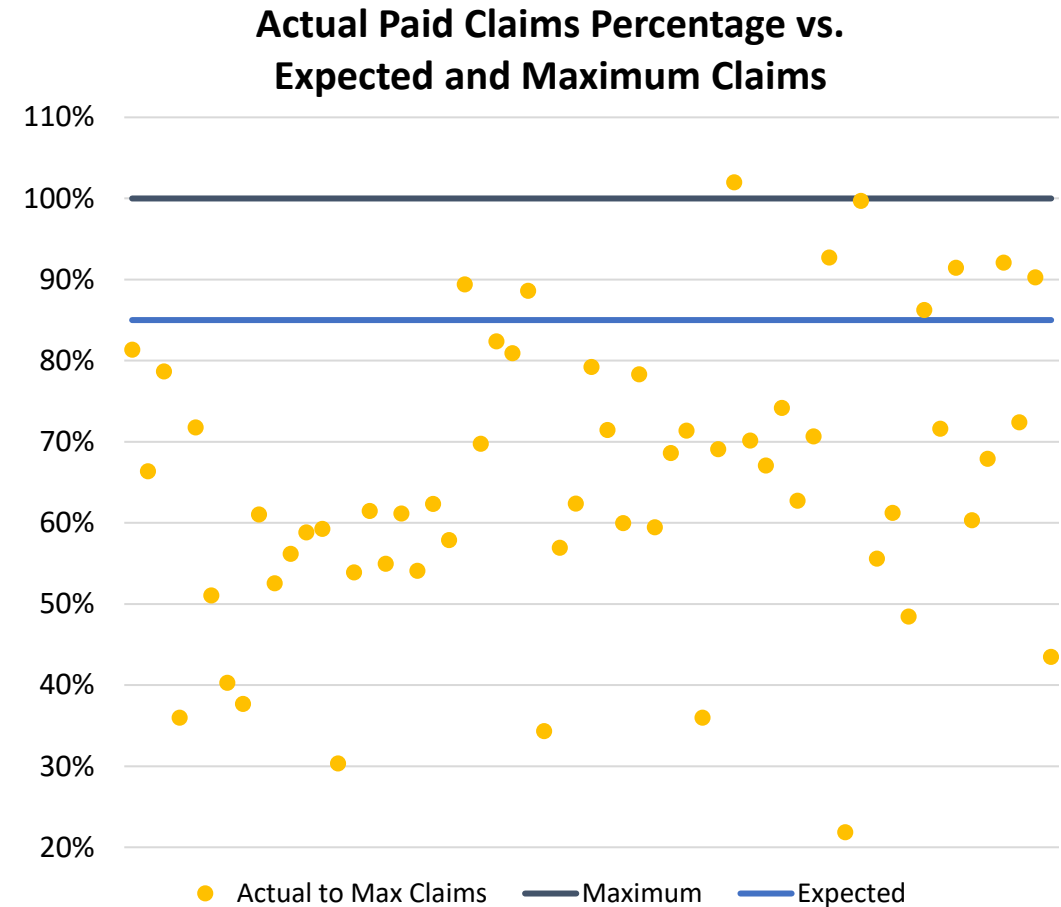
of employers paid claims *at or below expected* levels

**20.5%**

*below average* compared to fully-insured premiums over 6 years

**\$13M**

of unused Stop Loss premiums *returned to employers*



# Questions?



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