

Marathon Health partnership review
CEBT Summer Conference
Mon., July 17th, 2023, 10:45-11:30am

Care that matters

Michelle Rosowsky, MBA, Client Advocate
Jenny Lang, FNP, CNM, MSN, Health Center Director at Glenwood





Today's touchpoints



Care that matters

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- Our 10-year partnership
- Key outcomes
- Caring for care teams

Population health focus

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How are we ensuring a well-managed population?

- Population risk profile
- Risk reduction through engagement
- Quality measures to close gaps in care
- Impact on members, population, and cost

Engagement

p. 13

How do we have a greater impact on plan utilization?

- Levers of engagement
- Current strategies
- Keeping a focus on engagement

Marathon Health as strategic partner

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How can we evolve our partnership to bring more value?

- Marathon Health updates
- Focus on core deliverables
- Opportunities to expand access, Anywhere updates
- Community of like-minded organizations: Engage 2023





CEBT and Marathon Health: a 10-year partnership

Work with purpose for AMBASSADORS

- 33 min average time with patients
- 4.4 years average tenure of current health center staff

Highly valued benefit for EMPLOYERS

- 29 employer events attended by clinical teams in 2022 (benefit meetings, health fairs, etc.)
- 12 health education webinars, wellness challenges, and incentives in 2022



Better healthcare experience for MEMBERS

- 96.6% satisfaction, last 12 months
- 98% able to schedule at their preferred time
- 2,000+ members have improved biometric measures

Fiscal stewardship for CEBT

- \$2M savings from redirected care, last 12 months
- 27% less claims cost, users vs non-users in NoCo





Staying connected to our “Why”

CEBT all-teams meeting, May 2023

“I’m able to develop meaningful relationships with my patients at CEBT Widefield. I appreciate the time I have to provide quality care in a comfortable and welcoming environment. It’s fulfilling to know my daily work is helping make a difference in my patients' lives.”

- Leah Michelli, CEBT Widefield



Population health focus

How are we ensuring a well-managed population?

Population risk profile

Risk reduction through engagement

Quality measures to close gaps in care

Impact at the member level, population level, and on cost





Population risk profile

51.2%

of members with screening data are moderate or high risk (>1 chronic condition or biometric result out of range)

Most common biometric measures out of range:

1. Systolic and diastolic blood pressure
2. Blood sugars
3. Cholesterol (HDL and LDL)
4. BMI

Data source: Biometric screening data, n=4,991

50%

of members with claims have at least one chronic condition (30.5% have been verified)

Most prevalent conditions:

1. Behavioral health disorder (15%)
2. Hypertension (9%)
3. Asthma (7%)
4. Diabetes (4%)

Data source: Claims and biometric results, n=8,061

38.8%

of employees who have completed the Health Risk Assessment (HRA) have a lifestyle risk factor

Most prevalent lifestyle risks:

1. Diet and nutrition (54%)
2. Physical inactivity (53%)
3. Stress (40%)
4. Financial insecurity (39%)

Data source: Health Risk Assessment (HRA), n=1,322



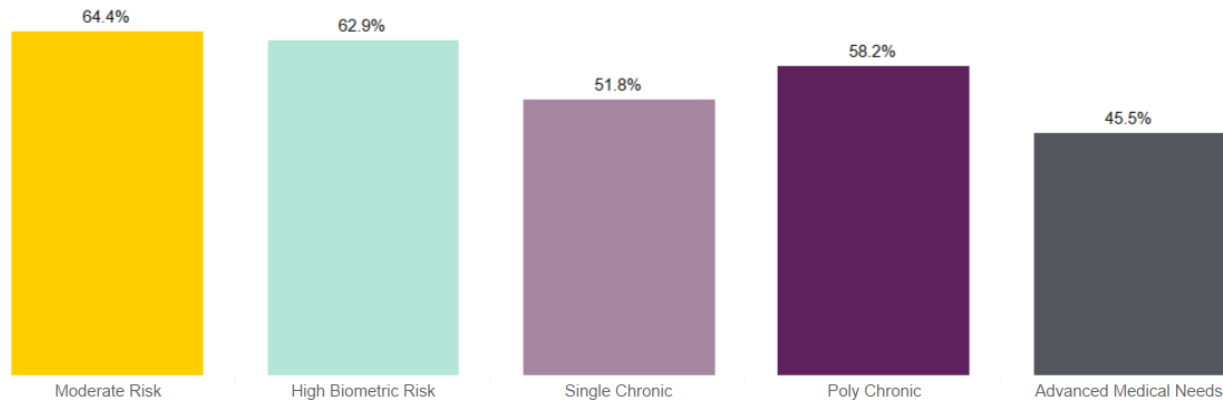


Identify, engage the "target population"

Using this dashboard
See current engagement by risk stratification level.



Engagement Rate by Risk Stratification



	Moderate Risk	High Biometric Risk	Single Chronic	Poly Chronic	Advanced Medical Needs
Engaged Members	601	1,258	464	1,419	726
Engaged %	9.6%	64.4%	62.9%	51.8%	58.2%
Preventive Engaged Members	304	763	275	957	524
Engaged % Preventive	4.8%	39.1%	37.3%	34.9%	42.0%
Acute Engaged Members	406	983	343	1,090	604
Engaged % Acute	6.5%	50.4%	46.5%	39.8%	48.4%
Lab Engaged Members	98	228	90	321	202
Engaged % Lab	1.6%	11.7%	12.2%	11.7%	16.2%

Clinician tools for high-risk patient care:

- Patient cases for outreach
- Health coaching
- Medication management
- Health Information Exchanges (QHN, CORHIO, CIIS)
- Leveraging CEBT resources



How does engagement lead to risk reduction?



Jenny Lang, FNP, CNM, MSN
Health Center Director
CEBT Health & Wellness Center - Glenwood

- ✓ Known population, known risks
- ✓ Ease of access for members
- ✓ Providers with focus on prevention and progress
- ✓ Holistic coaching with patient-led approach
- ✓ Complementary benefits through CEBT
- ✓ EHR designed for population health management

Impact at the member level

The real-life story

Male patient in high-risk job has multiple chronic conditions: hypertension, hyperlipidemia, asthma, sleep apnea and prediabetes. He has seen many providers, but felt that his health was only getting worse, as was his quality of life. At the time of his visit, his blood pressure was elevated, he was on multiple medications, and he did not understand his care.

The outcome

Jenny has had 19 visits with this patient to date. She has collected consult notes from his specialists and become the “quarterback” for his care. Together, they have simplified his medication, and he’s become educated on his conditions. Patient has lost 40 pounds, which is improving several of his conditions. His new care and lifestyle improvements have reduced his risk of catastrophic outcomes like congestive heart failure, pulmonary hypertension, and ischemic heart disease.



Chronic condition management is about patients taking control of their lives by understanding their health issues. This improves their symptoms and their emotional state, allowing them to enjoy better quality of life.

- Jenny Lang





Impact at the population level

Quality Measures address

Top cost drivers

- ✓ Cancer
- ✓ Musculoskeletal
- ✓ Circulatory

Risks and comorbidities

- ✓ Mental health
- ✓ Diabetes
- ✓ Tobacco use

Based on HEDIS performance measures (Healthcare Effectiveness Data and Information Set), developed by the National Committee for Quality Assurance (NCQA)

Program	Measure	Initial target	Members enrolled in measure (preliminary)	Members with measure satisfied	% Members with measure satisfied
Top Cost Drivers: Cancer, Musculoskeletal, Circulatory					
Cancer	Breast cancer screening (mammogram)	75.10%	1,118	353	31.6%
	Colorectal cancer screening	66.80%	2,348	875	37.3%
	MH Cervical cancer screening	75.50%	2,348	1,083	46.1%
Musculoskeletal	Knee osteoarthritis: weight management	50.00%	6	1	16.7%
	Strength and endurance exercise for neck and back pain	50.00%	199	76	38.2%
Circulatory	BP Control (140/90)	64.30%	262	183	69.8%
	TC:HDL Ratio	25.00%	894	305	34.1%
Key comorbidities / risk factors: Mental health, Diabetes, Tobacco Use					
Mental health	Screening for clinical depression and follow up	50.00%	4,063	1,023	25.2%
Diabetes guidelines	Albumin/Creatine Ratio (ACR)	60.00%	222	69	31.1%
	BP control in diabetes (140/90)	60.00%	98	59	60.2%
	Comprehensive diabetic foot exam	60.00%	223	66	29.6%
	HbA1c control <8%	60.00%	222	104	46.8%
	HbA1c screening (1x/yr)	60.00%	222	103	46.4%
	Lipid profile screening in diabetes	60.00%	221	142	64.3%
	Moderate or High-Intensity Statin Use	60.00%	192	130	67.7%
	Pneumonia vaccination	60.00%	130	33	25.4%
Tobacco cessation	MH Tobacco cessation counseling	78.50%	4,623	2,043	44.2%





Impact on cost

Engaged members (yellow bars) have lower PMPY than unengaged (grey bar)

2022 data of adults with visit in last 18 months (engaged), risk-adjusted, claims >\$250K removed





Quality Measures lead to early identification of cancer

Female patient in her 50's came to CEBT Health & Wellness Center in Widefield for a physical.

In reviewing medical history, Jess inquired about last mammogram. Patient replied that she “just had that.” Jess checked records which show it had actually been two years, and encouraged the patient to discuss with provider.

Leah ordered mammogram and patient complied. Unfortunately, the mammogram results indicated need for further imaging and biopsy, ultimately leading to a cancer diagnosis.

Oncologist described the cancer lesion as being in “kindergarten stage” referring to its early detection. Patient underwent treatment.

At the October employer health fair, the patient greeted Jess and Leah with a hug and endless expressions of gratitude.

“In the moment, it may have felt like we were checking off boxes for quality measures and preventive screenings, but in truth it may have been a life-saving action for this patient.”

- Leah Michelli



Leah Michelli, PA-C, and Yesmar (Jess) Rosaly, MA, at Widefield



Engagement

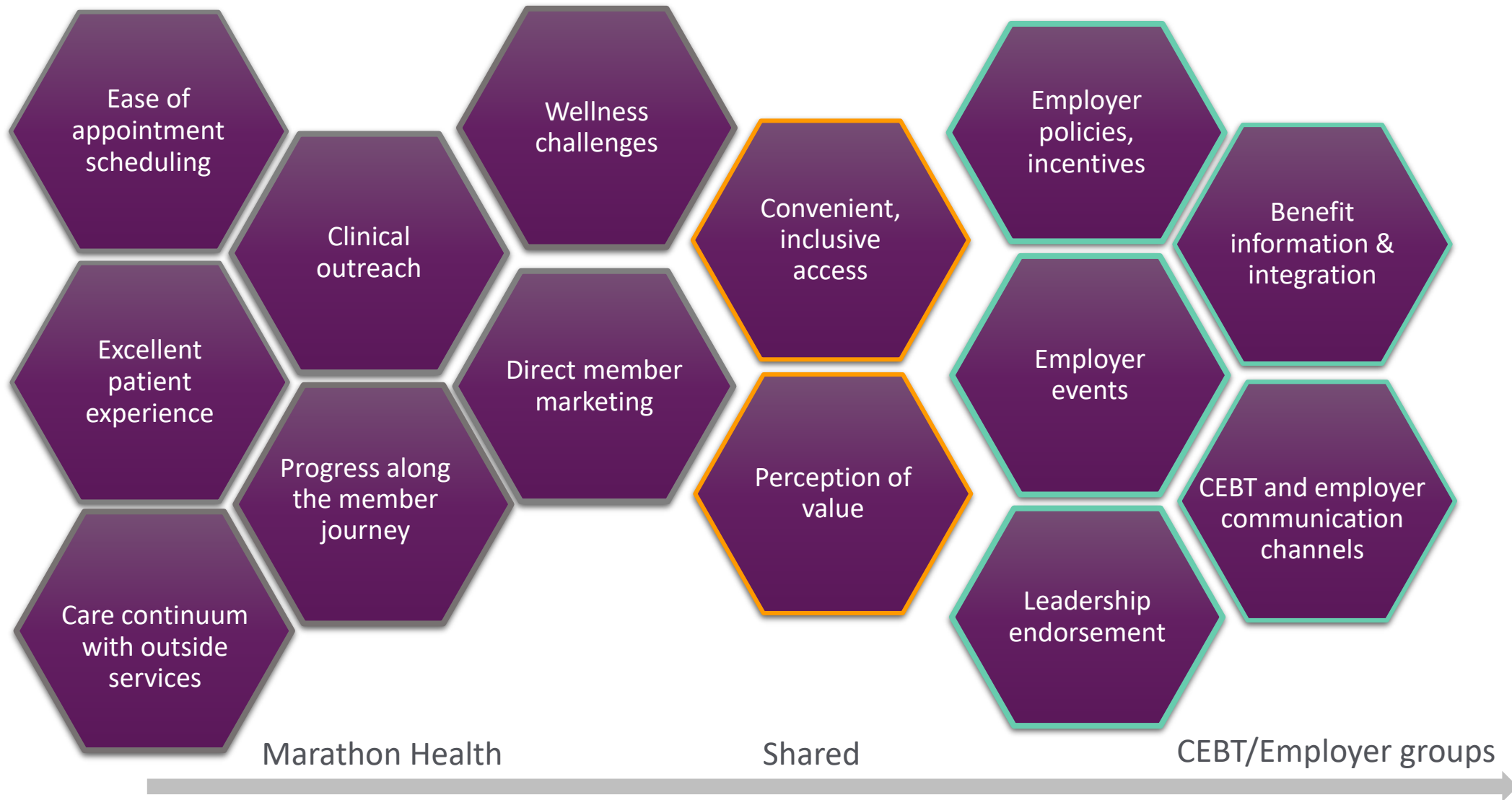
How do we have a greater impact on plan utilization?

Levers of engagement: a systems view

Current strategies

Keeping a focus on engagement

Levers of engagement: a systems view





Marathon Health strategies

Member marketing

Welcome to a better healthcare experience.

View as PDF | See center POC

Who is eligible?
Employees, spouses, and dependents ages 21 and older who are on the medication and eligible to use the virtual and in-person services provided by one of the CEBT Health & Wellness Centers. Services are provided to you at the CEBT Health & Wellness Centers. Services are provided to you at the CEBT Health & Wellness Centers. Services are provided to you at the CEBT Health & Wellness Centers. Services are provided to you at the CEBT Health & Wellness Centers.

Have exclusive access to our medical clinic and telehealth 24/7, usually without any waiting. So why do we call them the Centers? Because when you visit, we don't want it to feel like a place where you can get healthier. It's a warm and place where 70% of patients are improving their biometric you get help with your overall wellness, not just a set of numbers on the HCP only.

Watch Video

Watch Video

Wellness challenges

Spring Into Action CHALLENGE

Join the 3-week "Spring Into Action" Challenge, hosted by the CEBT Health & Wellness Centers!

Challenge details:

- The challenge will run from March 13 to April 4.
- The goal is to reach 100 minutes of physical activity each week, for a total of 450 minutes of challenge.
- All physical activity must be recorded by April 4 to count towards your challenge goal.

Sign up today to participate!

- Registration opens March 7 and closes March 17.
- All employees and spouses on an eligible CEBT medical plan are invited to participate. Participation is FREE.
- Sign up in the Challenge section of the Marathon Health Portal at my.marathonhealth.com.
- Link your wearable device for daily tracking or self-report your physical activity in the portal.

Earn prizes!

- Participants who meet the total challenge goal of 450 minutes of physical activity will be eligible for a chance to win a Bose Fit Pro wireless noise-canceling headphone or a LALOQ smart scale!

Questions? Please call your CEBT Health & Wellness Center.

CEBT Health & Wellness Centers
 Milwaukee: 100 West Center Street, Suite 200 | 414-440-8888
 WAU: 707 North Avenue, Suite 200 | 414-440-8888
 Milwaukee Springs: 700 East Center Street, Suite 200 | 414-440-8888
 Racine: 131 East Chicago Street, Suite 100 | 414-440-8888
 Lombard: 2200 N. Orchard Avenue, Suite 200 | 414-440-8888
 Greeley: 4075 W. 20th Street Road, Unit 8 | 970-279-4622

Maintain, Don't Gain CHALLENGE

Join the 7-week "Maintain, Don't Gain" Challenge, hosted by the CEBT Health & Wellness Centers!

Challenge details:

- The challenge will run from November 28 to January 13.
- Participants will self-report their weight in the portal during the first and last week of the challenge.
- Initial Weigh-In Dates: November 28 - December 2.
- Final Weigh-In Dates: January 9 - January 13.
- Work towards a goal of maintaining your initial body weight (within 2%) by the end of the challenge.
- Both weigh-ins must be recorded by January 13 to count towards your challenge goal.

Sign up today to participate!

- Registration opens November 10 and closes December 2.
- All employees and spouses on an eligible CEBT medical plan are invited to participate. Participation is FREE.
- Sign up in the Challenge Tab of the Marathon Health Portal at my.marathonhealth.com.

Earn prizes!

- Participants who complete the weight-in requirements and maintain their initial body weight (within 2%), will be entered into a raffle for a chance to win one of TEN \$200 Amazon gift cards.
- You can double your chance of winning if you complete an in-person or virtual Health Coaching appointment during the challenge (this does not include an at-home body composition analysis for members near the Lombard location).

Questions? Please call your CEBT Health & Wellness Center.

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Programs and events



Excellent patient experience

97%
visit satisfaction





Keeping a focus on engagement

- Biometric screenings as first step of true engagement
- Promote virtual care, especially for geographically distant/dispersed groups
- Refine strategies per employer group and industry
 - Leveraging Doug Sumner, Vice President Education Affairs, to engage school district leadership
- Health plan and vendor integration (opportunities for health centers to impact overall plan utilization)

The screenshot shows a presentation slide titled "Services Available to You" with a red and orange header. Below the title are four columns of services, each with an icon: a person for Preventive Care, a first aid kit for Acute (Sick) Care, a person with a speech bubble for Health Coaching, and a smartphone for Chronic Conditions. A video inset on the right shows Leah Michelli, PA-C. Below the slide, the text reads: "Take a listen! 5-minute overview of services with Leah Michelli, PA-C Widefield".

Preventive Care	Acute (Sick) Care	Health Coaching	Chronic Conditions
<ul style="list-style-type: none">• Annual check-ups• Contraceptive Management• Health screenings• Biometric screening• Immunizations• Sports physicals• Referrals for specialty care• Medication management	<ul style="list-style-type: none">• Colds• Flu• Pink eye• Rashes• Sinusitis• Minor injuries• Urinary Tract Infections (UTIs)• Abdominal Pain• Point of care testing and labs• And much more!	<ul style="list-style-type: none">• Weight loss/gain• Quit smoking• Improve sleep• Get stronger• Eat better• Reduce or manage stress	<ul style="list-style-type: none">• Diabetes• Hypertension• Thyroid Disorders• Arthritis• Cholesterol Disorders & Heart Disease• Menopause & Hormones• Depression & Anxiety• Sleep Apnea• Much More

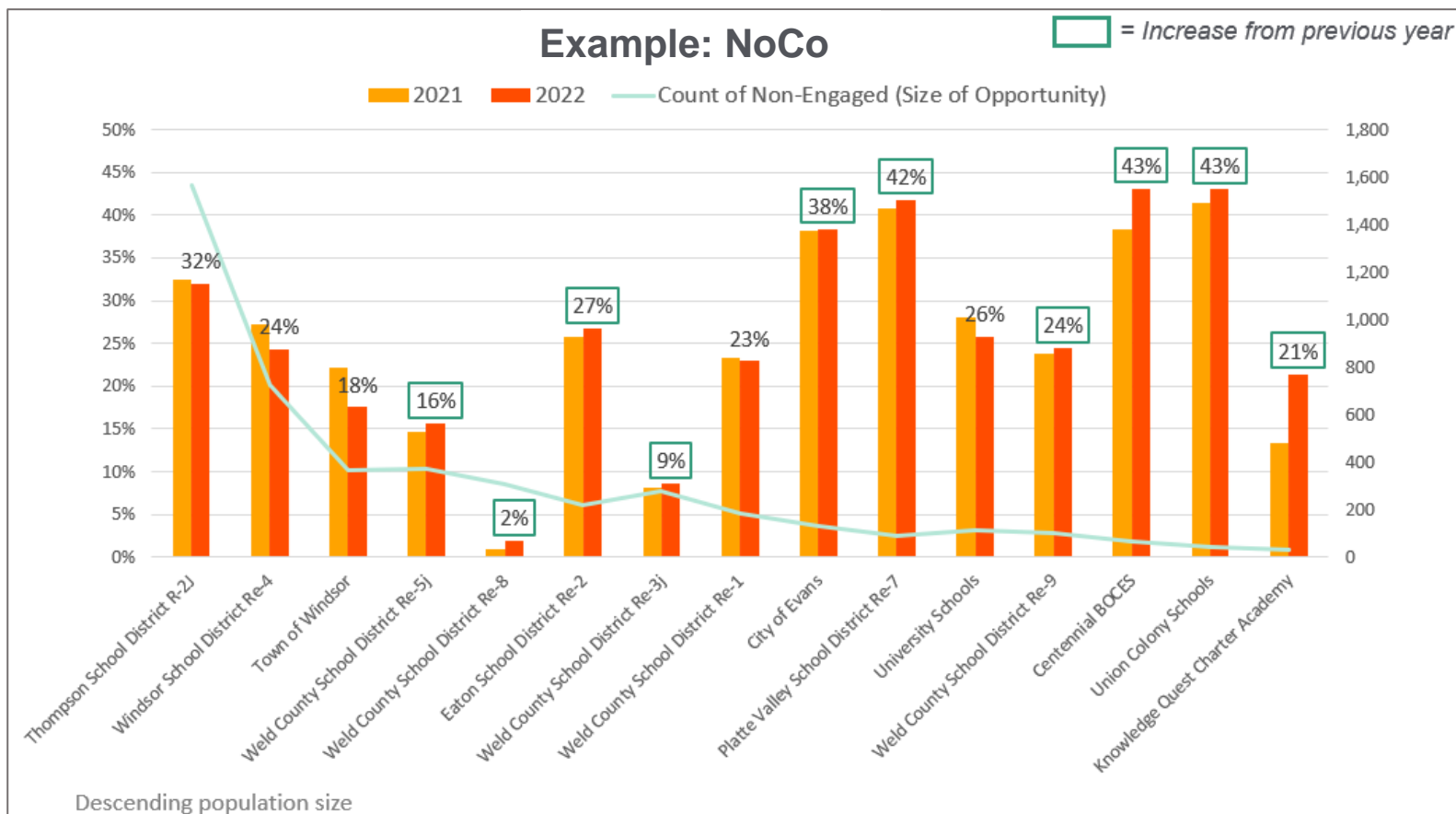
The CEBT Health & Wellness Centers can complement your care with a Primary Care Provider (PCP) or help you find one. We also refer to specialists as needed. We can be your first stop to save time and money!

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Refining strategies by employer group



High-impact groups:

- Thompson Schools (2,220 members, 34% engaged)
- Eagle County School District (1,400, 62%)
- Widefield Schools (1,100, 56%)
- Garfield County (1,000, 50%)
- CMC (850, 25%)
- Weld County Schools Re-4 (980, 23%)
- Garfield Re-2 (662, 50%)



Marathon Health as strategic partner

How can we evolve our partnership to bring more value to CEBT?

Marathon Health updates

Focus on core deliverables

Opportunities to expand access, Anywhere update

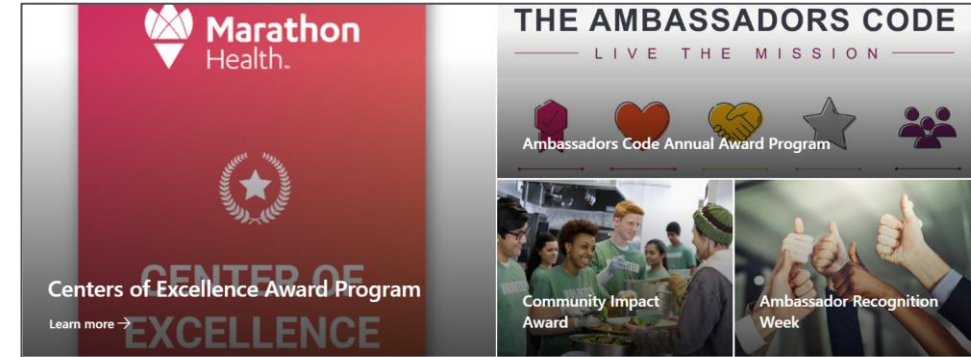
Community of like-minded organizations





Marathon Health updates

- Continued focus on culture and ambassadors
- Company growth: acquisition of Cerner Workforce Health Services from Oracle on 7/31/23
- Omni-channel delivery of care: onsite/near-site health centers, shared “network” locations, and virtual (Anywhere)
- Leveraging SMS text for diabetes and hypertension management
- Focus on core deliverables





Focus on core deliverables



Primary Care

- Sick visits
- Preventive care
- Chronic condition care
- Diagnostic tests



Lab and Pharmacy

- 3000+ cost-saving labs
- Diagnostic tests
- Immunizations
- Injections



Occupational Health

- Work-related injuries
- Drug screens
- Complex physicals
- Workers' compensation care



Behavioral Health

- Stress and anxiety
- Relationship/family issues
- Depression
- Grief and trauma



Health Coaching

- Weight loss
- Smoking cessation
- Healthy eating



Client Experience

- Incentive management
- Member marketing
- Care team recruiting and management
- Client reporting
- Invoicing and billing
- Claims import and analysis
- Custom data exchanges
- Physical space design
- Furniture and supplies
- Signage



Physical Therapy

- Sprains/strains
- Tendonitis/tendinosis
- Post-fracture care
- Repetitive stress injuries



Condition Management

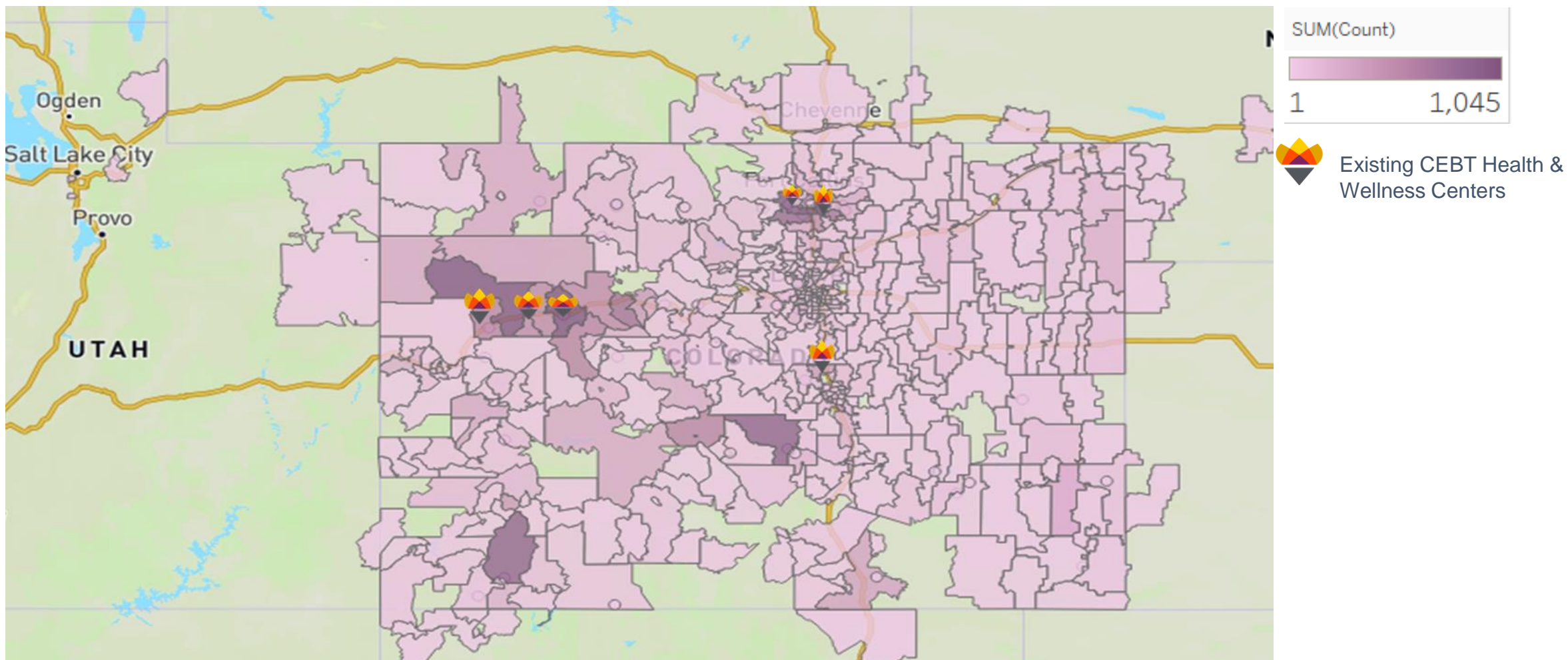
- Standards of Care for common conditions
- Diabetes education
- Spirometry
- Dedicated coaching





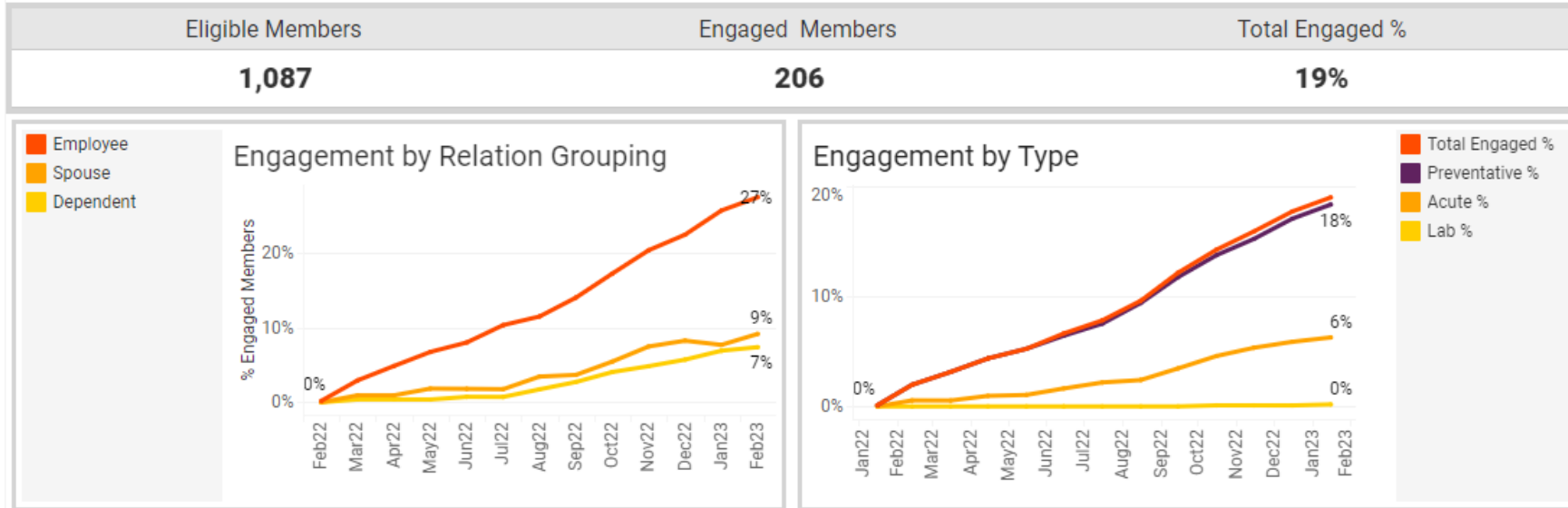
Opportunities to expand access

Darker pink = higher concentration (source: March 2021 census file with 32,704 members)



Anywhere virtual primary care update

CLIENT CASE STUDY - RESULTS YEAR 1



27%

year 1 employee engagement

37%

high-risk employees engaged (via prioritized outreach)

18%

engagement in preventative care (6% acute care)



Anywhere Primary Care Kit

Patients who access Anywhere primary care (annual physical, comprehensive health review) receive an easy-to-use kit with personal health devices to collect vital signs.

Blood Pressure Cuff



Scale



Pulse Oximeter



Thermometer

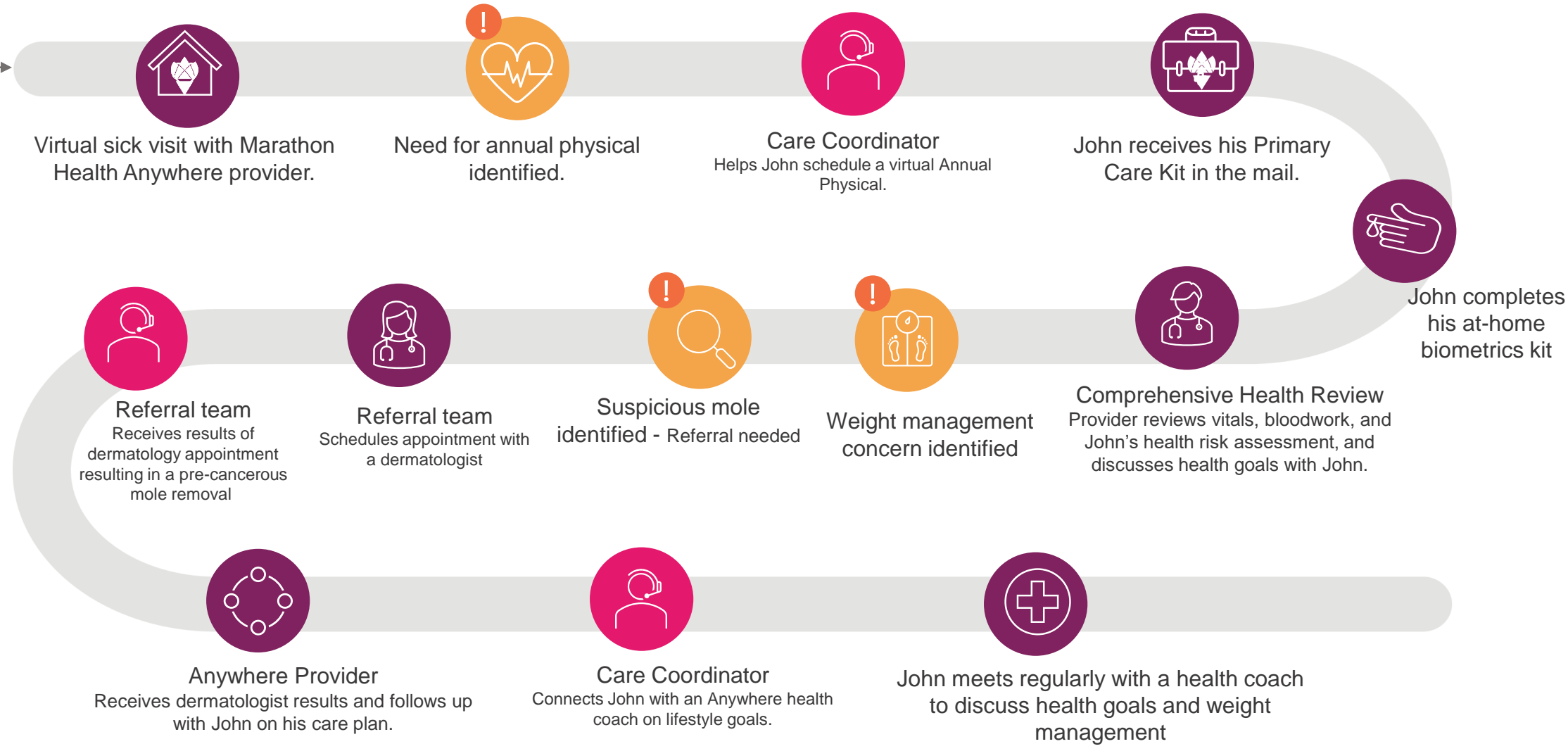


Anywhere patient journey

During a basic virtual care visit for a cold, the Anywhere physician encourages John to set up another appointment for a virtual Physical. During the virtual Physical, John mentions an unusual mole. The provider refers John to a dermatologist. John's pre-cancerous mole is removed, and the results are sent to John's Anywhere physician. John continues to take steps for long-term health.



John



Virtual sick visit with Marathon Health Anywhere provider.

Need for annual physical identified.

Care Coordinator
Helps John schedule a virtual Annual Physical.

John receives his Primary Care Kit in the mail.

John completes his at-home biometrics kit

Referral team
Receives results of dermatology appointment resulting in a pre-cancerous mole removal

Referral team
Schedules appointment with a dermatologist

Suspicious mole identified - Referral needed

Weight management concern identified

Comprehensive Health Review
Provider reviews vitals, bloodwork, and John's health risk assessment, and discusses health goals with John.

Anywhere Provider
Receives dermatologist results and follows up with John on his care plan.

Care Coordinator
Connects John with an Anywhere health coach on lifestyle goals.

John meets regularly with a health coach to discuss health goals and weight management



Community of like-minded organizations

200
Marathon Health
clients

Annual client event
“Engage 2023”
Sept 12-14
Chateau Elan in
Brazelton, GA





Questions?

Thank you. It's an honor to partner with CEBT to care for members and their families, and to improve health for organizations and communities.

