Agenda

1. Introduction

2. The Migraine/Headache Treatment Program

3. The KKH-Allianz Case-Management

4. Conclusion
The KKH-Allianz: Facts and Figures

- Nationwide 4th largest statutory health insurance company (SHIC)
- Approximately 2 million customers
- 2009 budget: 4.5 billion Euros
- Approximately 4,400 employees
- The headquarter is in Hanover, Germany, with 113 service centers throughout the country
The "Benefits in Kind" Principle of SHI

Interactions in the statutory health insurance

Claim for treatment → Membership → Contributions → Claim for compensation

Inefficiencies within the System:
Divided Sectors with Different Interests

- No service and quality focused competition between care providers
- Uncoordinated and inconsistent processes
- Duplicated infrastructures
- Missing IT-based networks
- Competition between care providers
Which Chances Arise through Integrated Healthcare Projects for the KKH-Allianz?

Value propositions for patients:
1. Increased quality
2. Lower load
3. Higher transparency
4. Lower costs

Improvement of competitive position

Differentiation in market

Reduction in costs

The Strategy

- Establish competition between health care providers
- Synchronize therapy and therapists
- Define goals and create incentives

SHIC
- + optimisation of resources
- + enhanced transparency

service center
- coordination
- information
- support

data

high-quality cooperation based on integrated healthcare contracts

patient
- guideline-based therapy
- improved customer service

health care providers
- + additional compensation
- + improved use of resources

hospital

doctor

doctor

doctor

doctor

service center

coordination

information

support
The Migraine/Headache Treatment Program

The KKH-Allianz’s First Exclusive Care Program: For Clients with Migraine or Chronic Headache

Checking all indications

- Multidisciplinary / different sectors
- Controllability of treatment
- Available guidelines
- Potential for KKH-Allianz

Interesting indications for the KKH-Allianz, e.g. migraine and headache

Migraine and Headache

Incorrect treatment

- Approximately 75% of all sufferers are not treated in accordance with guidelines.

Consequences

- Unnecessary work incapacity, sick pay and hospital costs, incorrect medication, even leading to painkiller addiction.

Widespread illness

- A large proportion of KKH-Allianz customers suffer from migraine and headache.
- Prevalence of migraine alone amounts to more than 10%.
- The ratio of women to men is 3:1.
The Migraine/Headache Treatment Program

Cooperation between the Neurology Department at the University Hospital Essen, qualified registered neurologists and the KKH-Allianz

 unnecessarily serious cases

Withdrawal of painkillers

Particularly serious cases

Day clinic/Outpatients

Diagnosis

Advice and therapy

Physiotherapy

Withdrawal of painkillers (outp.)

Telephone-based treatment

Telephone-based appointments

Quality management (active querying)

Coordination / Interface

Hospital pharmacy

Network of registered, qualified neurologists and pain therapists

Certification

Quality management

Advice

Insured Parties

Headache Centers

General Practitioners and Specialists

SHICs

Product and Process Innovation for Better Healthcare Services

- Focus on the patient’s benefit and the quality of healthcare ✓
- Contract partners jointly develop healthcare services ✓
- Detailed subject matter of contract ✓
- Transparency of the cost of operation for every contract partner ✓
- Business plan with risk evaluation ✓
- Target-group-specific addressing ✓
- Continuous communication between the contract partners ✓
- Controlling ✓

Professor Michael E. Porter (Harvard) appointed this as one of the best models worldwide! Moreover the headache centre in Essen was honored with the Health Award of North Rhine Westphalia in 2009.
Participants Are Very Satisfied with the Medical Services

**Change of Complaints**

- Yes, no complaints
- Yes, less than before
- No change
- No, intensified

*Have your complaints been improved?*

**Rollout in Germany**

- Berlin
- Jena
- Essen
- Munich

Source: Customer Survey KKH-Allianz, 2009

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**Success Supports the Concept**

**Reduction of the monthly days with headache**

- **Essen**: 11.8
- **Jena**: 4.6

Typically in the days with headache the patients are unable to work. The employers benefit from a reduction of days with headache of more than a half (from 55 and 64 %).*

* Approximately 75 % of the participants are employed.

Source: Customer Survey KKH-Allianz, 2009

Not only the patients benefit from this integrated care approach.
Benchmarking between the Headache Centres

**Documentation**
- Standardised software at the headache centres is used to record the outcome of the treatment
- Increases of certain diseases can be recognized early
- Gaps in healthcare services can be unveiled

**Regular Meeting Schedule**
- Customer surveys are compared
- Exchange of experiences in treatment and processing
- Options of action are shown and their implementation agreed
- Annual meeting of the heads of the centres assure process optimisation

**Quality Assurance**
Benchmarking ensures a constant improvement of treatment and is an effective tool for quality assurance

Findings Could Be Used to Create New Projects

**Examples of other integrated care programs**

- **Vertigo**
  - Provides links to necessary medical specialists
  - Uses the existing network of neurologists of the migraine case
  - Diagnosis can be quickly made and the therapy started
  - Unnecessary consultations and hospital stays can be avoided

- **Back Pain**
  - Trans-sectoral approach
  - Starts already in the development of the concept
  - Optimised course of treatment
  - Prevents chronic complaints

- **Atrial Fibrillation**
  - The KKH-Allianz implemented an atrial fibrillation method to prevent strokes. This method won the Innovation Award.
  - Outstanding success to discover atrial fibrillation
  - Network of physicians and within the industry could be established
Experiences after 5 Years of Integrated Care

<table>
<thead>
<tr>
<th>Care providers</th>
<th>Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvement of networking between the sectors and medical disciplines</td>
<td>The Migraine/Headache Treatment Program improves quality of life for many patients</td>
</tr>
<tr>
<td>Risk evaluation and case conferences enable to early changes/adjustments</td>
<td>Early interventions avoid co-morbidities, hospital and emergency treatments as well as unnecessary medication</td>
</tr>
<tr>
<td>Systematic selection based on quality creates competition between the service providers.</td>
<td>Treatments are in accordance with evidence based guidelines</td>
</tr>
<tr>
<td>Benchmarking is an effective tool for quality assurance</td>
<td>Involvement of patients in continuous improvement measures results in a higher customer satisfaction</td>
</tr>
<tr>
<td>Model is transferable to other indications and regions</td>
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Increase in quality and reduction of costs at the same time are possible. This contributes to improve the competitive position of the KKH-Allianz.

The KKH-Allianz Case-Management
Goal: A Patient Centered Trans-Sectoral Approach

- General practitioner (GP)
- General hospital
- Nursing home
- GP re-hospitalization
- Specialised doctor
  - Disability case manager
- Specialized hospital
  - Hospital case manager
- Rehabilitation center
  - Rehabilitation manager
- Specialised doctor
  - Therapeutic aid manager

Selected patients

Health coach
Individual trans-sectoral coaching of identified high-risk clients

Psychiatric advisor
Psychiatric guidance of the patient after hospital discharge, counselling and organisation of caretaking, coordination of treatments

Care manager
Improvement of the support for clients in need of care, counselling of caretaking relatives, accident prevention

The Health Coaching Program

This approach uses methods and tools which support coaches in the „Shared Decision Making“ process

Patients identified as high risk

To increase awareness

Symptom Support

Outbound call to introduce the program and coach to the patient

Preparation for the appointment with a doctor

Patient communicates preferences to provider

Patient receives details

Information material

Exchange of data

Patient calls coach to discuss outcome of visit and plan for follow-up visit
Professional IT-Support is most important for Performance and Quality.

**Coachingsoftware**

**Content**

**Proved Internet Sites**

**Brochures for Patients:**

For High-Utilizer special Campaigns have been created. 20-30% Patients accept the offered service.

<table>
<thead>
<tr>
<th>Year</th>
<th>Method</th>
<th>Patients 12/2011</th>
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</thead>
<tbody>
<tr>
<td>2010</td>
<td>Coaching</td>
<td>3,884</td>
</tr>
<tr>
<td>2010</td>
<td>Coaching</td>
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<tr>
<td>2010</td>
<td>High Utilizer</td>
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<tr>
<td>2010</td>
<td>Integrated medical Care and Coaching</td>
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<tr>
<td>2010</td>
<td>Support for GPs and Coaching</td>
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<tr>
<td>2010</td>
<td>Weight Reduction</td>
<td>Start 02/2012</td>
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<tr>
<td>2010</td>
<td>Coaching</td>
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<td>2010</td>
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<tr>
<td>2010</td>
<td>Online Self-Help</td>
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<td>2010</td>
<td>Peer to Peer-Telefone Calls</td>
<td>166</td>
</tr>
<tr>
<td>2010</td>
<td>Σ 5,382</td>
<td></td>
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</table>
Reduce or Expand Healthcare Programs?

**SHIC**
Has to invest *instantly* in new products and *simultaneously* avoid additional contributions.

**Health Fund**
*misleading incentives*

**Preventive and innovative measures**
Receive no additional allocation for innovative programs, which offer *long-term* results and rewards.

In the *long-term everybody benefits* of investments in innovation and prevention. Meanwhile the SHICs are threatened by additional allocations and the loss of members.

However, the KKH-Allianz still believes in the efficiency of innovative products and focuses on high quality treatment and innovation leadership.
Conclusion

Implementing integrated care programs is still rewarding. Even under nowadays conditions good solutions are possible, as long as every party involved provides its contribution.

Thank you for your attention.

www.kkh-allianz.de