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# WellPoint's Cancer Care Quality Program

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# WellPoint Inc.: *A Health Benefits Leader*

**We are one of the nation's largest health benefits companies**

**14**

states

**affiliated Blue Cross and/or Blue Shield Plans**

**36**

million

**Total Medical Members**

**\$61**

billion

**2012 Operating Revenue**

**\$26**

billion

**Market Capitalization**

Figures represent data as of 6/30/13.



# Quality of cancer care is inconsistent

- Up to 1 in 3 people treated with chemotherapy do not receive a treatment regimen that is consistent with current medical evidence and best practices<sup>1</sup>
- People are often hospitalized during treatment because of side-effects which could be avoided by using less toxic treatment regimens and appropriate supportive care<sup>2</sup>
- People frequently receive tests and treatment that they do not need, putting them at risk of side-effects, as well as imposing an additional care burden and cost<sup>2</sup>

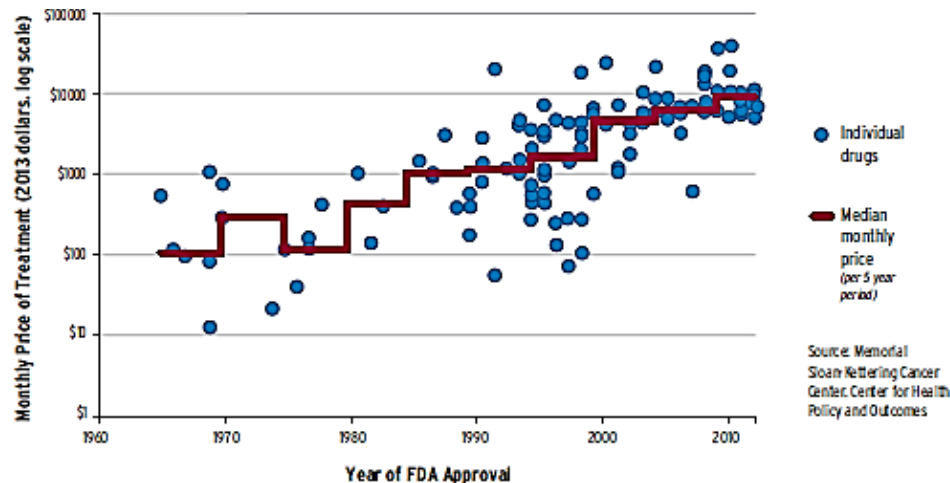
1 J Clin Oncol 2011; 30:142-50; J Clin Oncol 2012; 30:3800-09; J Clin Oncol 2006; 24:626-34; Oncologist 2011;16:378-87;

2 J Clin Oncol 2002 20:4636-42. JACR 2012, 9:33-41; JAMA 2013, 309:2587-95; J Clin Oncol 2013; 31:repub.

3 Barr et al. J Oncol Pract. 2011;7: 2s-15s.

# New cancer drugs are more expensive ... and producing less value

## Monthly cost at the time of FDA approval (1965 – 2013)



## 13 new cancer treatments approved by FDA in 2012

1

Survival extended by  
6 months

2

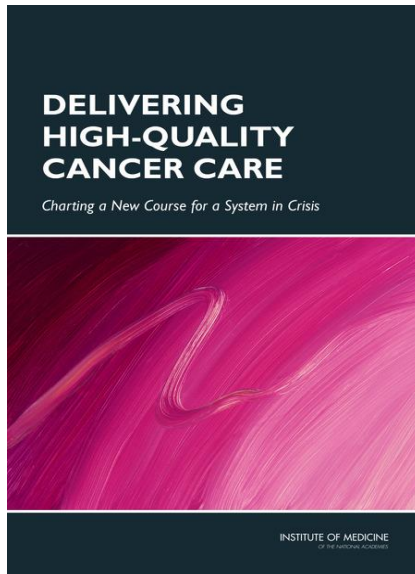
Survival extended  
by only 4-6 weeks

\$5,900

Average cost of treatment  
per month



# Charting a New Course for a System in Crisis



Institute of Medicine  
2013

*Care often is not patient-centered, many patients do not receive palliative care to manage their symptoms and side effects from treatment, and decisions about care often are not based on the latest scientific evidence.*

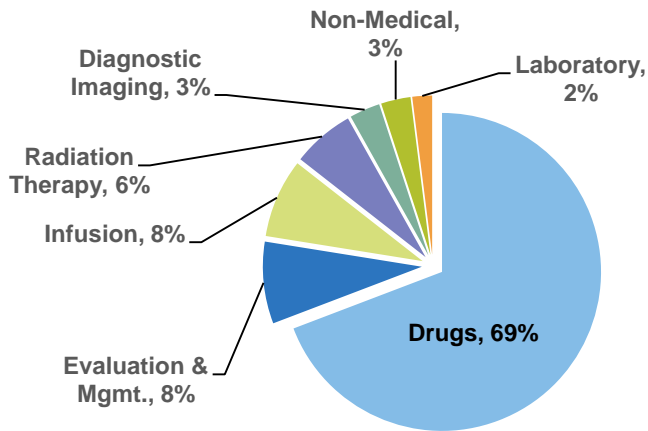
## **IOM Recommendations to improve the quality of cancer care**

- A national quality reporting program with meaningful quality measures
- Improve the affordability of cancer care by leveraging existing efforts to reform payment and eliminate waste
- Reimbursement aligned to reward affordable, patient-centered high quality care

# Together, we can transform cancer care

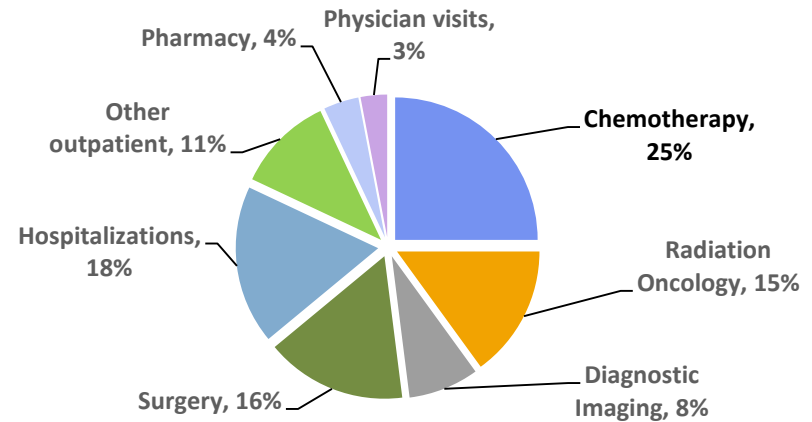
## Oncology Practice Revenue Sources

*Barr et al. J Oncol Pract. 2011;7: 2s-15s.*



## Chemotherapy Accounts for 25% of Cost

*WellPoint affiliated health plans internal data 2012*



Reimbursement model must change so that focus shifts to providing cancer care that is value-based and patient-centered.

# Our Model: a Quality Initiative

- WellPoint's Cancer Care Quality Program provides a framework **for promoting high quality cancer care**
- Oncologists participating in the Cancer Care Quality Program will receive **additional payment** for treatment planning and care coordination when they select a treatment regimen that is on Pathway
- Web-based platform with decision-support for Quality Initiative also improves efficiency of review against health plan clinical policies and **decreases administrative burden** for practices

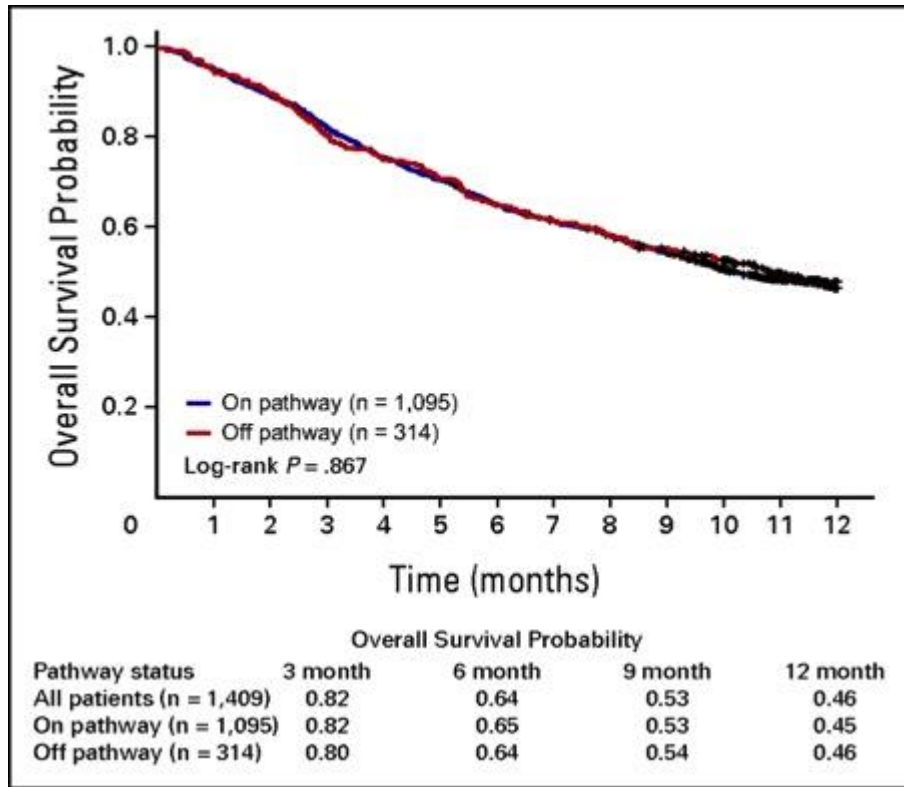


[www.cancercarequalityprogram.com](http://www.cancercarequalityprogram.com)

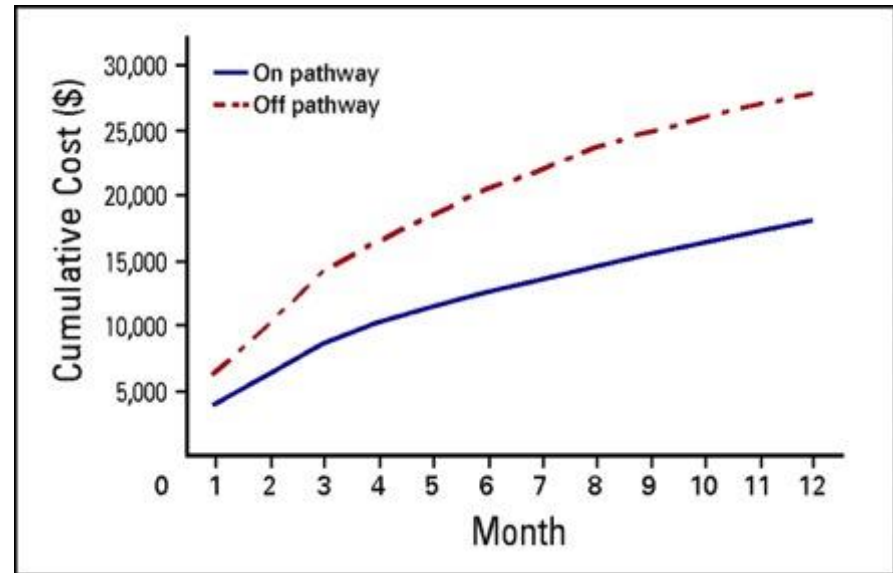
# US Oncology found pathways associated with same overall survival and 30% lower cost

**Outcomes associated with pathways vs. usual care for advanced non-small cell lung cancer**

**Overall survival by Pathway status**



**12-month cumulative cost by Pathway status**





# Additional payments for treatment planning and care coordination support cost-effective care

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Enhanced reimbursement for treatment planning and care coordination may be available to participating providers when member is registered with the Cancer Care Quality Program and treatment regimen is on pathway – **therapies that are clinically effective, have favorable side-effect profile and cost-effective**

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S0353 reimbursed \$350 once at the onset of treatment  
S0354 reimbursed \$350 no more than monthly while managing care for a provider's established patient\*

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Eligibility for S-code billing is triggered through AIM *ProviderPortal* when practice selects a regimen that aligns with WellPoint Cancer Treatment Pathways

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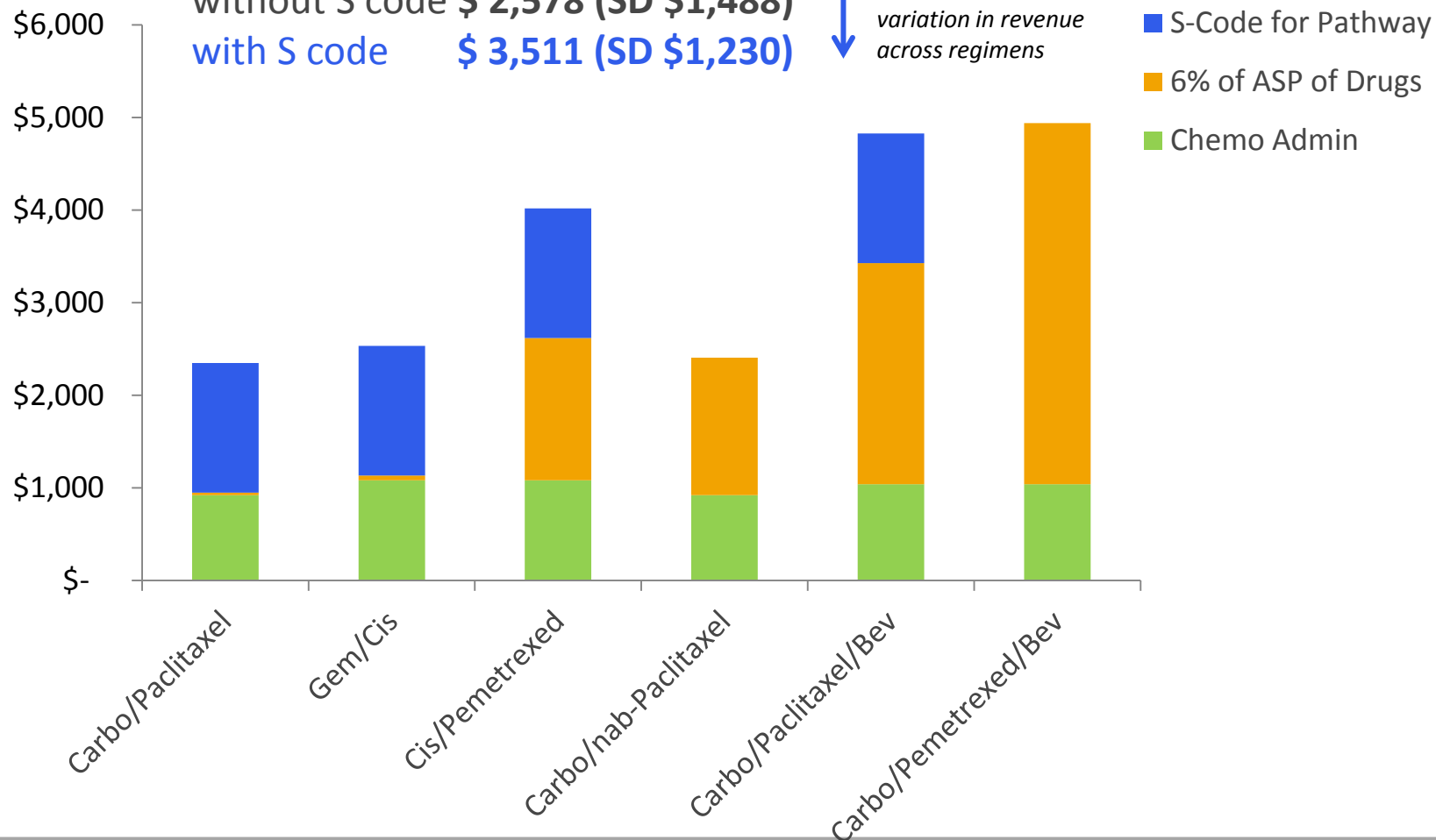
# Impact of enhanced reimbursement and support for Pathways

## Mean Practice Revenue across regimens

without S code \$ 2,578 (SD \$1,488)

with S code \$ 3,511 (SD \$1,230)

↓ S code decreases variation in revenue across regimens



# Value for All Stakeholders

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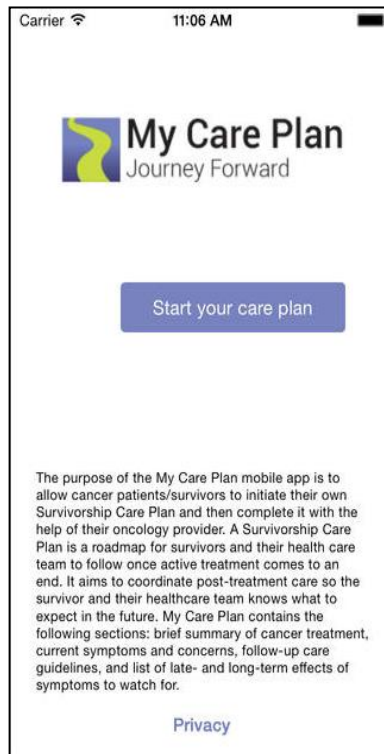
- Quality affordable cancer care
- Reimbursement for providers aligned to achieve desired outcomes
- Encourages innovation

# Two new **free** apps help manage cancer symptoms and coordinate care

## My Care Plan (cancer survivors)



View in iTunes

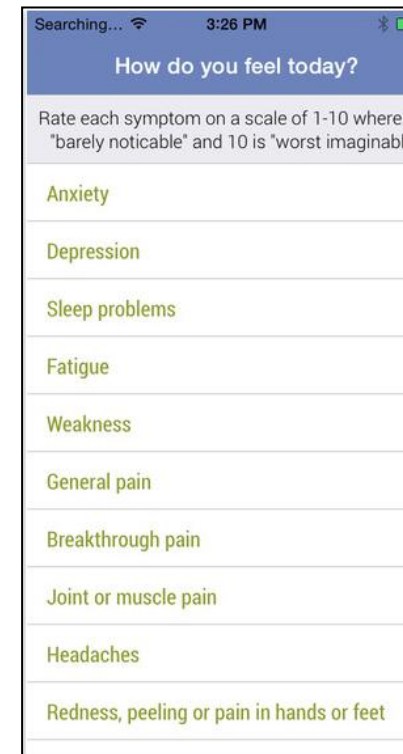


App created by Journey Forward® collaboration, which includes NCCS, UCLA, ONS, WellPoint and Genentech

## Self-Care During Cancer



View in iTunes



Provided by Empowerment and Action for Cancer Care, an alliance between WellPoint and Genentech

Both apps are available in the Apple App Store or the GooglePlay store.