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**THE EMERGENCE OF HEALTH CARE  
CONSUMERISM**

**Dan Holmes, Fidelity Investments**

**Employee Benefit Research Institute's  
Policy Forum**

**May 2, 2002**

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# HEALTH CARE CONSUMERISM - EDUCATION, PLANNING AND DECISION SUPPORT FOR KEY DECISION STAGES

## **Stage 1 – Selecting/Purchasing a Health Plan**

- A. The Decision Process
- B. Utilizing Decision Support Tools

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## **Stage 1 – Selecting/Purchasing a Health Plan**

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## **Stage 2 – Providing Education, Care Management and Decision Support**

- A. Living a Healthy Lifestyle
- B. Actively Utilizing Health Services
- C. Managing Acute and Chronic Care

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## **Stage 1 – Selecting/Purchasing a Health Plan**

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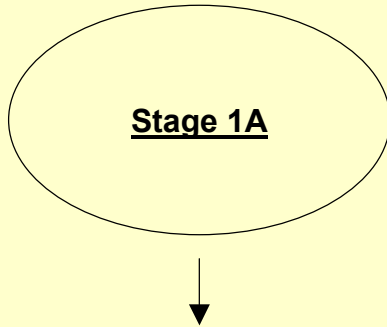
## **Stage 2 – Providing Education, Care Management and Decision Support**

- A. Living a Healthy Lifestyle
- B. Actively Utilizing Health Services
- C. Managing Acute and Chronic Care

## **Stage 3 – Planning for Post-Employment Health Needs**

- A. Pre-65
- B. Post-65
- C. Long-Term Care

# STAGE 1 – SELECTING/PURCHASING A HEALTH PLAN



## **The Decision Process**

- What are the benefits?
- What doctors and hospitals are in the network?
- How much does the plan cost?
- What expenses aren't covered?

## STAGE 1 – SELECTING/PURCHASING A HEALTH PLAN

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graph TD; S1A((Stage 1A)) --> D[The Decision Process]; S1B((Stage 1B)) --> U[Utilizing Decision Support Tools];
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Stage 1A

### The Decision Process

- What are the benefits?
- What doctors and hospitals are in the network?
- How much does the plan cost?
- What expenses aren't covered?

Stage 1B

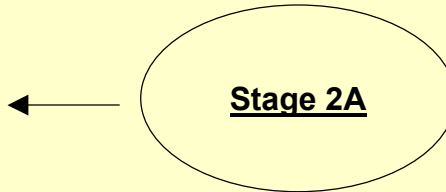
### Utilizing Decision Support Tools

- Benefit comparisons
- Physician/hospital directories
- Plan price comparisons
- Medical expense calculator
- Quality metrics

## STAGE 2 – PROVIDING EDUCATION, CARE MANAGEMENT AND DECISION SUPPORT

### Living a Healthy Lifestyle

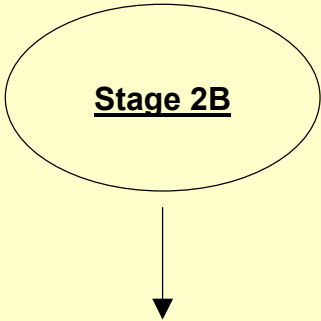
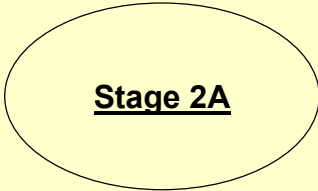
- Reference library
- Fitness/diet
- Assessing your health risk
- Personalized content
- Interactive information



## STAGE 2 – PROVIDING EDUCATION, CARE MANAGEMENT AND DECISION SUPPORT

**Living a Healthy Lifestyle**

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**Actively Utilizing Health Services**

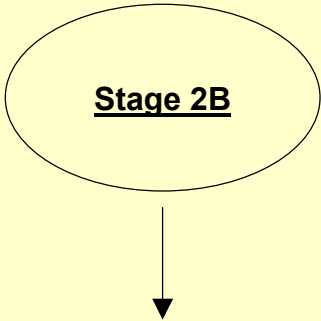
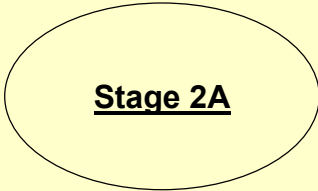
- Personal health records
- Preventive/wellness schedules
- Nurselines
- What to expect for office visit/procedure
- Provider price data
- Provider quality data



# STAGE 2 – PROVIDING EDUCATION, CARE MANAGEMENT AND DECISION SUPPORT

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- Reference library
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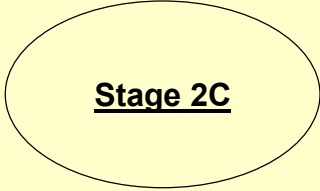


**Actively Utilizing Health Services**

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**Managing Acute and Chronic Care**

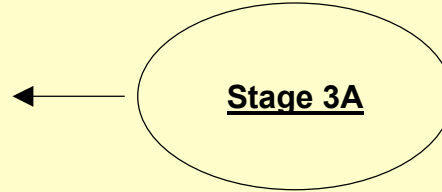
- Disease self management
- Support groups, communities and forums
- Proactive third-party intervention
- Health care advisors and decision support
- Second opinions
- Remote care management



## STAGE 3 – PLANNING FOR POST-EMPLOYMENT HEALTH NEEDS

### Pre-65

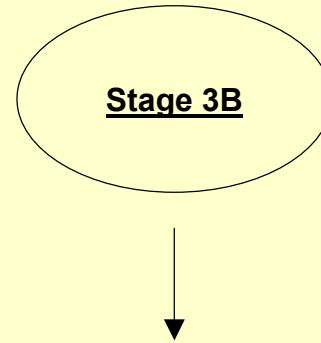
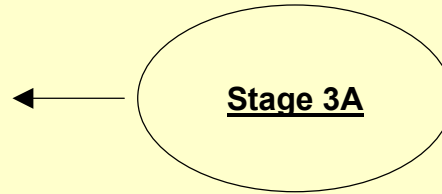
- Employer-sponsored programs
- COBRA
- Individual market
- Planning and savings



## STAGE 3 – PLANNING FOR POST-EMPLOYMENT HEALTH NEEDS

**Pre-65**

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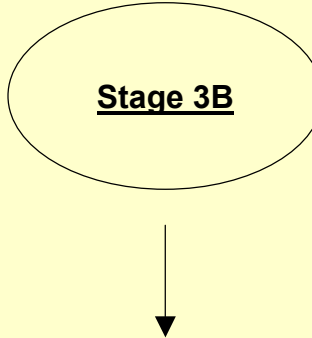
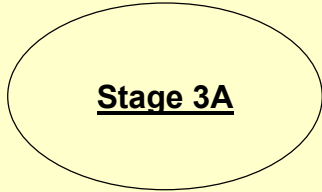
**Post-65**

- Medicare benefits
- Supplemental plans
- Prescription drug costs
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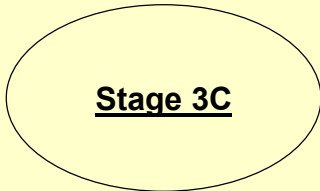


**Post-65**

- Medicare benefits
- Supplemental plans
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- Planning and savings

**Long-Term Care**

- Need for protection
- Alternative approaches
- Consider LTC policies
- Decide and implement



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## **EMPLOYER CHALLENGES – BEFORE IMPLEMENTING**

- **Define role and degree of employer responsibility**
- **Evaluate the business case**
- **Assess current capabilities**
- **Evaluate supplemental planning and decision tools**
- **Consider employee readiness**
- **Select the vendors – best in class versus one-stop-shopping**
- **Develop roll-out plan**

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## **EMPLOYER CHALLENGES – AFTER IMPLEMENTING**

- **Get participants to the right place at the right time for the right reason**
- **Promote employee choice and engagement**
- **Measure the effectiveness of the programs**
- **Measure the return on investment**
- **Analyze results and adjust the program**
- **Maintain confidentiality/privacy**