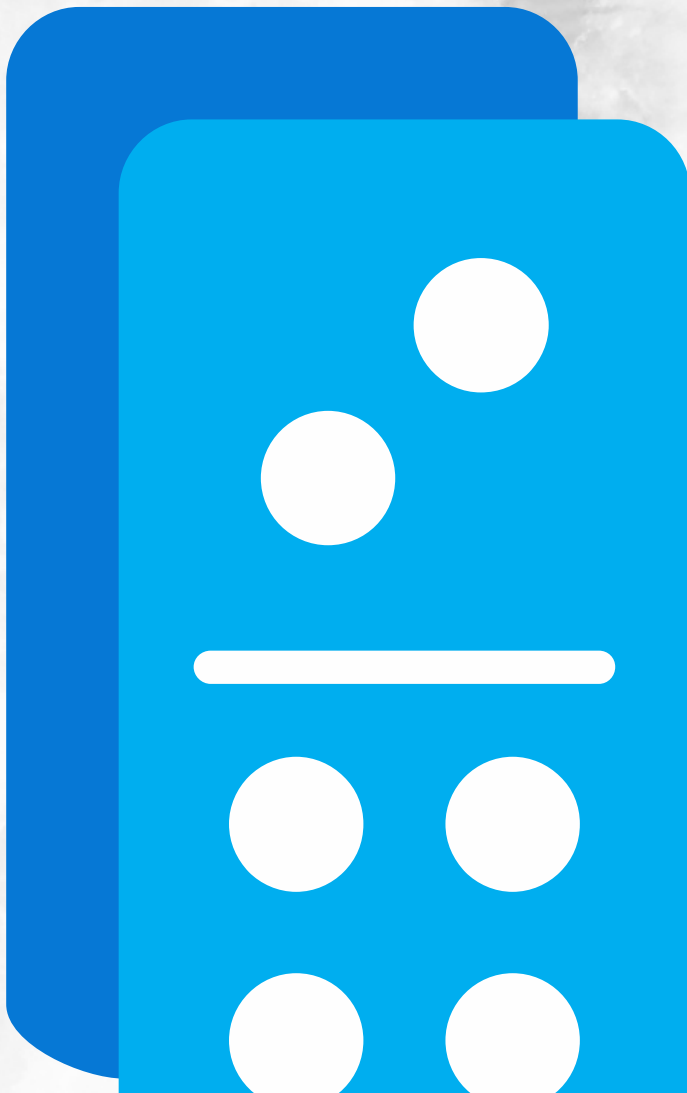


DOMINO EFFECT

OF PRIMARY CARE



**A RELATIONSHIP WITH
A PRIMARY CARE
PHYSICIAN HAS A
DIRECT IMPACT ON
BOTH EMPLOYEE
HEALTH AND
EMPLOYER COST.**

DOMINO EFFECT

Having a relationship with a primary care physician (PCP) has a **direct impact** on both employee and employer cost.

Our data demonstrates that annual engagement with a PCP leads to managed chronic conditions, improved compliance with age/gender screenings, and early disease detection. These combined outcomes result in enhanced health for your employees and their family members, and stabilized healthcare costs for all.

5 YEARS OF DATA ANALYSIS ILLUSTRATES: ●●●●●



AN ANNUAL PCP VISIT SAVES MONEY

Employees who have an annual PCP visit cost the health plan **11% less (\$686)** per member per year than employees without a visit. ¹

Spouses without an annual visit cost **21% more** than spouses with a visit. ¹



* PER MEMBER PER YEAR



Simply put, with a PCP relationship, employees can maintain or improve their health and employers can contain, and in some cases, improve costs.



PCP VISIT IMPACTS EARLY DETECTION



Patients with an annual PCP visit are 2x more likely to comply with age and gender appropriate screenings. ²



Patients who had a mammogram prior to being diagnosed with breast cancer incurred 21.2% (\$5,000) lower costs than those who did not undergo a mammogram prior to diagnosis. ²



PCPs diagnose and manage up to 80% of common mental health conditions. ³

¹ According to Databyte: Primary Care & Chronic Conditions

² According to Databyte: Breast Cancer Awareness

³ According to American Academy of Family Physicians

⁴ According to Databyte: Hypertension Awareness

⁵ According to Databyte: Rx Adherence Matters



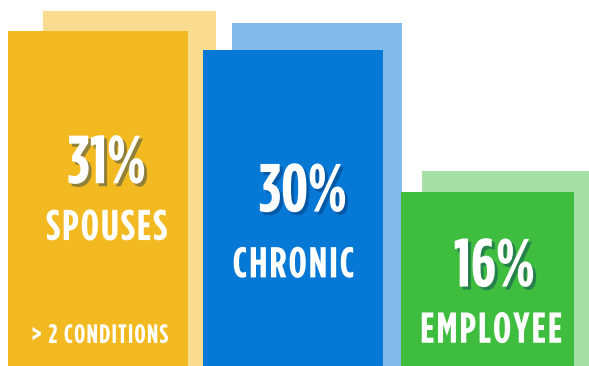
VALUE OF PCP INCREASES WITHIN THE CHRONIC POPULATION

Our analysis shows that PCP engagement is important for all plan members but even more crucial for your chronic population.

The cost of unmanaged hypertension cases is **200%** more than those who manage the condition. ⁴



Cost Impact for Chronic Population



Average cost differential for engaged members with chronic conditions. ¹

Impact of Rx Adherence on Overall Costs

Providing free maintenance medications has a positive impact on drug adherence, therefore reducing costs long-term.

10%
INCREASE IN
MEDICAL ADHERENCE



2%
REDUCTION IN
MEDICAL COSTS

Offering free maintenance medications increases adherence for diabetic and hypertension drugs by 10%, which lowers associated medical costs by 2%. ⁵



BENEFITS BEAT PODCAST

Tune in! Our new podcast episode discusses groundbreaking genomic research that is revolutionizing primary care prevention and how it's delivered at PCP visits.



Burns C. Blaxall, PhD

Program Director
Personalized Medicine
and Pharmacogenetics



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HUB | HORAN is laser focused on data-based recommendations that provoke action and result in measurable outcomes for our clients and their employees.



Call 800.544.8306 to schedule a deep dive into your data with our analytics team.

HOW TO PROPEL

THE DOMINO EFFECT

WITH YOUR EMPLOYEES

MAKE HEALTH AWARENESS EASY

INCENTIVIZE BIOMETRICS AND PCP ACTIVITY

INCLUDE SPOUSES

HELP MAKE THE PATIENT EXPERIENCE FRICTIONLESS

Our multi-disciplinary Outcomes Team is dedicated to identifying proven strategies that produce positive outcomes no matter the client size, plan design or funding. Results of this team's research are published in the HUB | HORAN Databyte Series.

Published in 2017, our first Databyte highlighted the improved financial and patient outcomes when breast cancer is detected early. Databytes following our inaugural edition quantified the value of other actions ranging from managing hypertension, to adhering to a medication regimen, to visiting the PCP on an annual basis.

TO READ ALL DATABYTES, VISIT:

DATADRIVENRESULTS.COM



**OUR PCP STRATEGY DELIVERS HIGH ENGAGEMENT (90%) AND STABILIZES TRENDS.
WORK WITH US TODAY!**