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# Decision Support Procurement (VOTE)

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# Overview of Recommendation



*As part of our ongoing commitment to improve our users' experience, we are interested in adding new decision support tools.*

- Decision support tools are a hallmark of the Health Connector's commitment to facilitating apples-to-apples comparisons and high-value plan choices
- In keeping with our goal of regular upgrades to our user experience, we recommend partnering with two vendors, Consumers' Checkbook / Center for the Study of Services (Checkbook) and Picwell, Inc. (Picwell), to provide new Decision Support Services (DSS)
- Specifically, the Health Connector recommends the Board authorize contracting to launch Checkbook's formulary search by Open Enrollment 2018 and create an option to implement Picwell's total cost calculator by Open Enrollment 2019



# **Decision Support: Background**

# Need for Decision Support: Member Feedback



*In the 2016 Member Experience Survey, Health Connector members indicated a strong interest in decision support.*

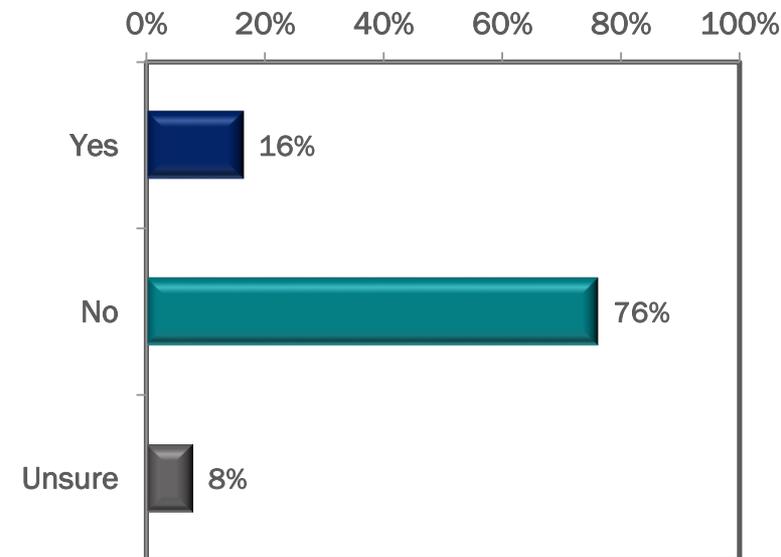
- More than three-quarters of members (78%) would be interested in a feature that allowed the Health Connector to recommend plans to them
- Of members dissatisfied with the website, 32% recommended making the website simpler, while 15% recommended giving more information about plans
- While members surveyed reported it was easy to compare premiums (88%), only 69% of members indicated it was easy to compare the total amount they might have to pay for their health care
- 22% of those contacting the Health Connector after choosing a health plan had questions about their plan's benefits

# Need for Decision Support: Affordability Concerns

***Both subsidized and unsubsidized Health Connector members express affordability concerns, which may indicate difficulty estimating total plan costs.***

- Despite the availability of subsidies, a significant minority of Health Connector members continue to report difficulty paying for out-of-pocket care
- In the 2016 Member Experience Survey:
  - 16% of members overall reported that cost was a barrier to care
  - 26% of unsubsidized members delayed care due to cost
  - 14% of subsidized members delayed care due to cost

Health Connector Members Reporting Problems Paying Medical Bills Since Selecting Plan (2016)



# Need for Decision Support: Peer Exchange Improvements



*Compared to peer exchanges, the Health Connector offers fewer tools.*

Public Exchanges	Out-of-Pocket Cost Calculator	Provider Lookup	Quality Rating Indicator	Formulary Look-up	Network Size Indicator
Healthcare.gov	X	X		X	
California	X		X		
Colorado	X	X	X		
Connecticut	X		X		
District of Columbia	X	X		X	
Idaho	X				X
Maryland		X			
<b>Massachusetts</b>		X			(network flag available)
Minnesota	X				
New York		X			
Rhode Island		X			
Vermont	X				
Washington		X	X		

# Current Decision Support Experience



***The Health Connector is continually engaged in updating its decision support tools to provide information and support to members in their plan choices.***

- The Health Connector has worked to add decision support to its plan shopping experience over the years, including:
  - Standardized plan comparisons
  - Filtering and sorting options
  - Flags for different network types
  - A stand-alone provider / facility search tool
- This year, the Health Connector began to refresh its decision support tools to reflect member feedback and best practices:
  - In Open Enrollment 2017, expanded range of provider types in provider search tool
  - By late spring 2017, expect to integrate the provider search tool into the hCentive shopping platform to streamline the member experience

# Decision Support Experience Progress

*As part of integrating provider search, the Health Connector began mapping a more streamlined process for members to access future decision support.*

- Currently, provider search is a stand-alone tool available as a link from the shopping experience
- This model is not ideal because:
  - Consumers need to leave the Health Connector shopping page to seek information
  - Consumers need to manually “carry” the information they learn from the provider search back to the plan shopping page
- Together with our vendors, the Health Connector is beginning to integrate decision support tools so that members experience a streamlined process



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# **Decision Support: Procurement Overview**

# Procurement Process & Results



- Process
  - The Health Connector received and scored five written proposals from five vendors
  - The three highest scoring bidders were asked to deliver oral presentations
  - After satisfying initial criteria for completeness, bidders were scored separately on their responses to one or both of the required tools: total cost calculator and /or formulary search
  - The availability and cost of other additional tools was considered in the scoring criteria but was not scored separately
- Scoring Results
  - Checkbook was the winning formulary search bidder with 133 points
  - Picwell was the winning total cost calculator bidder with 123 points

# Implementation Approach



- Based on procurement results, the Health Connector is considering a phased approach to implementing new decision support tools
  - Near-term implementation of a formulary search tool with Consumers' Checkbook by Open Enrollment 2018
  - Longer-term implementation of a total cost calculator tool with Picwell, Inc. by Open Enrollment 2019 (or earlier, as feasible)
- This phased approach will allow the Health Connector to offer additional tools to consumers as soon as possible, while offering a longer window to integrate the more complex total cost calculator with the shopping platform
- The Health Connector aims to integrate these tools into the shopping platform to the greatest extent possible, rather than adopting a stand-alone approach
- This approach allows the Health Connector to remain within our allotted budget



# **Formulary Search Recommendation**

# Formulary Search Recommendation



- The PMT recommends procurement of Checkbook’s formulary search because Checkbook is a known vendor which has delivered high-quality, consumer-oriented DSS tools on time to the Health Connector and other State-based Exchanges
- More specifically, Checkbook’s formulary search tool offers:
  - The ability for consumers to search prescription drugs, including dosages, strengths, and both generic and brand names, and determine whether these drugs are included in the formulary by tier/cost
  - An appropriate approach to data collection and standardization
  - A neutral and transparent presentation of plan choices following user inputs
  - Previous experience with Massachusetts market and other state-based exchanges
  - A reasonable cost structure that meets budgetary allocations

# Checkbook Formulary Search Example

STEP 1  
Tell us about yourself

STEP 2  
Compare plans and choose

STEP 3  
Enroll

## Drugs Preferences

Do you or other family members have a drug or drugs that you want to be able to use with your health insurance plan? (optional)

Type in prescription drug name(s) below ?

**LISINOPRIL (Oral Pill)**  
Dosage Form: Oral Tablet  
Strength: 40 mg

**LISINOPRIL (Oral Pill)**  
Dosage Form: Oral Tablet  
Strength: 30 mg

**LISINOPRIL (Oral Pill)**  
Dosage Form: Oral Tablet  
Strength: 2.5 mg

**LISINOPRIL (Oral Pill)**  
Dosage Form: Oral Tablet  
Strength: 5 mg

**LISINOPRIL (Oral Pill)**

Make this drug directory as thorough as possible, under the best of circumstances, it will not cover all drugs in a plan's network.

To confirm that a particular drug is covered by a plan, always check the plan's latest drug formulary list and confirm coverage by the plan.

This information is an estimate of the average costs of the health care services, including prescription drugs, that you provided about the number of people that need coverage, age, health status and other factors. It does not account for the cost of specific prescription drugs, therefore it is important to check the actual costs. If a drug is very expensive, actual costs may be substantially higher than our Yearly Cost estimate.

The actual costs may be even higher than our estimates and may exceed both our Cost in a Bad Year estimate and the Maximum Out-of-Pocket cost reported for each plan.

POWERED BY  
CONSUMERS'  
**CHECKBOOK**

CONTINUE

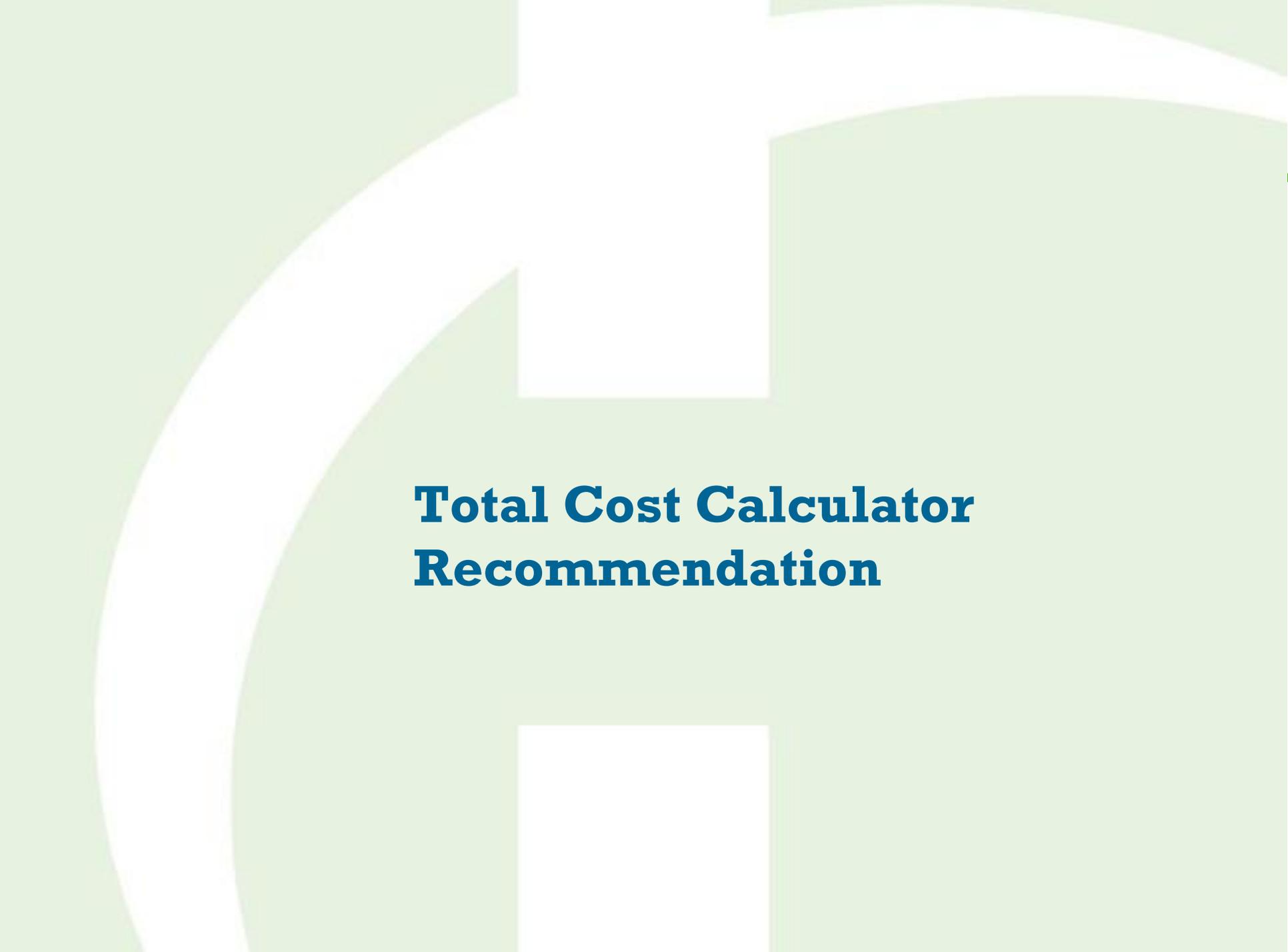
# Checkbook Contract Details



- Under the Health Connector’s existing Master Services Agreement with Consumers Checkbook / CSS, the Health Connector proposes to sign a new work order for an integrated formulary search to be implemented as part of an upcoming hCentive technical release
  - The term of the work order will run from February through June 30, 2018, with five optional one-year renewals
  - The Health Connector may terminate at any time for any reason with sixty days notice
- Total estimated budget for the first year: \$110,000

Item	Cost
Implementation	\$30,000
Accelerated Integration Fee (if needed)	\$8,000
Year 1 Ongoing Support (Fixed and Variable Costs)	\$96,000
<b>Total Estimated Costs</b>	<b>\$110,000</b>

- At the Health Connector’s option additional costs may be included for ad hoc service requests, higher-than-projected users, and add-ons, such as Spanish translation
- Ongoing costs for optional future years will continue at estimated \$96,000
- Costs related to this contract proposal are expected to be incurred in FY18

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# **Total Cost Calculator Recommendation**

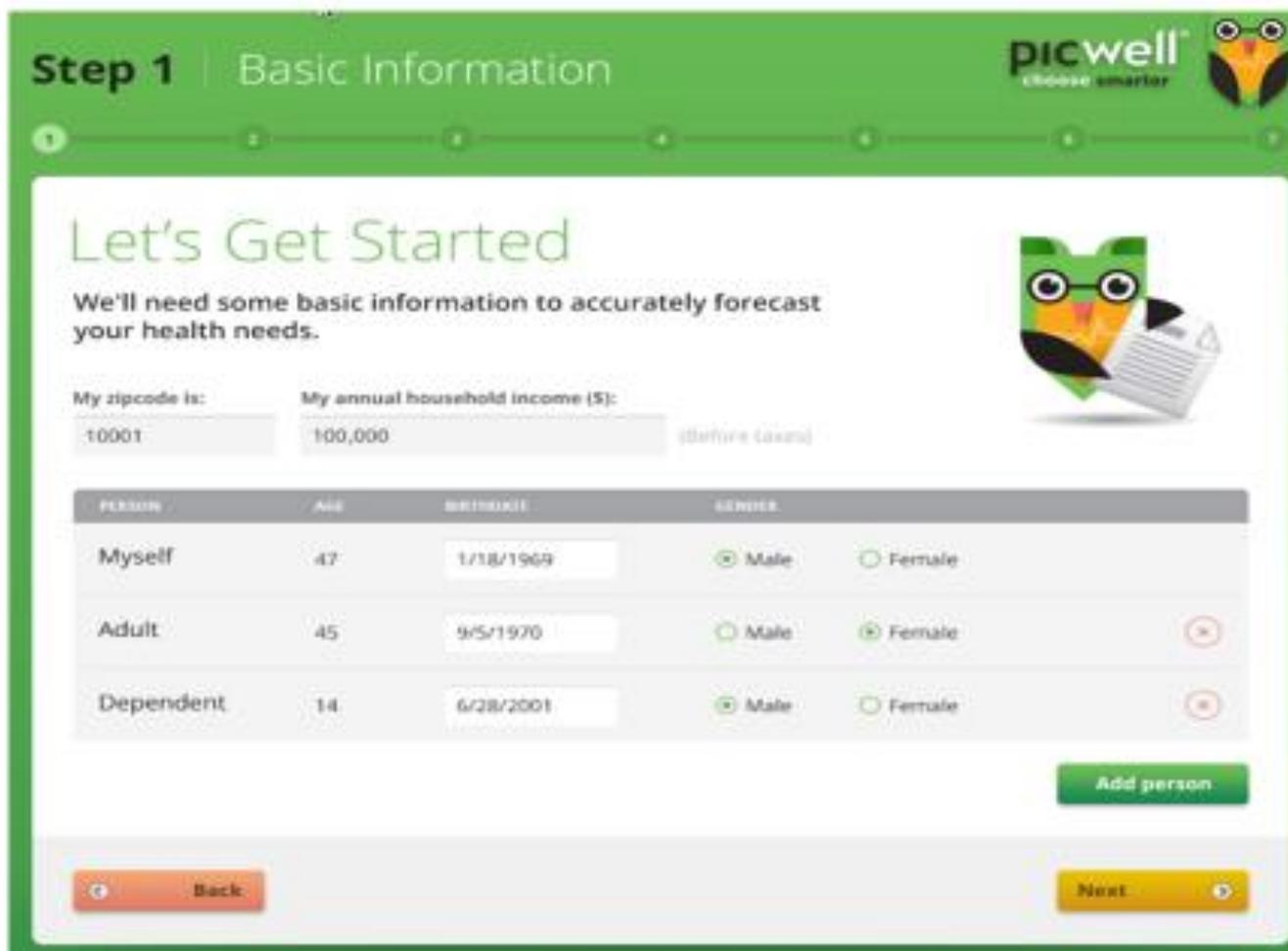
# Total Cost Calculator Recommendation



- The PMT recommends procurement of Picwell’s total cost calculator because Picwell offers a unique approach that draws from plan designs, robust claims data, and user inputs about expected health care needs and preferences to provide a comprehensive total cost estimate.
- More specifically, Picwell’s total cost calculator tool offers:
  - The ability for consumers to enter information about anticipated health care usage, prescription drugs, preferred providers and risk tolerance
  - A best-in-class approach to data, incorporating information such as risk tolerance and the possibility of Massachusetts-specific claims data
  - A standardized and simplified presentation of plan choices following user inputs
  - Experience with other complex health coverage markets, such as Medicare and the commercial markets

# Picwell Total Cost Calculator: Getting Started

*The Picwell tool starts by asking basic information that can be customized to meet Massachusetts-specific needs.*



**Step 1 | Basic Information** picwell™  
choose smarter 

**Let's Get Started**  
We'll need some basic information to accurately forecast your health needs.

My zipcode is:  My annual household income (\$):  (before taxes)

PERSON	AGE	BIRTHDATE	GENDER	
Myself	47	<input type="text" value="1/18/1969"/>	<input checked="" type="radio"/> Male	<input type="radio"/> Female
Adult	45	<input type="text" value="9/5/1970"/>	<input type="radio"/> Male	<input checked="" type="radio"/> Female <input type="button" value="x"/>
Dependent	14	<input type="text" value="6/28/2001"/>	<input checked="" type="radio"/> Male	<input type="radio"/> Female <input type="button" value="x"/>

# Picwell Total Cost Calculator: Medications

*Consumers can indicate preferred medications.*

## Your Medications

Medications impact cost and help predict your health care needs.



Myself	47 year-old male	
Medication	Quantity	Refill Every
Lipitor 10 mg	30	30 days
Type your medications name		

Adult	45 year-old female	
Medication	Quantity	Refill Every
Zoloft 100 mg	30	30 days
Type your medications name		

Dependent	14 year-old male	
Medication	Quantity	Refill Every
Differin Gel .3%	30	30 days
Type your medications name		

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# Picwell Total Cost Calculator: Doctors and Hospitals

*Consumers can indicate preferred provider and facility preferences.*

## Your Doctors & Hospitals

Do you have specific Doctors & Hospitals that you want to see?  
Think about which Doctors & Hospitals are most important to  
you and input them below.



### Doctors

Doctor's Name	Office Location	Years with Doctor	Importance
Ani Vemprala	Princeton Plainsboro		Low High
Jay Silverstein	Princeton Plainsboro		Low High
Chris Shen	Princeton Plainsboro		Low High
Choose doctor	Office Location		Low High

### Hospitals

Hospitals Name

Choose hospital

Importance

Low High

Do you only want to see results that include your doctors & hospitals?

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# Picwell Total Cost Calculator: Risk Preference

*Consumers can indicate risk preferences and capacity to pay.*

## Your Risk Preferences

Your answers help Picwell to determine which health plan is best for you. Remember, the more questions you answer, the better the results!



Please consider these two sample insurance plans and select the plan you would prefer in the two scenarios below.

**Plan A** - where your annual plan costs (premiums) are **\$3000 higher** and you pay **\$0 out-of-pocket** for the surgery.

**Plan B** - where your annual plan costs (premiums) are **\$3000 lower**, but you have to pay **\$500 out-of-pocket** for the surgery.

Given a low chance of being injured next year and not needing surgery, I would choose...

Plan A  Plan B

Given a moderate change of being injured next year and needing surgery, I would choose...

Plan A  Plan B

If you had a hospitalization today and received a medical bill of \$5,000, do you have access to enough savings or credit to pay for this bill on your own?

Yes  No

# Picwell Total Cost Calculator Plan: Results



*Can provide a Plan Score, PlanFit measure and Real Cost measure. These tools can be displayed or removed based on Health Connector member needs.*

Sort by: Picwell Score <span>Compare 3 Plans</span>				
PICWELL SCORE FOR PEOPLE LIKE ME	PLAN PROVIDER	PLANFIT FOR PEOPLE LIKE ME	COST FOR PEOPLE LIKE ME	SELECT PLAN
<p>picwell 97</p> <p><a href="#">Score Breakdown</a></p>	<p>Plan A</p> <p><a href="#">Plan Details Breakdown</a></p>	<p>96</p> <p><a href="#">PlanFit Breakdown</a></p>	<p>picwell realcost™ \$395 Jan - Dec</p> <p>PREMIUM \$350</p> <p><a href="#">Cost Breakdown</a></p>	<p><a href="#">Buy</a></p> <p>Added to Comparison <span>✕</span></p>
<p>picwell 92</p> <p><a href="#">Score Breakdown</a></p>	<p>Plan B</p> <p><a href="#">Plan Details Breakdown</a></p>	<p>94</p> <p><a href="#">PlanFit Breakdown</a></p>	<p>picwell realcost™ \$395 Jan - Dec</p> <p>PREMIUM \$350</p> <p><a href="#">Cost Breakdown</a></p>	<p><a href="#">Buy</a></p> <p>Added to Comparison <span>✕</span></p>
<p>picwell 82</p> <p><a href="#">Score Breakdown</a></p>	<p>Plan C</p> <p><a href="#">Plan Details Breakdown</a></p>	<p>79</p> <p><a href="#">PlanFit Breakdown</a></p>	<p>picwell realcost™ \$800 Jan - Dec</p> <p>PREMIUM \$275</p> <p><a href="#">Cost Breakdown</a></p>	<p><a href="#">Buy</a></p> <p>Compare Plan</p>
<p>picwell 36</p> <p><a href="#">Score Breakdown</a></p>	<p>Plan D</p> <p><a href="#">Plan Details Breakdown</a></p>	<p>29</p> <p><a href="#">PlanFit Breakdown</a></p>	<p>picwell realcost™ \$975 Jan - Dec</p> <p>PREMIUM \$400</p> <p><a href="#">Cost Breakdown</a></p>	<p><a href="#">Buy</a></p> <p>Compare Plan</p>

# Picwell Contract Details



- The Health Connector proposes to enter a new Master Services Agreement with Picwell, which would allow it the option to proceed with a work order for a total cost calculator
  - The term of the Agreement will run from February through June 30, 2018, with five optional one-year renewals
  - Implementation work is anticipated to begin in the fall of 2017
  - The Health Connector may terminate at any time for any reason with ninety days notice
- Total Estimated Budget for first year: \$287,000

Item	Cost
Implementation	\$100,000
Year 1 Ongoing Support (Fixed and Variable Costs)	\$187,000
<b>Total Estimated Costs for the First Year</b>	<b>\$287,000</b>

- Ongoing costs for optional future years will continue at estimated \$250,000
- Costs related to this contract proposal are expected to be incurred in FY18

***Health Connector staff recommend that the Board vote to authorize the Executive Director to enter into a contract with Consumers' Checkbook as described above with an estimated budget of \$110,000 for services performed between February 2017 and June 30, 2018, with five optional one-year extensions.***

***Simultaneously Health Connector staff recommend that the Board vote to authorize the Executive Director to enter into a contract with Picwell Inc. that would create an option as described above with an estimated budget of \$287,000 for services performed between February 2017 and June 30, 2018, with five optional one-year extensions.***