



Broker News

NEWS FOR BROKERS AND CONSULTANTS

September 2015

Announcing the OMNIASM Health Alliance

What's inside

Horizon Blue Cross Blue Shield of New Jersey Rises to the Challenge

[Read More](#)

Introducing the OMNIASM Health Alliance

[Read More](#)

The OMNIA Health Alliance – People Making a Difference

[Read More](#)

Introducing Our Redesigned *Online Doctor & Hospital Finder*

[Read More](#)

Horizon BCBSNJ Patient-Centered Programs Drive Results

[Read More](#)

FAQs

[Read More](#)

Transforming Health Care



Watch Video



Horizon Blue Cross Blue Shield of New Jersey Rises to the Challenge

The factors driving America’s rising health care costs are numerous and wide-ranging – including our aging population, Medicaid expansion, growing rates of chronic disease and the expenses associated with improved medical technology.

New Jersey ranks as the fourth most expensive state for health insurance premiums¹. That is largely driven by the exorbitant per-capita health care costs – yet we are only ranked 15th for quality of care based on prevention, treatment, healthy lives and avoidable costs².

As the leading health insurer in the state, with more than 80 years of experience, Horizon BCBSNJ has always worked to ensure that our members have access to quality, affordable care. We are working to transform care in a post-health care reform environment and create value in the New Jersey health care system. We know customers are looking for greater value, lower costs, improved quality and an enhanced patient experience. Wherever we’re able to, we leverage our leading position and influence to bring about needed change in the state’s health care system – to the benefit of all parties involved. We’re doing so in a big way starting this year, and we’re excited to tell you, our broker partners, all about it.

Horizon BCBSNJ’s innovative new approach to health care delivery has been put in place to give members access to improved care, at lower costs and in a way that gives members a better overall impression of their health care experience.

New Jersey
4th in cost

15th in quality

WATCH THIS VIDEO for an insightful overview on Horizon BCBSNJ’s Case for Transforming Care in New Jersey.

Horizon Blue Cross Blue Shield of New Jersey

Home The Need for Change Patient-Centered Care Value-Based Care Consumer Toolkit

Transforming Health Care in New Jersey

Transforming Health Care in NJ

Play button

¹ DHHS ASPE Research Brief, “Health Insurance Marketplace 2015: Average Premiums After Advance Premium Tax Credits Through January 30 in 37 States Using the Healthcare.gov platform.” February 9, 2015.
² Kaiser Family Foundation; CMS National Health Expenditures Database; WHO Global Health Expenditures database.

Introducing the OMNIASM Health Alliance

Horizon BCBSNJ is collaborating with six of New Jersey's leading hospital systems and a major multispecialty physician group to form the OMNIA Health Alliance – a unique, first-of-its-kind alliance designed to dramatically alter how health care is financed and delivered. The three objectives in forming this alliance are to:

- Improve the quality of health care;
- Enhance the patient experience; and
- Lower the total cost of that care for New Jersey consumers.

The OMNIA Health Alliance represents a shared vision and commitment of both intellectual and financial resources to accelerate New Jersey's change from the traditional fee-for-service system to one where hospitals and doctors are rewarded for the quality, not the quantity, of care they provide to consumers. The new collaborative approach is in response to consumer demands to "repair the system" and provide employers and consumers with affordable, high-quality health care over the long term.

"The OMNIA Health Alliance is an unprecedented collaboration that will significantly transform how health care is financed and delivered in New Jersey for the better," said Robert A. Marino, Chairman, CEO and President of Horizon BCBSNJ. "Through the OMNIA Health Alliance, we are all making a long-term commitment with a new level of trust, cooperation and energy that will benefit health care consumers in New Jersey."

The organizations in the OMNIA Health Alliance share a number of key strengths sure to drive the collaboration's success, including:

- A strong reputation among consumers;
- A high level of expertise;
- A vision to move toward rewarding quality, not quantity, of health care;
- The ability to impact the health status of large populations; and
- The resources and capabilities to use new technology to deliver more effective and efficient care to health care consumers.

We encourage you to visit HorizonBlue.com/OMNIA to learn more about the OMNIA Health Alliance and how this unique level of collaboration and information sharing will significantly change the health care landscape in New Jersey.



"Can we work with doctors and hospitals to improve care?"

YES.



HorizonBlue.com/OMNIA



The OMNIA Health Alliance – People Making a Difference

The following health systems (representing 22 hospitals) and major multispecialty physician group have joined Horizon BCBSNJ to form the OMNIA Health Alliance:

- Atlantic Health System
- Barnabas Health
- Hackensack University Health Network
- Hunterdon Healthcare
- Inspira Health Network
- Robert Wood Johnson Health System
- Summit Medical Group

Each member in the OMNIA Health Alliance has had success in the past few years with patient-centered models of care and population health management efforts – resulting in care that’s better organized and more personalized, and is built on solid coordination between the different caregivers and health care professionals caring for a given patient. The OMNIA Health Alliance will accelerate those efforts, which have shown they work to boost the quality of care patients receive, enhance the patient experience when they seek care, and lower the total cost of care.

Introducing Our Redesigned *Online Doctor & Hospital Finder*

Finding the right care in the right setting just got easier. Your clients and their employees can now access our redesigned provider directory at

HorizonBlue.com/doctorfinder to find doctors, hospitals, dentists and other health care professionals that participate in our networks. Our redesigned *Online Doctor & Hospital Finder* makes it easier to quickly find health care professionals who participate in one of our plans.

Members can now:

- Search all in-network doctors, hospitals and other health care professionals by plan.
- Filter search results by a future date to check participation status.

- Find out who is joining or leaving the plan.
- Get information on the plan selected.
- View doctor profiles that show all plans accepted, group affiliation, specialty, hospital affiliation and more.

Our new design also makes it easier to view a map of the location and get directions; and have the name, address and phone number texted straight to a mobile or smartphone device.¹

All the features on our *Online Doctor & Hospital Finder* are also available on the Horizon Blue app and our mobile website. The **Horizon Blue app** can be downloaded from the App StoreSM or Google PlayTM.

¹ Text messaging rates and data charges from a mobile carrier may apply.

“Can high-quality care cost less?” **YES.**



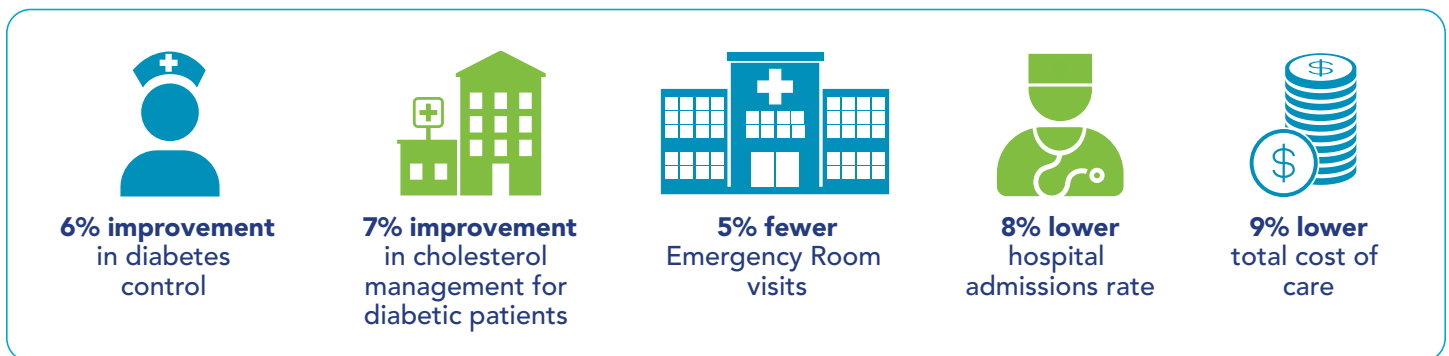
HorizonBlue.com/OMNIA

Horizon BCBSNJ Patient-Centered Programs Drive Results

There's an important reason behind the OMNIA Health Alliance's strong focus on patient-centered care – and that is how well it works. Members receiving care from a doctor who participates in a Horizon BCBSNJ patient-centered program are scoring higher on quality care metrics – at a cost that is nine percent lower – than those members at traditional doctor practices, according to a review of Horizon BCBSNJ's 2014 claims data.

“The promise of patient-centered, or value-based, care to deliver better quality care at a lower cost is no longer theoretical, it's a reality,” said Robert A. Marino, Chairman, CEO and President of Horizon BCBSNJ. “The 2014 results further demonstrate how doctors, hospitals and Horizon are innovating and transforming health care to ensure patients receive more coordinated, better quality care at a lower cost.”

The latest review of 2014 claims data indicates that Horizon BCBSNJ members in patient-centered practices, as compared to members in traditional practices, have:



“Patient-centered” care refers to an innovative approach where health insurance companies provide incentives to doctors based on the quality of patient care, rather than the quantity of care. Unlike traditional fee-for-service practices, patient-centered practices are paid more when they improve patient satisfaction and care based on national clinical guidelines.

“Can we work with doctors and hospitals to improve care?” **YES.**



HorizonBlue.com/OMNIA

FAQs

Q1. What is the OMNIA Health Alliance?

A1. The OMNIA Health Alliance is an innovative, first-of-its-kind collaboration between Horizon BCBSNJ and select hospital and doctor groups around the state to provide a groundbreaking model of patient-centered, value-based care. The OMNIA Health Alliance reflects a shared vision and commitment to work together to improve the quality of health care, lower costs and improve the member experience.

Q2. Who is in the OMNIA Health Alliance?

A2. The following health systems (representing 22 hospitals) and their aligned physicians, and a multispecialty physician group have joined Horizon BCBSNJ to form the OMNIA Health Alliance:

- Atlantic Health System
- Barnabas Health
- Hackensack University Health Network
- Hunterdon Healthcare
- Inspira Health Network
- Robert Wood Johnson Health System
- Summit Medical Group

Q3. How will the OMNIA Health Alliance transform health care in New Jersey?

A3. The OMNIA Health Alliance will transform health care in New Jersey by providing more organized, personalized and coordinated care, powered by the secure sharing of information, processes and best practices to help our members get and stay healthy. The doctors and hospitals that participate in the OMNIA Health Alliance are from like-minded organizations that share our goals of creating a sustainable payment model that rewards value through the achievement of the following critical objectives:

- Improve the health of New Jersey's residents and communities;
- Enhance the consumer experience; and
- Lower the overall cost of care.

Q4. Is the OMNIA Health Alliance an accountable care organization (ACO)?

A4. No. The OMNIA Health Alliance is not an accountable care organization (ACO). The OMNIA Health Alliance is larger than a single ACO and represents a shared vision and commitment between Horizon BCBSNJ, a major multispecialty physician group, and several health systems to transform how health care is financed and delivered in New Jersey.

The result will be greater collaboration, innovation, and focus on population health management, as well as more integrated, coordinated care that will lead to better patient outcomes, produce an enhanced health care experience for consumers, and lower the total cost of care.

Q5. How were hospitals selected for the OMNIA Health Alliance?

A5. Approximately two years ago, we began discussing the idea of a large collaboration with like-minded health systems and physicians to accelerate this transformation from fee-for-service to fee-for-value (defined as the triple aim – higher quality care, better patient experience and lower total cost of care). We undertook a thoughtful and deliberate review of our managed health networks to determine which health care systems and physician groups:

- Were committed to value-based care and with whom we have a strong working relationship;
- Have significant expertise and ability to impact the health status of large populations through population health management;
- Have strong brand reputations among consumers and employers; and
- Have the resources and capabilities to use new technology to deliver more effective and efficient health care to consumers and employers.

FAQs (continued)

Q6. Is this shift to value-based care an industry trend or something Horizon BCBSNJ is leading the way in implementing?

A6. In New Jersey, Horizon BCBSNJ is leading the charge toward a value-based health care system. We have the largest network of patient-centered practices in the state, including over 6,000 physicians and over 750,000 members already enrolled in patient-centered programs. However, the movement to value-based health care is a nationwide trend.

Q7. With more and more doctors and hospitals consolidating and offering their own insurance to consumers, aren't they better positioned to offer value-based care?

A7. Horizon BCBSNJ has more than 80 years of experience serving members in New Jersey. Our value-based care programs were built in collaboration with local health care systems to meet the needs of members and build on our years of experience in the marketplace. We couldn't offer these programs if we did not have good relationships with doctors and hospitals. All of us want to provide the best possible care and improve health outcomes.

Q8. What is population health management?

A8. Population health management is a term that describes a model of care where doctors and other health care professionals are responsible for the outcomes of a group of patients (or populations). If, on average, the doctors deliver high-quality, efficient care to a population, they are rewarded for their high performance.

The idea behind population health management is to encourage doctors and other health care professionals to keep their patients healthy, thereby reducing unnecessary utilization of expensive services, like Emergency Room visits, hospitalizations and multiple office visits.

Q9. How do consumers benefit from population health management?

A9. Population health management offers consumers:

- *Improved clinical outcomes* – Tighter coordination of care, supported by enhanced data integration and collaboration.
- *Better patient experience* – Increased efficiency to ensure consumers get the right care, at the right time, in the right setting.
- *Lower cost of care* – A new model of care focused on value rather than volume.

LEARN MORE!

For more information about the OMNIA Health Alliance, go to HorizonBlue.com/OMNIA.

"Can we put the care back in health care?" **YES.**



HorizonBlue.com/OMNIA



Horizon BCBSNJ provides you with the information you need to help your clients.



Visit Horizon Blue Cross Blue Shield of New Jersey's corporate Facebook® page, facebook.com/HorizonBCBSNJ. Stay up to date with the latest company news and health and wellness information. Follow us on Twitter™, twitter.com/HorizonBCBSNJ. See a video explaining how we're transforming the health care delivery system in New Jersey, youtube.com/BCBSNJ. Stay connected with Horizon Blue Mobile anytime, anywhere at mobile.HorizonBlue.com. The Horizon Blue App gives members secure access to their health insurance information anytime, anywhere.

Horizon Blue Cross Blue Shield of New Jersey, Three Penn Plaza East, Newark, NJ 07105-2200

Director: Daisy Chan • Managing Editor: Jennifer Roche • Contributing Editor: James Chohey • Design and Layout: Alice Ugarte

This publication and any materials and/or comments are informational and educational in nature only. They do not constitute professional services, do not establish an attorney-client relationship, shall not be construed in any way as legal services and do not serve as a substitute for legal advice. No comment or statement in this publication or the accompanying materials is to be construed as legal advice and shall not constitute an admission. Horizon BCBSNJ reserves the right to qualify or retract any of these statements at any time. Likewise, the content is not tailored to any particular situation and does not necessarily address all relevant issues. This publication provides only an overview. This publication and its materials also may not be fully updated to reflect the current state of law in any particular jurisdiction or circumstance as of the time of the publication. Furthermore, subsequent developments may impact the currency and completeness of this document. Horizon BCBSNJ disclaims, and has no responsibility to provide any update or otherwise notify any reader of any such change, limitation or other condition that might affect the suitability of reliance upon these materials or information otherwise conveyed in connection with this publication. Parties accessing this publication or the materials are solely responsible for and are urged to engage competent legal counsel for consultation and representation in light of the specific facts and circumstances presented in their unique circumstance.

Broker News is written and produced exclusively for brokers and consultants by the Enterprise Communications team at Horizon Blue Cross Blue Shield of New Jersey. Products and policies may be provided by Horizon Insurance Company, Horizon Healthcare Services, Inc., or Horizon Healthcare of New Jersey, Inc. Services are generally provided by Horizon Healthcare Services, Inc., dba Horizon Blue Cross Blue Shield of New Jersey. Each entity is an independent licensee of the Blue Cross and Blue Shield Association. The Blue Cross® and Blue Shield® names and symbols are registered marks of the Blue Cross and Blue Shield Association. Communications are issued by Horizon Blue Cross Blue Shield of New Jersey in its capacity as administrator of programs and provider relations for all its companies. The Horizon® name and symbols are registered marks, and OMNIASM is a service mark, of Horizon Blue Cross Blue Shield of New Jersey. The OMNIA Health Alliance doctors, hospitals, and other health professionals referenced herein are independent entities, engaged to assist Horizon BCBSNJ in population health management activities for Horizon BCBSNJ members living and receiving care in the state of New Jersey. Facebook® is a registered mark of Facebook, Inc. Twitter™ is a trademark of Twitter, Inc. YouTube™ is a trademark of Google, Inc. All other trademarks and trade names are the property of their respective owners. © 2015 Horizon Blue Cross Blue Shield of New Jersey, Three Penn Plaza East, Newark, New Jersey 07105-2200.