

WellPoint Cancer Care Quality Program
Georgia Society of Clinical Oncology
March 2, 2014

Agenda

- Why we're here
- Oncology— why it needs to be managed
- BCBSGa program design
- Provider experience/Portal

Why we're here:

Cancer Care Quality Program Launch



Most common forms of cancer

Cancer

*not just one disease
but many diseases*

*more than 100 types
have been identified*

Total estimated
new cases in 2013:

1,660,290

Type	Estimated New Cases in 2013
Bladder Cancer	72,570
Breast Cancer	Female: 232,340 Male: 2,240
Colon and Rectal Cancer	Colon: 102,480 Rectal: 40,340
Endometrial Cancer	49,560
Kidney (Renal Cell) Cancer	65,150
Leukemia	48,610
Lung Cancer	228,190
Melanoma	76,690
Non-Hodgkin Lymphoma	69,740
Pancreatic Cancer	45,220
Prostate Cancer	238,590
Thyroid Cancer	60,220

Source: NIH, National Cancer Institute

Together with you, we can transform cancer care



We insure
1 in 9 Americans



Service that
exceeds expectations



Healthy Solutions
improve members'
wellbeing



Recognized
community partner

Specialty Benefit Management Solutions Platform





Radiology



Oncology Drugs



Radiation Therapy

New drugs are often not producing value

13 new cancer treatments approved by FDA in 2012

1

May extend
survival by
more than a
median of 6
months

2

Survival
extended by
only 4-6
weeks

\$5,900

Average cost of treatment
per month

Source: Emanuel et al, New York Times, A Plan To Fix Cancer Care, March 23, 2013, retrieved from http://opinionator.blogs.nytimes.com/2013/03/23/a-plan-to-fix-cancer-care/?_r=0

The cost of cancer treatment is a financial burden

Huge Costs...

\$267 billion

...total cost of cancer in the U.S.. Includes medical costs and costs from lost productivity.¹

Like new drugs...

\$100,000

...the average yearly cost for newer oncology products²

Impact productivity...

36%

...of employees do not return to work after cancer treatment.³

and create hardships

\$26,860

...the mean amount of debt for cancer patients.⁴

1-Source: National Business Group on Health: A Purchaser's Guide to Clinical Preventive Services: Moving Science into Coverage <http://www.businessgrouphealth.org/pub/f2f59214-2354-d714-5198-3a8968092869> (accessed February 2013).

2- Source: Chase B. What's a Cancer Drug Worth? August 23, 2011. <http://www.minyanville.com/businessmarkets/articles/seattle-genetics-adcetris-dendreon-provenge-bristol/8/23/2011/id/36512#ixzz2Jg5uaa2F>

3-Source: American Cancer Society: Workplace Solutions. www.acsworkplacesolutions.com/ceocancerimpact.asp (accessed February 2013).

4-Source: Shankaran V, Jolly S, Blough D, Ramsey SD. Risk Factors for Financial Hardship in Patients Receiving Adjuvant Chemotherapy for Colon Cancer: A Population-Based Exploratory Analysis. *Journal of Clinical Oncology* 30:1608-1614..

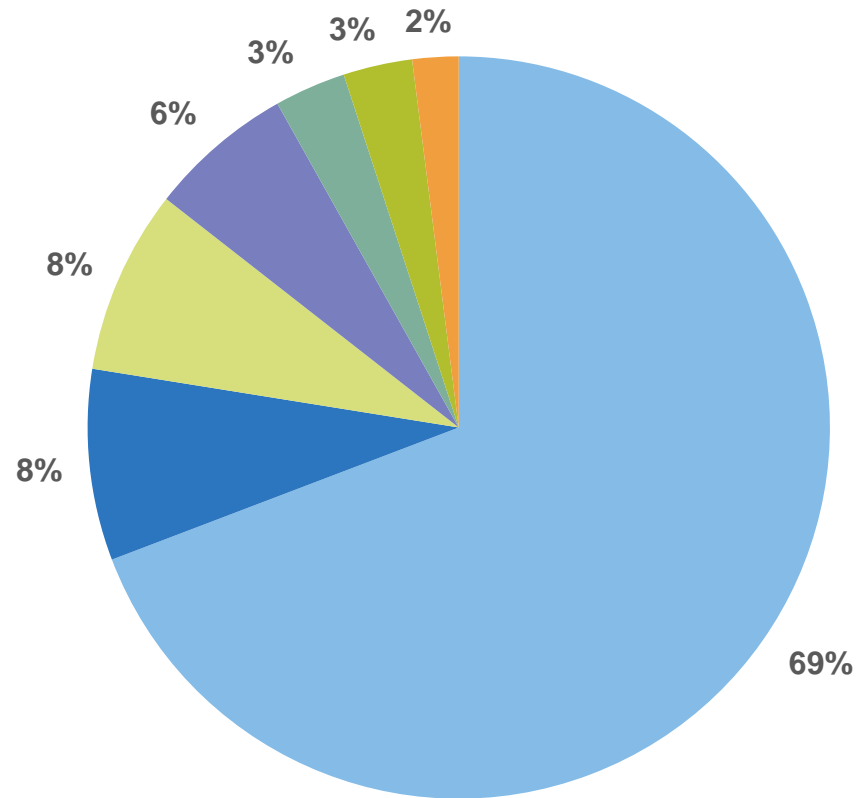
The 'buy and bill' reimbursement model is broken



Practices rely on drug margin income to pay for patient support resources

Oncology practice revenue sources:

- Drugs
- Evaluation & Management
- Infusion
- Radiation Therapy
- Diagnostic Imaging
- Non-Medical
- Laboratory



Solution: Align incentives to create greater value



Our Model: a Quality Initiative

Rewards practices for increased value in breast, colon and lung cancer treatment

- Physicians are encouraged to submit all cancer treatment requests through AIM
- Providers selecting designated WellPoint Cancer Treatment Pathways are eligible for enhanced reimbursement when submitting **treatment plans** through AIM Specialty Health
- Practices participating in the Program can gain efficiency through synchronization with BCBSGa Medical Policy and Clinical Guidelines



Oncology Decision Support System

Evidence-based
Regimen Library

Comprehensive
Database

Up-to-date
Content



WellPoint Cancer Treatment Pathways

Based on...

current medical evidence and best practices

Reviewed... Updated...

- at least **quarterly**
- as **new medical evidence** becomes available

Included in Anthem's Program...

- **proven, effective treatments**
- tailored to the **patients' characteristics**
- selected to have **favorable side-effect profiles**
- Demonstrated **cost-effectiveness**

Physician access...

through web-based decision-support tools to help in developing a **treatment plan** customized for patient's particular type and stage of cancer

Treatment planning payments support cost-effective care



Enhanced reimbursement for treatment planning and care coordination will be provided when patient is registered with the Cancer Care Quality Program and treatment regimen is on pathway



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



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

* adjusted based upon provider contract reimbursement terms; limited to the duration of the treatment regimen or six (6) months whichever is shorter

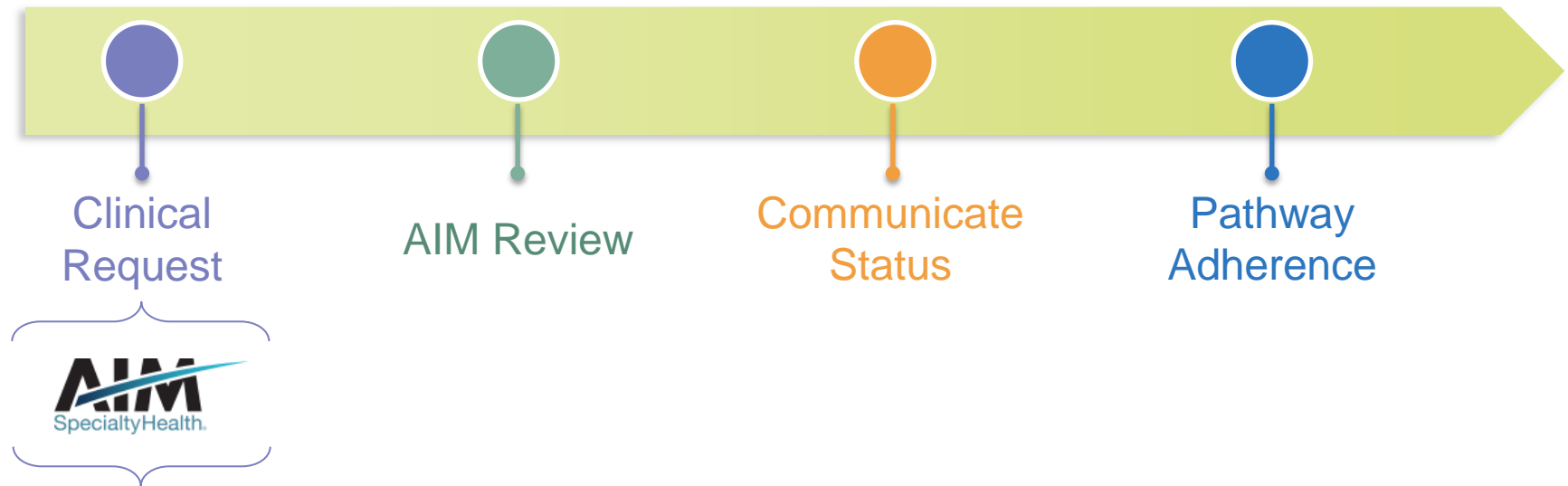
Selected therapeutics reviewed against BCBSGa clinical criteria

DRUG	GENERIC NAME	J-CODE
Abraxane	Paclitaxel protein-bound	J9264
Adcetris™	Brentuximab vedotin	J9042
Alimta®	Pemetrexed disodium	J9305
Aranesp	Darbepoetin Alfa	J0881
Avastin	Bevacizumab	J9035
Campath	Alemtuzumab	J9010
Epogen/Procrit	Epoetin Alfa	J0885
Erbix	Cetuximab	J9055
Granix	tbo-Filgrastim	J1446
Halaven®	Eribulin mesylate	J9179
Herceptin	Trastuzumab	J9355
Hycamtin®	Topotecan HCL	J9351
Jevtana®	Cabazitaxel	J9043
Kadcyla	Ado-trastuzumab emtasine	J9354

DRUG	GENERIC NAME	J-CODE
Kyprolis	Carfilzomib	J9047
Leukine / Prokine	Sargramostim	J2820
Neulasta	Pegfilgrastim	J2505
Neupogen	Filgrastim	J1442
Perjeta	Pertuzumab	J9306
Proleukin®	Aldesleukin	J9015
Prolia®	Denosumab	J0897
Provenge®	Sipuleucel-T	Q2043
Rituxan	Rituximab	J9310
Vectibix	Panitumumab	J9303
XGEVA®	Denosumab	J0897
Yervoy	Ipilimumab	J9228
Zaltrap	Ziv-aflibercept	J9400

Simplified process flow

Specialized self-service web tools facilitate review



Value to stakeholders

Enhanced patient experience →

Opportunity for improved
clinical care →

Greater value for all stakeholders →





Program Membership

INCLUDED

- Fully insured members
- Medicare Advantage members (OQI model)
- BCBSGa local ASO membership
- All National account membership that have an address in GA, as well as IN, KY, MO, OH, or WI

EXCLUDED

- State Health Benefit Plan (SHBP)
- Federal Employee Program
- Amerigroup
- Medicaid
- Medicare supplement plans
- National account members residing outside of Georgia, as well as Indiana, Kentucky, Missouri, Ohio, or Wisconsin

Extensive membership inclusion is meant to encourage practice participation

Change in Provider Experience

Today

MD Orders Treatment

Non-Clinical User
Obtains Pre-Auth
for UM Drugs
Only

Eligible
Reimbursement =
ASP+6

AIM
Program
Launch

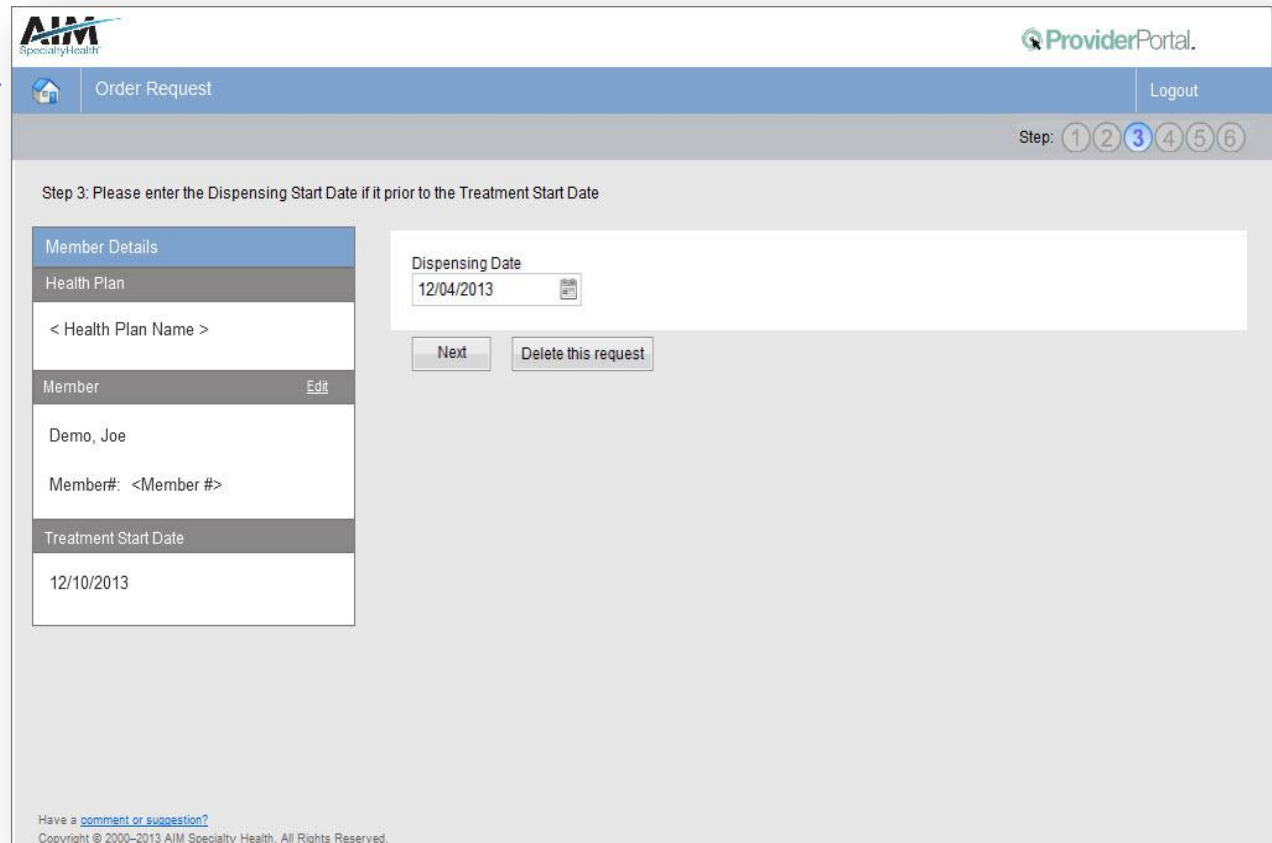
MD Orders WLP
Pathway Regimen

Non-Clinical User
Registers All
Drugs with AIM
Portal

Eligible
Reimbursement for
On Pathway
Regimens = "ASP+"
and Treatment
Planning Fee

Portal clinical screens: Dispensing date selection

Please indicate the date that drugs will be dispensed by your pharmaceutical supplier

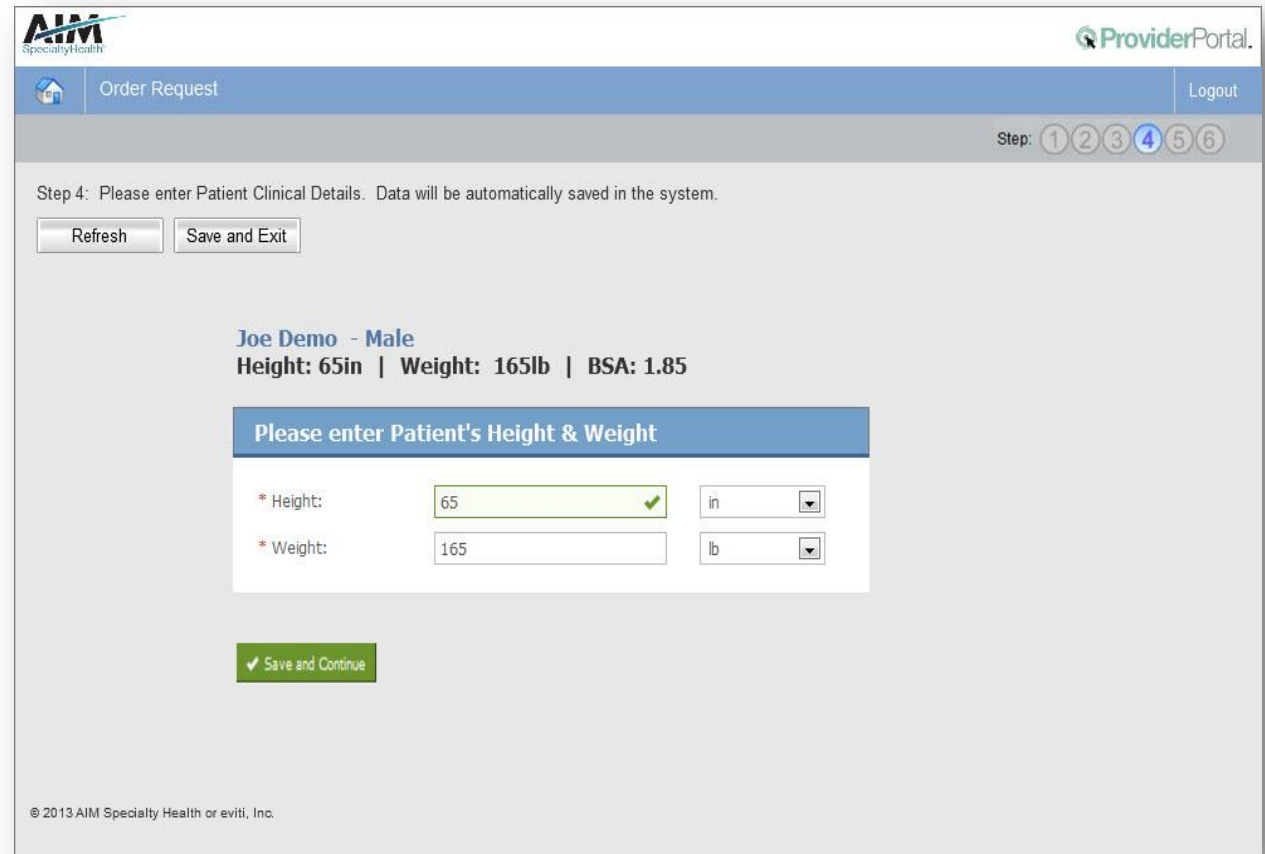


The screenshot shows the 'Order Request' screen in the AIM Specialty Health Provider Portal. The page is titled 'Order Request' and includes a 'Logout' link. A progress indicator shows 'Step: 1 2 3 4 5 6', with '3' highlighted. The main heading is 'Step 3: Please enter the Dispensing Start Date if it prior to the Treatment Start Date'. On the left, a 'Member Details' sidebar shows fields for Health Plan, Member (Demo, Joe), and Treatment Start Date (12/10/2013). The main form area has a 'Dispensing Date' field with a calendar icon, currently set to 12/04/2013. Below this field are 'Next' and 'Delete this request' buttons. At the bottom, there is a link for 'Have a comment or suggestion?' and a copyright notice: 'Copyright © 2000-2013 AIM Specialty Health. All Rights Reserved.'

Clinical detail: Height and weight

1: First, enter the patient's height and weight

2: Then choose "Save and Continue" to proceed



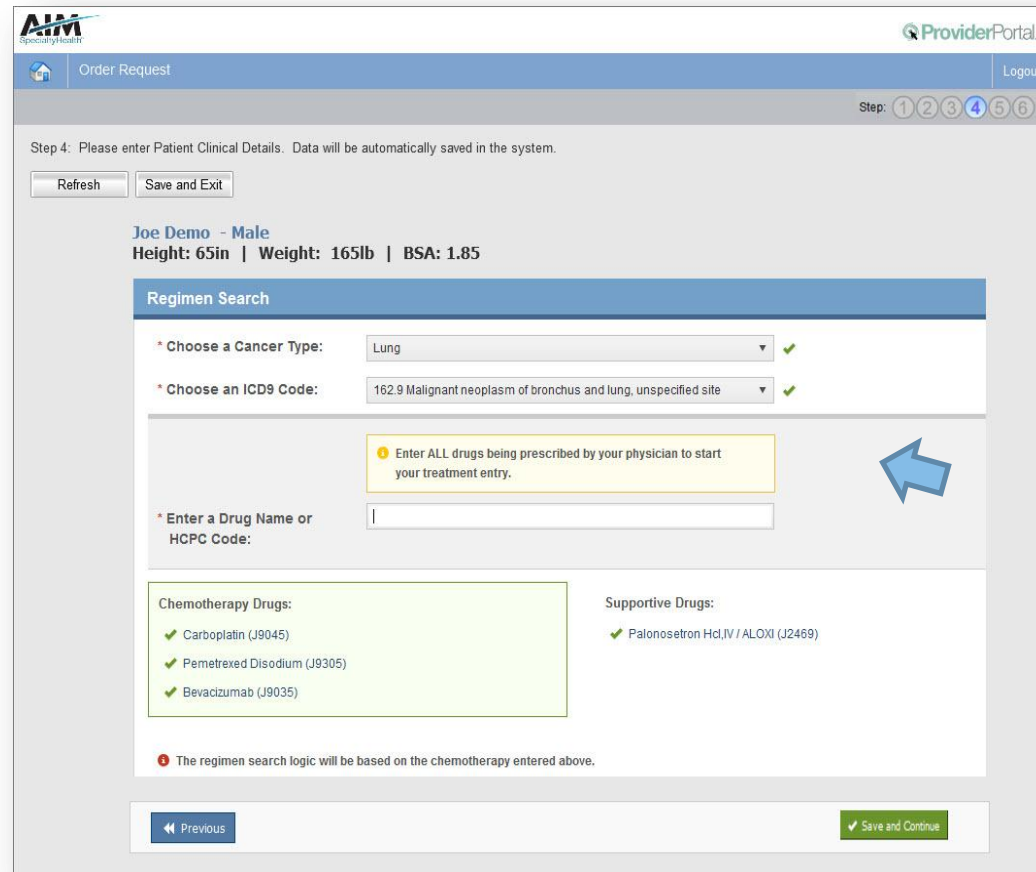
The screenshot displays the AIM Specialty Health ProviderPortal interface. At the top, the AIM Specialty Health logo is on the left, and the ProviderPortal logo is on the right. Below the header, the page title is "Order Request" and there is a "Logout" link. A progress indicator shows six steps, with step 4 highlighted. The main content area contains the text "Step 4: Please enter Patient Clinical Details. Data will be automatically saved in the system." Below this are "Refresh" and "Save and Exit" buttons. The patient information is displayed as "Joe Demo - Male" with "Height: 65in | Weight: 165lb | BSA: 1.85". A section titled "Please enter Patient's Height & Weight" contains two rows of input fields: "* Height:" with a text box containing "65" and a dropdown menu set to "in", and "* Weight:" with a text box containing "165" and a dropdown menu set to "lb". A green "Save and Continue" button is located below the input fields. At the bottom left, the copyright notice reads "© 2013 AIM Specialty Health or eviti, Inc."

Clinical detail: Diagnosis and regimen

1: First, please indicate the type of cancer your patient has been diagnosed with and choose the applicable ICD9 code

2: Next, enter the regimen prescribed. It is important to enter all drugs, including supportive drugs

3: Then choose "Save and Continue"



AIM SpecialtyHealth ProviderPortal. Logout

Order Request Step: 1 2 3 4 5 6

Step 4: Please enter Patient Clinical Details. Data will be automatically saved in the system.


Refresh Save and Exit

Joe Demo - Male
Height: 65in | Weight: 165lb | BSA: 1.85

Regimen Search

* Choose a Cancer Type: Lung ✓

* Choose an ICD9 Code: 162.9 Malignant neoplasm of bronchus and lung, unspecified site ✓

Enter ALL drugs being prescribed by your physician to start your treatment entry. 


* Enter a Drug Name or HCPC Code:

Chemotherapy Drugs:

- ✓ Carboplatin (J9045)
- ✓ Pemetrexed Disodium (J9305)
- ✓ Bevacizumab (J9035)

Supportive Drugs:

- ✓ Palonosetron Hcl, IV / ALOXI (J2469)

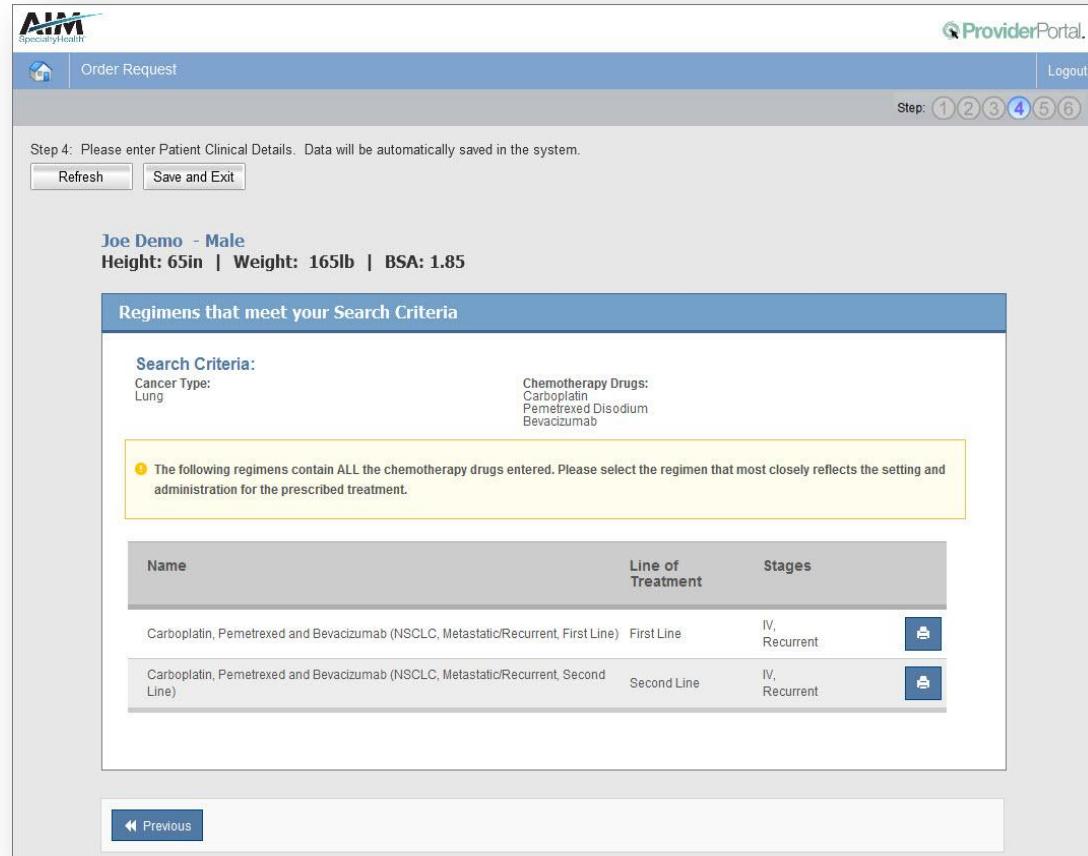
 The regimen search logic will be based on the chemotherapy entered above.

Previous Save and Continue

Clinical detail: Regimen selection

Here, a list of regimens containing all of the drugs you entered will be displayed

Review, then choose “Save and Continue”



AIM Specialty Health ProviderPortal

Order Request Logout

Step: 1 2 3 4 5 6

Step 4: Please enter Patient Clinical Details. Data will be automatically saved in the system.

Joe Demo - Male
Height: 65in | Weight: 165lb | BSA: 1.85

Regimens that meet your Search Criteria

Search Criteria:
 Cancer Type: Lung
 Chemotherapy Drugs: Carboplatin, Pemetrexed Disodium, Bevacizumab

The following regimens contain ALL the chemotherapy drugs entered. Please select the regimen that most closely reflects the setting and administration for the prescribed treatment.

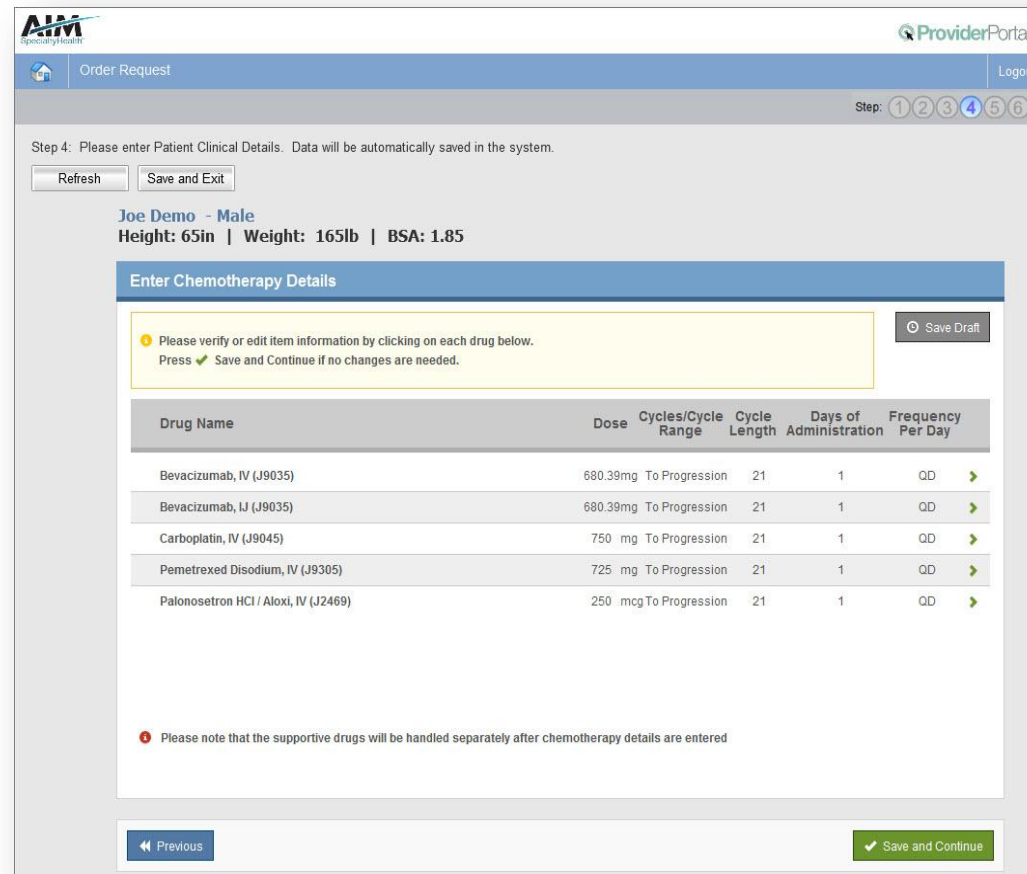
Name	Line of Treatment	Stages
Carboplatin, Pemetrexed and Bevacizumab (NSCLC, Metastatic/Recurrent, First Line)	First Line	IV, Recurrent
Carboplatin, Pemetrexed and Bevacizumab (NSCLC, Metastatic/Recurrent, Second Line)	Second Line	IV, Recurrent

Clinical detail: dosing

1: For each chemotherapy drug please confirm:

- Dose
- Cycle and cycle length
- Number of days the drug will be administered
- How frequently the drug will be administered each day

2: Then choose "Save and Continue"



AIM Specialty Health ProviderPortal

Order Request Logout

Step: 1 2 3 4 5 6

Step 4: Please enter Patient Clinical Details. Data will be automatically saved in the system.

Refresh Save and Exit

Joe Demo - Male
Height: 65in | Weight: 165lb | BSA: 1.85

Enter Chemotherapy Details

Please verify or edit item information by clicking on each drug below.
Press Save and Continue if no changes are needed.

Save Draft

Drug Name	Dose	Cycles/Cycle Range	Cycle Length	Days of Administration	Frequency Per Day
Bevacizumab, IV (J9035)	680.39mg	To Progression	21	1	QD
Bevacizumab, IJ (J9035)	680.39mg	To Progression	21	1	QD
Carboplatin, IV (J9045)	750 mg	To Progression	21	1	QD
Pemetrexed Disodium, IV (J9305)	725 mg	To Progression	21	1	QD
Palonosetron HCl / Aloxi, IV (J2469)	250 mcg	To Progression	21	1	QD

Please note that the supportive drugs will be handled separately after chemotherapy details are entered

Previous Save and Continue

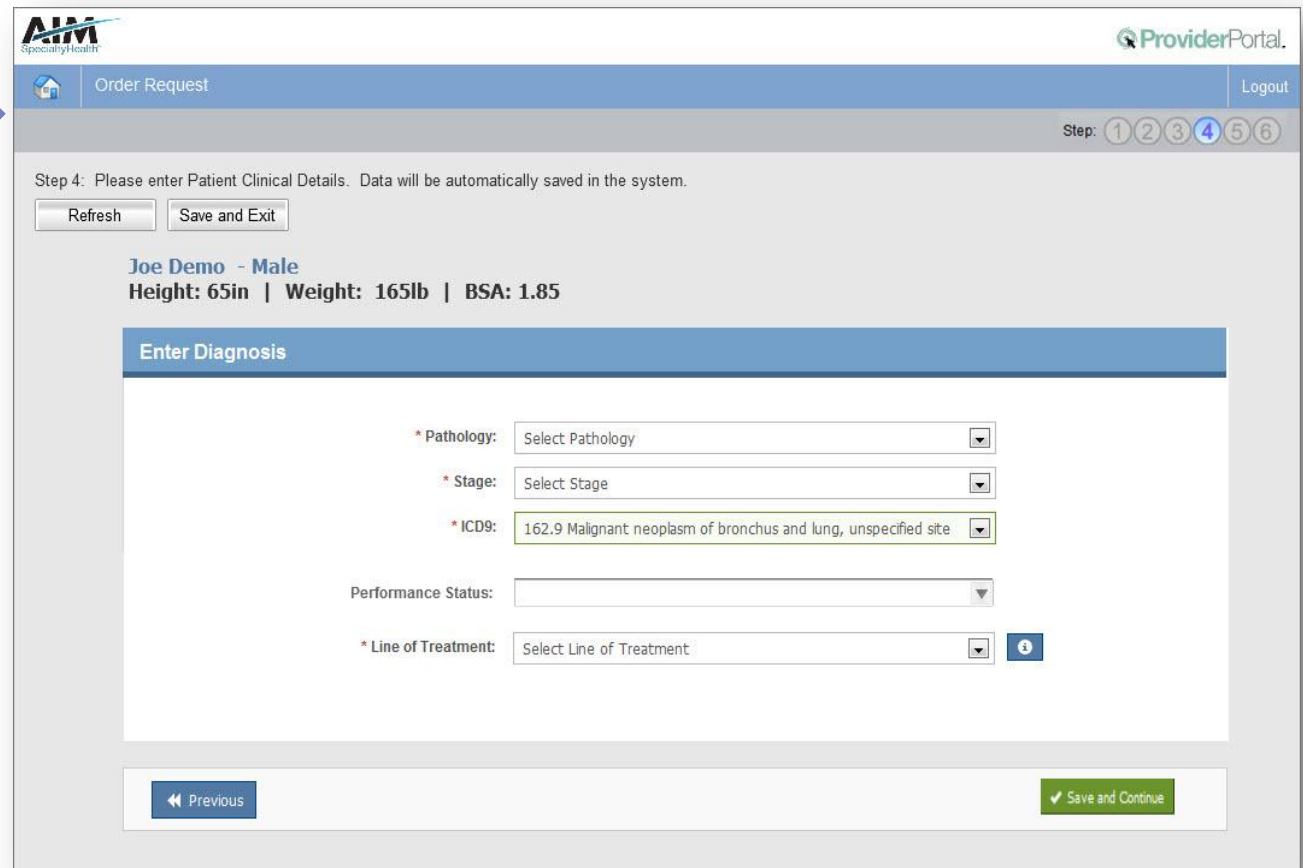
Clinical detail: Disease and biomarker collection

Here we will collect more detailed information regarding your patient's diagnosis

1: Please confirm:
Specific cancer type
Disease stage
ICD9 code
Line of treatment

2: Please also indicate the site and date of the metastasis, if applicable

3: Then choose "Save and Continue"



AIM Specialty Health ProviderPortal.

Order Request Logout

Step: 1 2 3 4 5 6

Step 4: Please enter Patient Clinical Details. Data will be automatically saved in the system.

Joe Demo - Male
Height: 65in | Weight: 165lb | BSA: 1.85

Enter Diagnosis

* Pathology:

* Stage:

* ICD9:

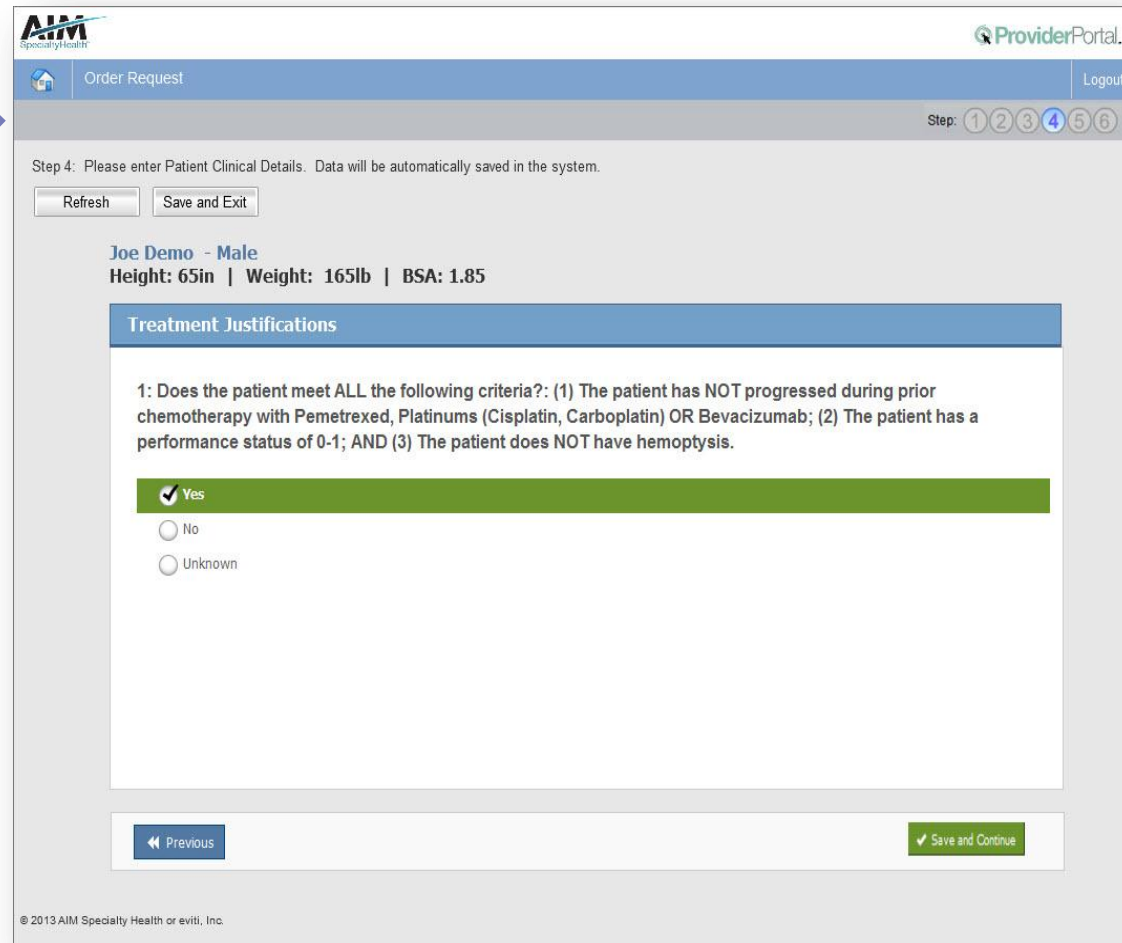
Performance Status:

* Line of Treatment:

Clinical detail: Additional clinical questions

For some regimens, you may be asked to answer additional questions specific to your patient's disease and prescribed treatment

Please answer these questions, then choose "Save and Continue"



AIM SpecialtyHealth

ProviderPortal.

Order Request

Logout

Step: 1 2 3 4 5 6

Step 4: Please enter Patient Clinical Details. Data will be automatically saved in the system.

Refresh Save and Exit

Joe Demo - Male
Height: 65in | Weight: 165lb | BSA: 1.85

Treatment Justifications

1: Does the patient meet ALL the following criteria?: (1) The patient has NOT progressed during prior chemotherapy with Pemetrexed, Platinums (Cisplatin, Carboplatin) OR Bevacizumab; (2) The patient has a performance status of 0-1; AND (3) The patient does NOT have hemoptysis.

Yes
 No
 Unknown

Previous Save and Continue

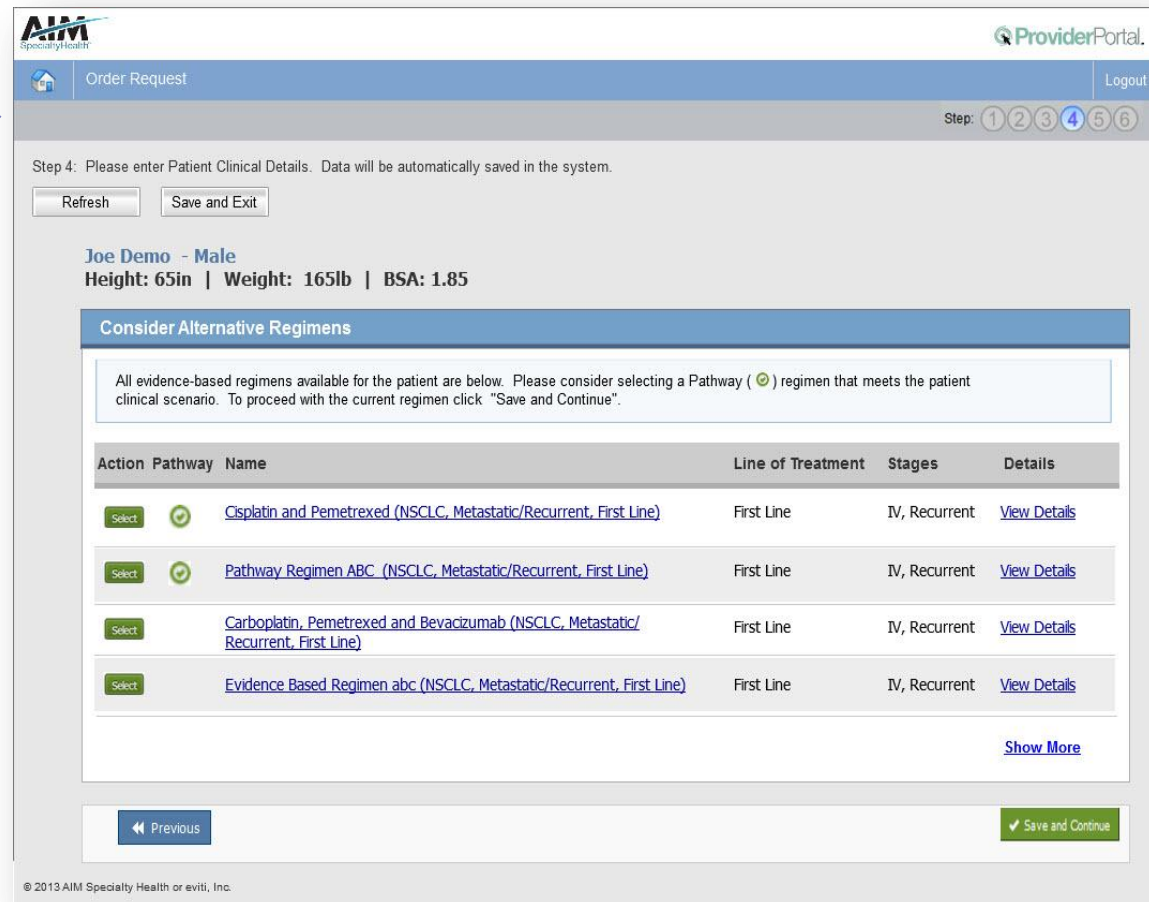
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Pathway regimen alternative

Based on the information you entered, you may be offered an alternative **Pathway** regimen. By choosing a Pathway regimen, your practice will be eligible for enhanced reimbursement

Choose “View Details” for additional information to share with your provider

2. Choose “Save and Continue”. You also may wish to choose “Save and Exit” if you need to consult with the provider



AIM Specialty Health ProviderPortal

Order Request Logout

Step: 1 2 3 4 5 6

Step 4: Please enter Patient Clinical Details. Data will be automatically saved in the system.

Refresh Save and Exit

Joe Demo - Male
Height: 65in | Weight: 165lb | BSA: 1.85

Consider Alternative Regimens

All evidence-based regimens available for the patient are below. Please consider selecting a Pathway (🟢) regimen that meets the patient clinical scenario. To proceed with the current regimen click "Save and Continue".

Action	Pathway	Name	Line of Treatment	Stages	Details
Select	🟢	Cisplatin and Pemetrexed (NSCLC, Metastatic/Recurrent, First Line)	First Line	IV, Recurrent	View Details
Select	🟢	Pathway Regimen ABC (NSCLC, Metastatic/Recurrent, First Line)	First Line	IV, Recurrent	View Details
Select		Carboplatin, Pemetrexed and Bevacizumab (NSCLC, Metastatic/Recurrent, First Line)	First Line	IV, Recurrent	View Details
Select		Evidence Based Regimen abc (NSCLC, Metastatic/Recurrent, First Line)	First Line	IV, Recurrent	View Details

[Show More](#)

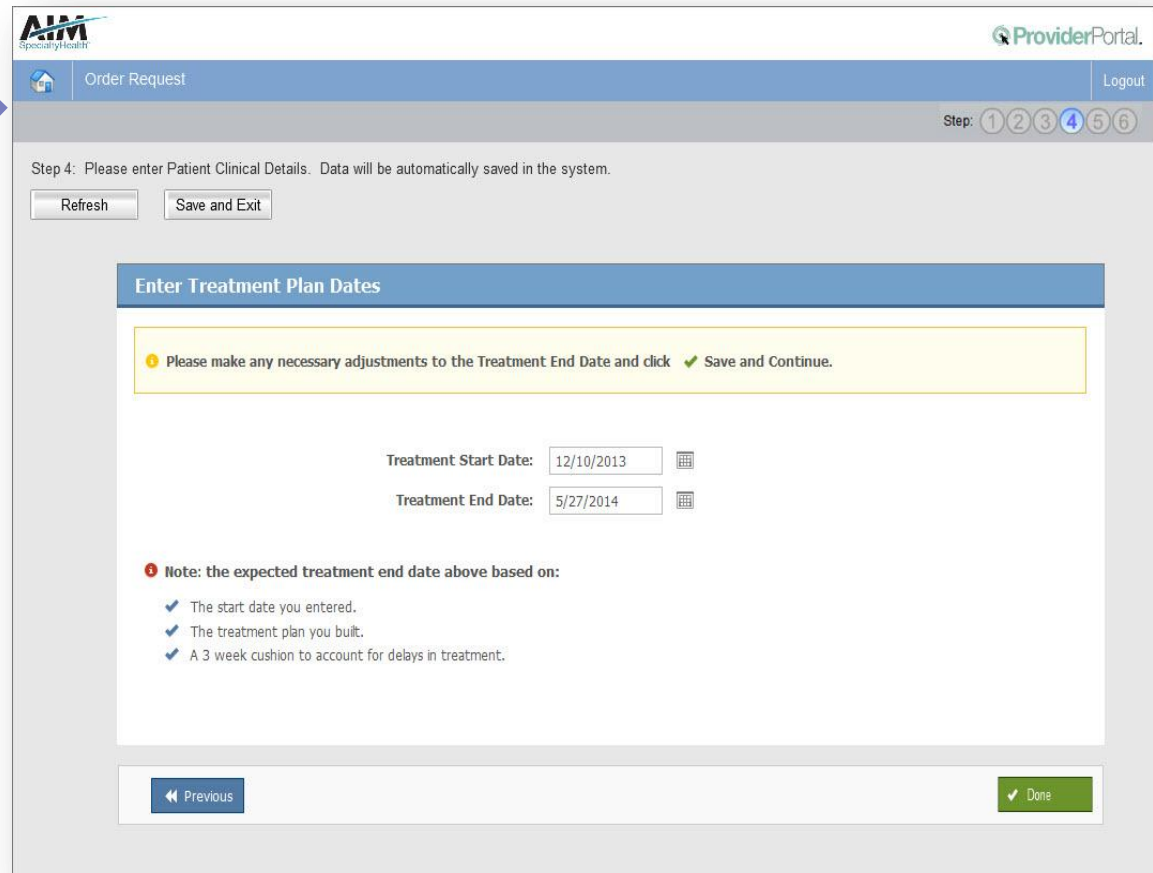
Previous Save and Continue

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Clinical detail: treatment start and end dates

1. Please confirm the expected treatment start and end dates

2. Choose “Done” to submit your order





The screenshot shows the 'Order Request' page in the AIM Specialty Health ProviderPortal. The page is titled 'Order Request' and includes a 'Logout' link. A progress indicator shows 'Step: 1 2 3 4 5 6', with '4' highlighted. The main content area is titled 'Enter Treatment Plan Dates' and contains the following text: 'Step 4: Please enter Patient Clinical Details. Data will be automatically saved in the system.' Below this are 'Refresh' and 'Save and Exit' buttons. A yellow callout box contains the instruction: 'Please make any necessary adjustments to the Treatment End Date and click Save and Continue.' The form fields show 'Treatment Start Date: 12/10/2013' and 'Treatment End Date: 5/27/2014'. A note below states: 'Note: the expected treatment end date above based on: The start date you entered, The treatment plan you built, and A 3 week cushion to account for delays in treatment.' At the bottom, there are 'Previous' and 'Done' buttons.



Order Summary

Once you've completed your order, a summary page will be displayed

Please print the summary and include it in your patient records for future reference

Order Request Summary

Request Status:
Authorized

Member Information:
Demo, Joe
Member #: Demo1234
1 Memory lane
Green, IN 46201
Date of Birth: xxx/xx/xxxx
Phone: (xxx) xxx-xxxx

Ordering Provider:
Notreal, lam
100 Center St
Indiana, IN 46714
Phone: (260) 555-1212
Fax:
NPI:

Health Plan:
Health Plan Name

Order ID: 123456
Pathway Eligible ID: 123456
WMDS #: 9324242

Valid Dates: xxx/xx/xxxx - xxx/xx/xxxx
Start Date: 12/10/2013

Dispensing Provider:
Notreal, lam
100 Center St
Indiana, IN 46714
Phone: (260) 555-1212
Fax:
NPI:

The drug administration information is being displayed for the convenience of the user and has not been independently verified or clinically reviewed. Please note that one or more of these drugs may also require review by a pharmacy benefit manager prior to payment. Contact 1-800-xxx-xxxx for more information.

Order Request Summary:

Item #	HCPCS	Description	Item Request Status	Requested Dates	Action
1	J9060	Cisplatin	Complete	12/10/13-05/27/14	Show Details
2	J9305	Pemetrexed Disodium	Authorized	12/10/13-05/27/14	Show Details
3	J2469	Aloxi	Complete	12/10/13-05/27/14	Show Details

Pathway Eligibility: [Billing Information](#)

CPT Code	Description	Status	Frequency
S0353	Treatment Planning & Care Coordination - Initial	Eligible	One time
S0354	Treatment Planning & Care Coordination - Established	Eligible	1 per month up to x

Diagnosis: 162.9 Malignant neoplasm of bronchus and lung, unspecified site

Clinical Information [+]:

Additional Information:

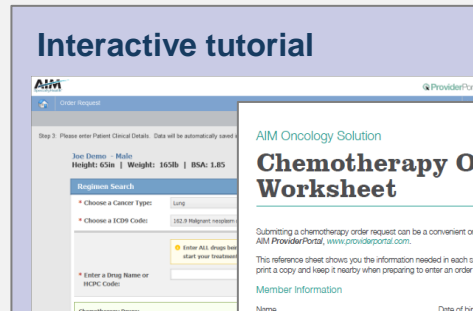
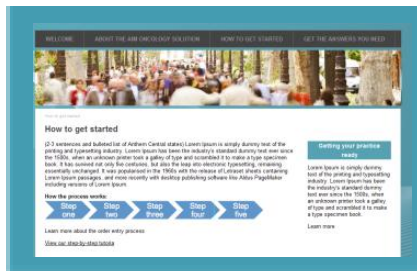
This order is not a guarantee of payment except when required by applicable law. When applicable law allows, payment is subject to the member's active enrollment, benefit limitation and other terms of the member's contract at the time of services provided.

Provider website is now available

www.cancercarequalityprogram.com

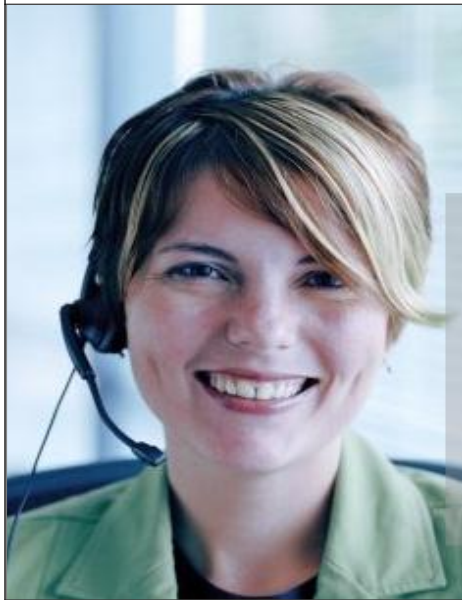
Hub for provider information

- Overview and benefits
- How-to tutorial
- Pathways
- FAQs
- Worksheets



Oncology provider support team

Available May 2014



- 9 a.m.-6 p.m ET, Monday-Friday
- Selected, trained and led by seasoned clinical oncology professionals
- BCBSGa provider reps remain primary source of information

Discussion

