



SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ∙ Baltimore

Reimagining Population Health Through Direct-to-Employer Bundles

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Outline/Agenda

What will be covered in this presentation

1. Understand the Benefits of Direct-to-Employer Contracting and Bundled Healthcare Programs: Participants will learn how these models reduce overall healthcare costs, including emergency room visits and unnecessary procedures, while improving care efficiency and patient outcomes.
2. Identify Key Steps for Implementing Value-Based Care Through Bundled Programs: Attendees will gain insights into selecting services for bundling, standardizing pricing, and building partnerships with employers to ensure a seamless and financially sustainable value-based care model.
3. Explore Replicability and Scalability of Bundled Programs Across Healthcare Systems: Participants will discover best practices for adapting direct-to-employer and bundled healthcare models in diverse hospital settings, maximizing cost savings and creating long-term efficiencies across various healthcare systems.

Audience Poll

How Familiar Is Your Organization with Bundled Payments?

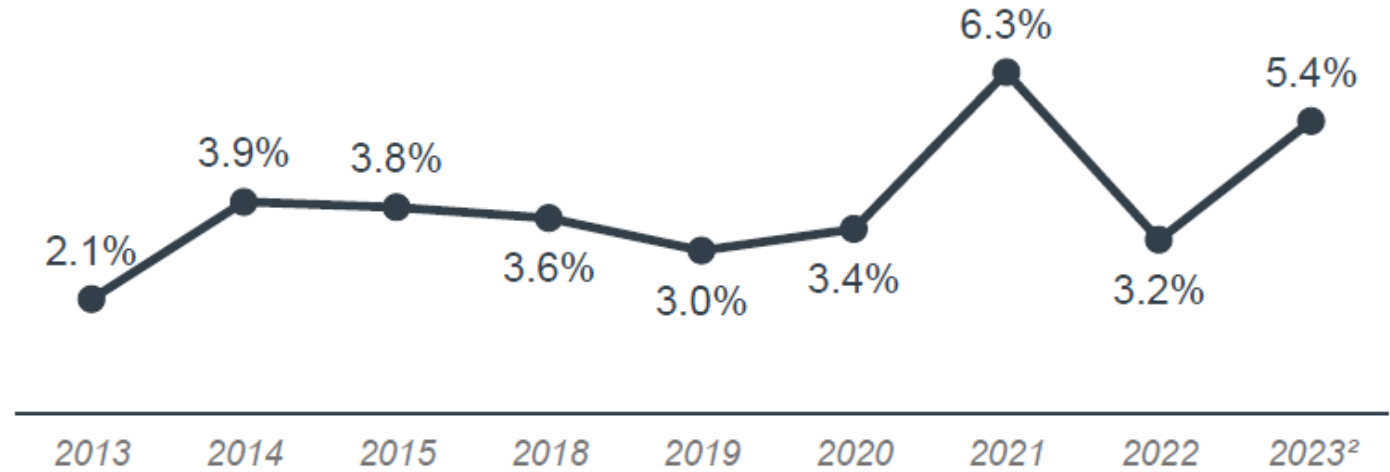
- A We're actively using bundles
- B We've explored them
- C We're considering it
- D Not at all familiar



The Volatility of Fee-for-Service

Health care is expensive.

We are spending more without getting more.



9%-10% Expected increase in health costs at the next contract renewal
(for 2024-2026 benefits)

An Apples to Orchards: Deconstructing the Episode of Care



Instead of covering just a
surgical procedure (apples) ...

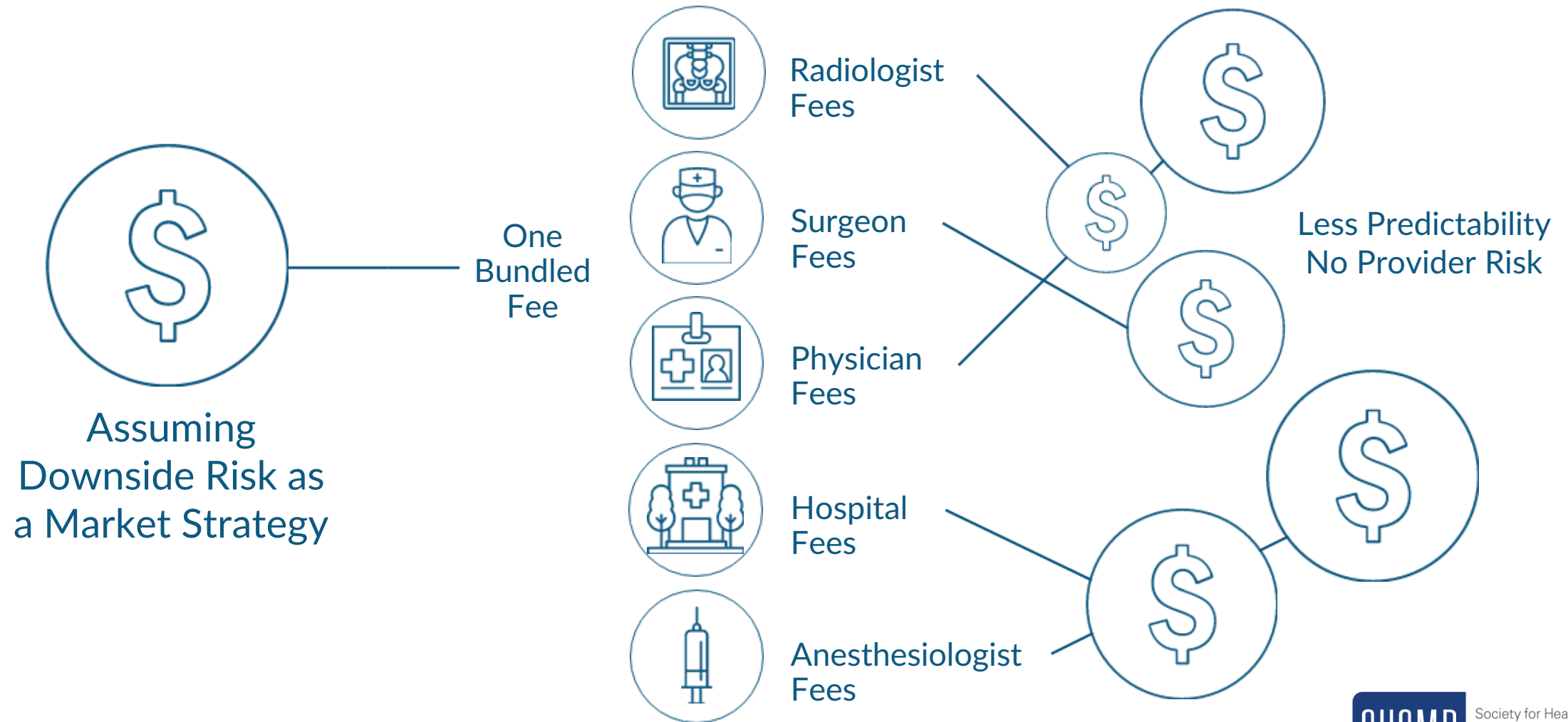
FEE-FOR-SERVICE



We provide all the services needed
for a successful outcome (orchards).

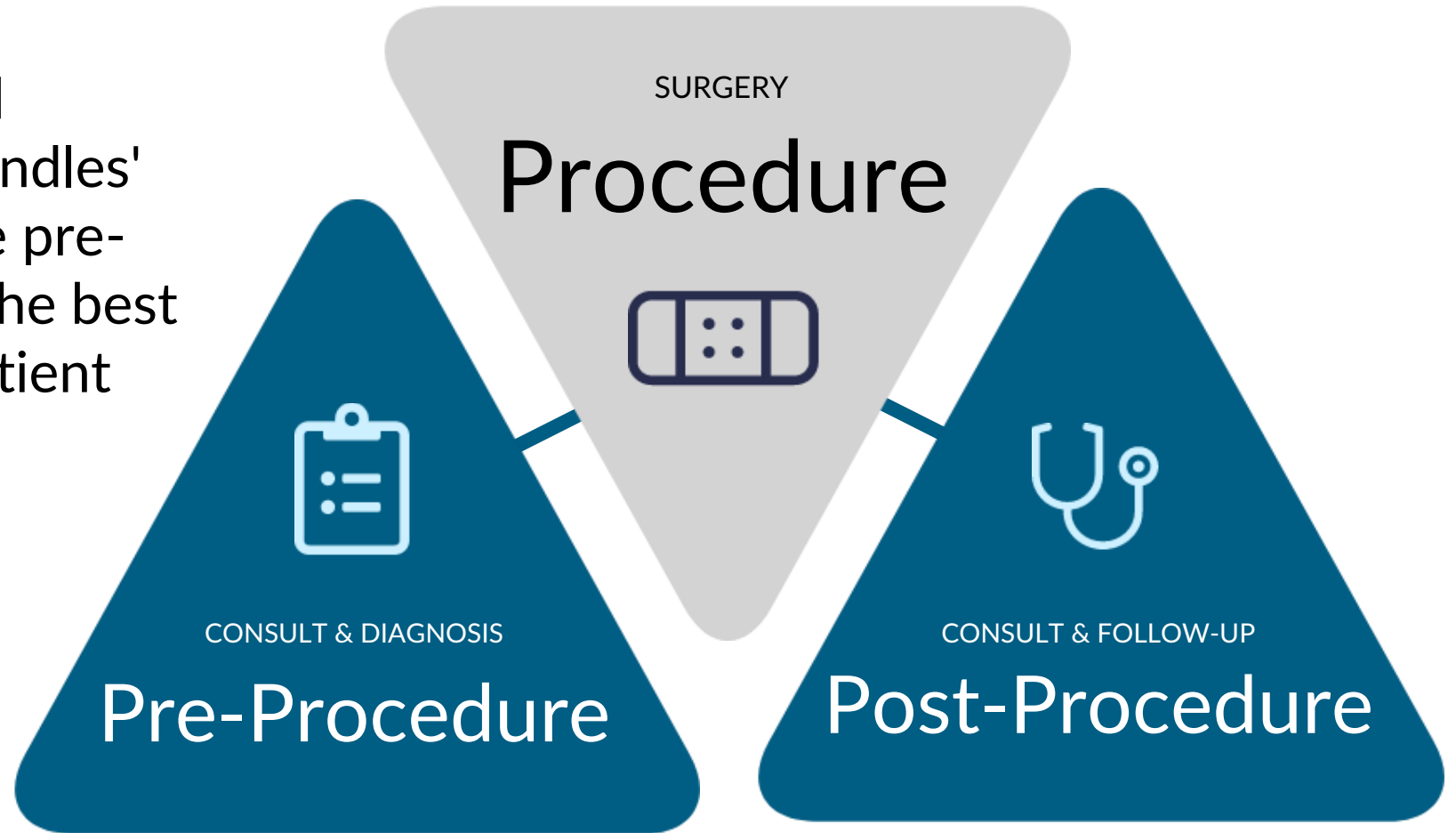
VALUE-BASED CARE

Bundled Payment vs. Fee for Service



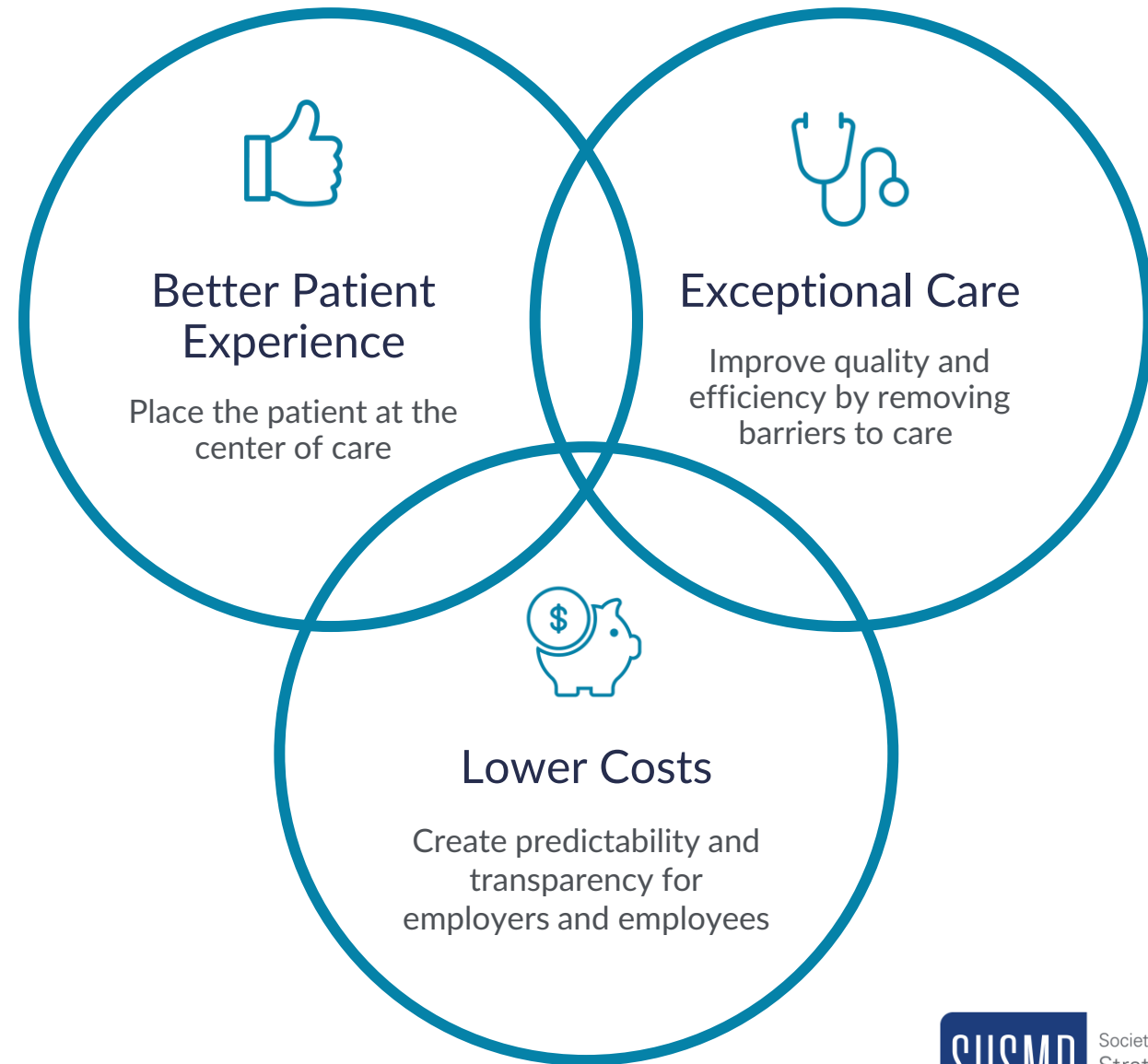
A Model that Provides 360 Degree Care

Unlike typical value-based approaches, MyHealth Bundles' procedural models include pre- and post- care to deliver the best possible outcomes and patient experience.



Redesigning the Relationship Between Employers and Providers

Today, patients as well as employers are seeking benefits that provide better patient experience and quality outcomes all at a lower cost.



Generating Data-Driven Value

MyHealth Bundles by the numbers. Since 2020, the results from our bundles are impressive:



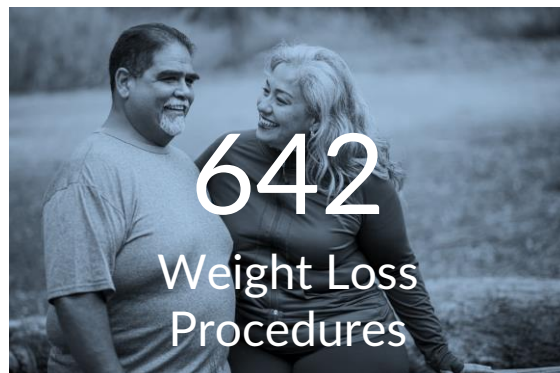
Average of 1%

Surgical Site Infection rate
across joint replacement,
spine and bariatric surgeries



11K

Patients Supported



642

Weight Loss
Procedures

MyWeightLossHealth

41,266
pounds lost

with a

Less than 1%
reoperation rate



2,885

Babies Born



341

Joint Replacements

86% of MySpineHealth
surgery patients

returned to
work within

90 days

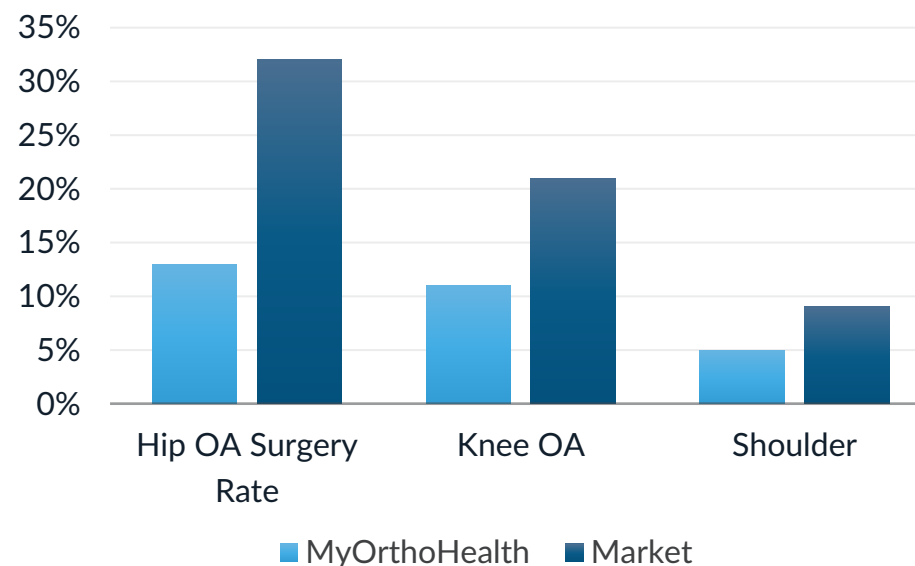
*MyHealth Bundles is made available to self-insured employers in the Nashville area.

Avoiding Unnecessary Surgeries and Delivering Better Outcomes

2024 MSK Surgery Avoidance Rates:

- Hip OA surgery rate: 13% vs. 32% market
- Knee OA: 11% vs. 21% market
- Shoulder: 5% vs. 9% market
- 90% of spine patients returned to work in 90 days

We're the only national program focused on avoiding surgery when possible and providing medical management when appropriate.



Case Study: MyMaternityHealth

Metro Nashville Public Schools Cuts Neonatal Spend

As a pioneer in Bundles, VUMC leverages unmatched experience and data to continually refine its Bundled programs, bringing significant value to both large and small employers.

A prime example of this success is our MyMaternityHealth Bundle, which enabled Metro Nashville Public Schools (MNPS) to significantly reduce neonatal spend in 2024.

RECENT ENHANCEMENTS INCLUDE:

Covering all ER visits—not just pregnancy-related ones

Support for pregnancy loss, an unfortunate reality for 15% of expectant mothers

Expanding bundle access at Regional Hospitals, so more moms can participate

MNPS 2024 Results*

\$1M

in NICU cost savings

50

NICU admissions avoided

*Modeled difference between actual and expected based on other providers

Benefits For All Parties



Employee Benefits

Dedicated patient navigator
High-touch service
Enhanced scheduling
Convenient services
No surprise billing,
no to low out-of-pocket cost



Employer Benefits

Costs are predictable
and transparent
Provider carries
financial risk
Enhanced experiences and
services for employees
Easy-to-implement program



Provider Benefits

Increase commercial
market share
Reward high-value care
Provide a platform for
innovative care models
Elevate provider brand
Turnkey direct-to-
employer strategy

Design Your Own Bundle

Choose a high-cost high variation serve line



What services
would be
included?



What outcomes
matter most?

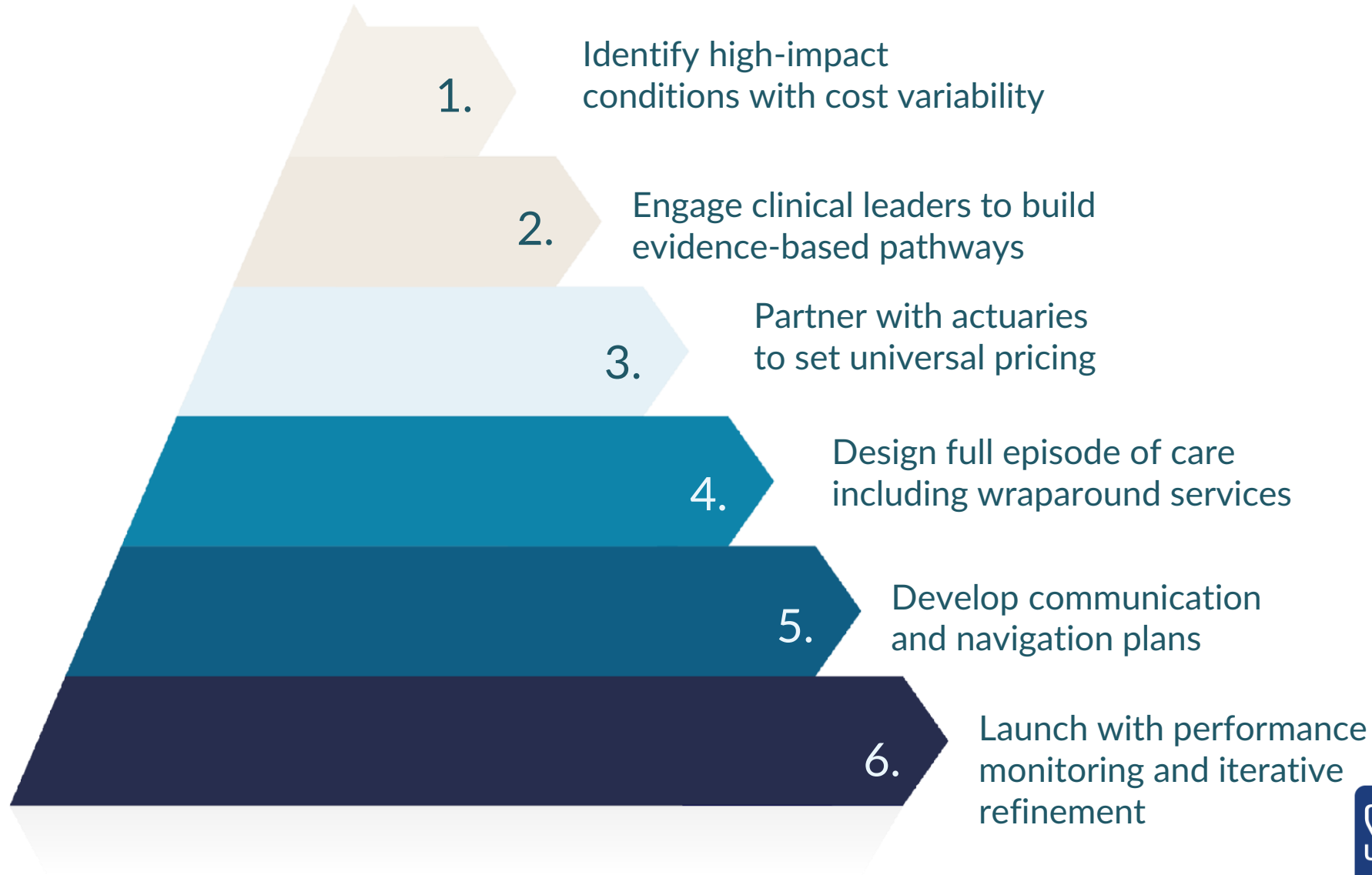


Who would be
involved
internally to
design it?



Discuss
challenges,
stakeholders,
and readiness

Key Steps in Creating and Scaling a Bundled Program



*MyHealth Bundles is made available to self-insured employers in the Nashville area.

Three Key Take-Aways

1. Direct-to-Employer Bundles drive proven ROI: Shift away from passive fee-for-service contracts to capture commercial market share while delivering upwards of 16% overall cost savings.
2. Health Equity and reduced financial burden: Removing co-pays and deductibles, combined with high-touch patient navigation, ensures early intervention and eliminates care disparities.
3. Start focused, then scale: Launch with one high-impact specialty bundle (such as Maternity or Orthopedics), prove clinical and financial results, and expand across service lines.

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Questions?

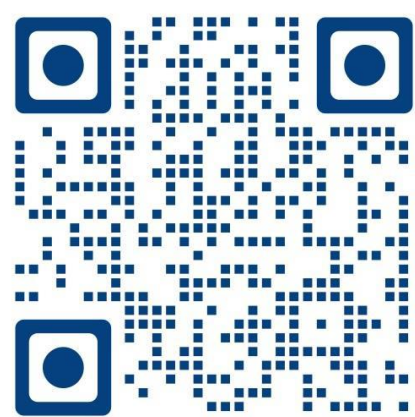
Please be sure to complete the session evaluation on the mobile app!

Ruchika Talwar, MD, MMHC

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Dr. Talwar leads efforts to design and operationalize VUMC's MyHealth Bundles. Her practice as a urologic oncologist includes robotic and traditional surgical techniques, with a focus on patient-centered care. She has also held prominent national leadership roles, including chair positions within the American Urological Association, and her research on health policy, value transformation, and drug pricing has been featured in JAMA and the Journal of Clinical Oncology.

She can offer valuable insights on building direct-to-employer commercial bundles that bring together providers, payers, and patients to reduce costs, improve outcomes, and elevate patient satisfaction.



BundlesImpact.org

VANDERBILT  HEALTH | Employer Solutions

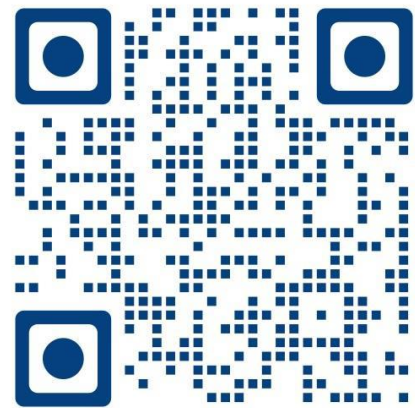


Lesa Semon

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Lesa partners with employers that offer the MyHealthBundles program to their employees, working closely with internal teams at Vanderbilt Health to ensure the seamless implementation and optimal utilization of this innovation solution.

With more than 15 years of experience in health care customer success, Lesa has built long-standing relationships with a diverse range of employers. She is passionate about ensuring that MyHealth Bundles delivers maximum value, fostering healthier communities and more sustainable health care practices through a value-based care approach.



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