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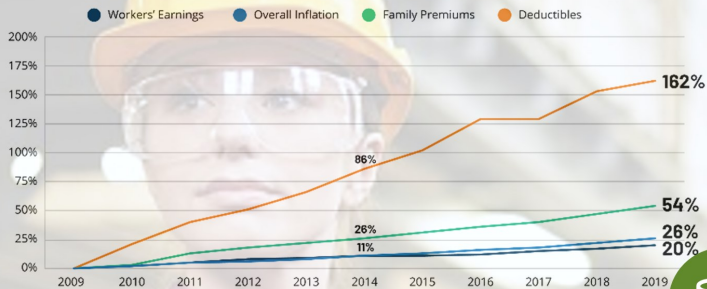


BLUE RIBBON COOPERATIVE PLATFORM

Health care is expensive. Quality of care is spotty. Access to care is problematic. Patients and physicians are trapped in an inefficient system. Many remedies have been tried and often the cures proved worse than the disease. As a result, employers large and small, and their health care partners, are increasingly looking for better solutions.

At BizMed we believe all viable solutions must begin with the foundation of health care as a whole.

Premiums and Deductibles Rise Faster than Worker's Wages Over Past Decade



Employer Health Benefits 2019 Annual Survey, The Kaiser Family Foundation

Despite employers' efforts to control utilization through high deductibles and other cost sharing, medical cost trend still outpaces general inflation. Prices continue to creep up. So, more employers are taking matters into their own hands, becoming what HRI terms "employer activists."

--PwC Health Research Institute (HRI), June 2019

Employer Perspective

Health benefits are complex and unpredictably expensive



Cost

Are you frustrated with perpetually rising health care costs?



Quality

Are your employees dissatisfied with their health benefits and the poor or inconsistent quality of health care services?



Transparency

Would you like to identify high-value, accountable health care and shop for the right mix of quality and price?



Purchasing

Shouldn't you be able to purchase health care just like you purchase any other product or service for your business?



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Primary Care is Foundational

Advanced primary care is the foundation for better health and better health care

“Primary care is a small slice of health spending overall, but it has a significant impact on downstream costs and quality.”

Alex M. Azar II
Former Secretary of Health and Human Services
Remarks on Primary Care to the American Medical Association, April 22, 2019, Washington DC

“While primary care doesn't account for a large portion of U.S. health care costs, it influences nearly 90 percent of overall cost and quality through referrals and decisions around testing, procedures and hospitalizations.”

Ellen Kelsay, Chief Strategy Officer
National Business Group on Health
2020 Large Employers' Health Care Strategy and Plan Design Survey

Large employers are actively engaging with advanced primary care

49% of large employers were pursuing an advanced primary care strategy in 2020

26% of large employers are considering advanced primary care strategy by 2022



38% of large employers offered an onsite health clinic in 2019

13% of large employers are considering onsite health clinics

~20% savings from reduced hospitalizations, specialty services, imaging and ED visits

Introducing: Blue Ribbon Direct = Advanced Primary Care Leveraging and improving community primary care



WHAT IS BLUE RIBBON DIRECT?

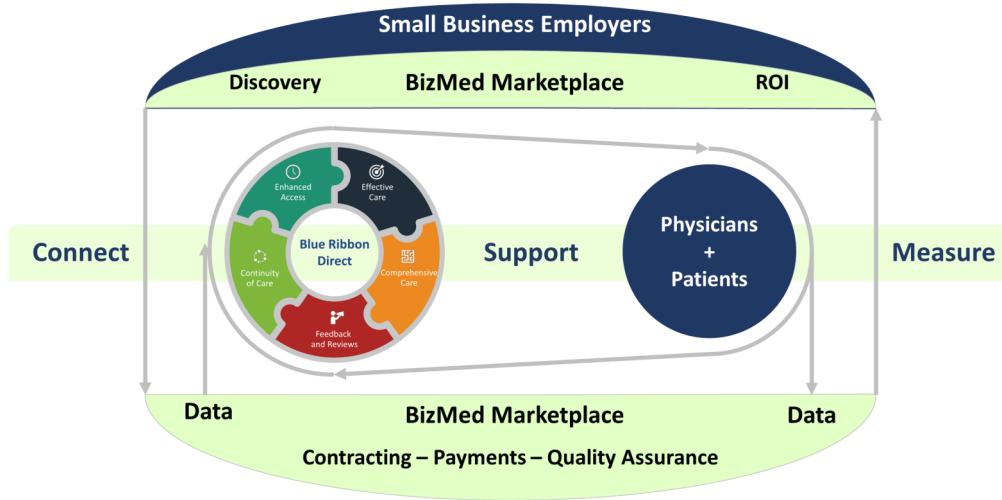
- ★ Blue Ribbon Direct is a technology-enabled methodology that assesses the current effectiveness of a primary care medical practice or group of practices and indicates which capabilities they need to acquire next in order to improve their performance.
- ★ Blue Ribbon Direct is structured as a series of practice capability levels. It serves as an objective method to engage practices and pay them for value.

**Quality Care is about more than “check-the-box” measures
Value is about more than the cheapest service**

New Platform: The BizMed Marketplace

The Marketplace is flexible, simple, safe, affordable and fair

For employers who cannot afford or do not wish to build or buy their own medical clinics, the **BizMed Marketplace** brings advanced primary care to the network, with no disruption to existing employee-doctor relationships and with no capital investment.



Physician Engagement

Medical practices, starting with primary care physicians, committed to shared goals and the pursuit of excellence in patient care

Payment Model

Supporting enhanced access, employee health and incentives tied to cost, quality and employee/patient satisfaction

Technology

Proprietary Blue Ribbon Direct model that defines clear standards, measures performance and results, while focusing on systematic improvement

The BizMed Marketplace Business Model

Engaging community physicians, evaluating capabilities, driving and rewarding high performance

“If you like your doctor, you can keep your doctor,”

- Employees need not switch doctors
- The program works with both your current physicians and others in the community
- BizMed Blue Ribbon works with all physician business models to ensure the best possible care is available to your employees.



Flexible Direct Contracting

Mix and match models:

- All-inclusive monthly subscription fees
- Value-added monthly subscription fees
- Enhanced fee for service
- Performance bonuses

Payment amounts and models driven by Blue Ribbon Direct service levels & preference

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The Business Case for Blue Ribbon Direct

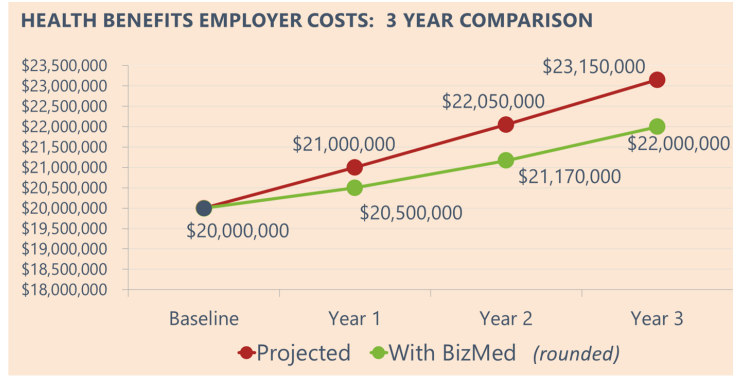
Projected ROI Example: 2000 employee company with comprehensive health benefits

The savings in this illustrative business case have been reviewed and approved by the **Validation Institute**, an independent third-party organization devoted to redefining health care purchasing by empowering employers and benefits advisors to be better buyers and holding vendors accountable for their outcomes and quality. See <https://validationinstitute.com/validated-programs/>



The **BizMed Blue Ribbon** program saves money, while ensuring better quality of care, better employee health and increased satisfaction.

Savings are achieved mostly via lower utilization of specialty services (including expensive imaging) and reduced need for emergency room visits.



As an employer, physician, health plan, TPA or consultant, how can we help you?

Interested in the BizMed Marketplace? Got questions or want to have BizMed evaluate if Blue Ribbon Direct is a good fit for your company? Want to learn more?

Call: 1-866-861-0160 Email: info@bizmedsolutions.com

BizMed Platform and Expertise

BizMed has been working with physicians to improve quality of care since 2010

BizMed works with medical practices, health plans, health systems, Quality Improvement Organizations (QIOs), other consultants and service providers, to help physician practices engage in measurable quality improvements.



Patient Centered Medical Home & Patient Centered Specialty Practice recognition from the National Committee on Quality Assurance (NCQA)



Merit-based Incentive Payment System (MIPS) as administered by the Centers for Medicare and Medicaid Services (CMS)

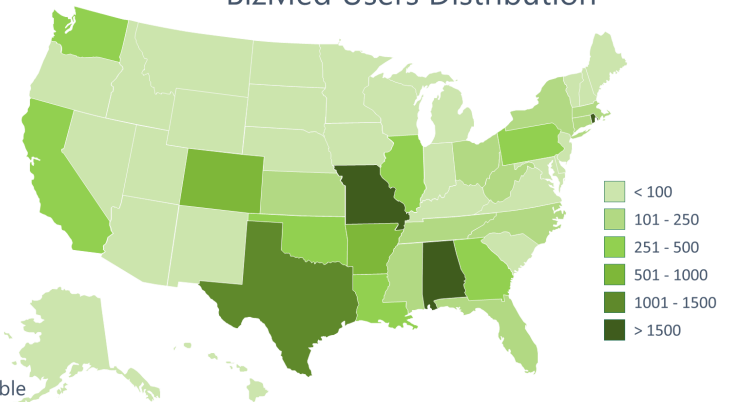


Transforming Clinical Practice Initiative (TCPI) – a CMS Innovation Center national program to prepare practices for alternative payment models



Various custom quality improvement initiative, such as Medicare Chronic Care Management (CCM), Accountable Care Organizations (ACO) quality monitoring

BizMed Users Distribution



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