

# SPECIAL eBULLETIN

FOR PROFESSIONAL PROVIDERS

July 9, 2021

## INTRODUCING THE WELL360 CLARITY PROGRAM FOR HIGHMARK MEMBERS

Highmark's mission is to provide access to affordable, quality healthcare and enable individuals to live longer, healthier lives. As part of this ongoing commitment, Highmark has recently introduced the **Well360 Clarity program** to members of self-insured plans who opt-in.

The goal of Well360 Clarity is to help our members take a more proactive approach in their healthcare by identifying the right provider and right site of service for their unique needs, as well as provide targeted case management earlier in their healthcare journey. By taking the time to understand our members' needs, we help them make more informed decisions about their care, which can lead to better outcomes.

### MEMBER ENGAGEMENT

The Well360 Clarity Team engages members in three key interventions:

- **Right Provider:** help members find high quality, cost-effective specialists for their unique healthcare needs
- **Right Site of Service:** navigate to lower cost sites of service including telemedicine and free-standing imaging facilities
- **Targeted Case Management:** receive transition of care, complex case management and Integrated Care Team support

If your patient is part of a Highmark plan that includes Well360 Clarity and is referred for specialist care, a Well360 Clarity Member Engagement Guide may outreach to them to provide them with specialist options and enable them to choose the most cost-effective and convenient care for their unique needs. This may result in the member selecting a different specialist than was originally referred. If that occurs, the patient's original appointment will be cancelled, and they will be rescheduled with the new specialist. If the member had a procedure scheduled and chooses a new specialist, Highmark will outreach to the original provider to make them aware of the member's choice.

If you are a participating provider in the True Performance PCP program, Highmark members with the Well360 Clarity benefit will be flagged on the attribution report that you receive.



## HOW IS THE “RIGHT PROVIDER” IDENTIFIED?

Similar to Highmark’s other value-based programs, the Well360 Clarity program uses industry standard tools and national data to evaluate specialists’ cost and quality profiles.

Cost is based on several factors including observed total episode costs compared to market average costs (adjusted for region), a patient’s risk profile, and inclusion of a procedure or surgery. Quality is based on patient outcomes and appropriateness of care metrics at the individual provider/facility-level derived from Medicare Fee for Service data.

These insights into specialists’ cost and quality performance, combined with the member’s personal preferences and geographic location, help Highmark guide members to the highest value care possible - while also supporting providers to meet their goals and realize greater value as they participate in our value-based performance programs.

## MORE INFORMATION

If you have questions regarding this program, you may call your Clinical Transformation Consultant or Provider Account Liaison, if you have one assigned. If not, you may contact Highmark’s Provider Service Center at **1-800-547-3627**.