



Roaring Fork Valley Community Health Plan

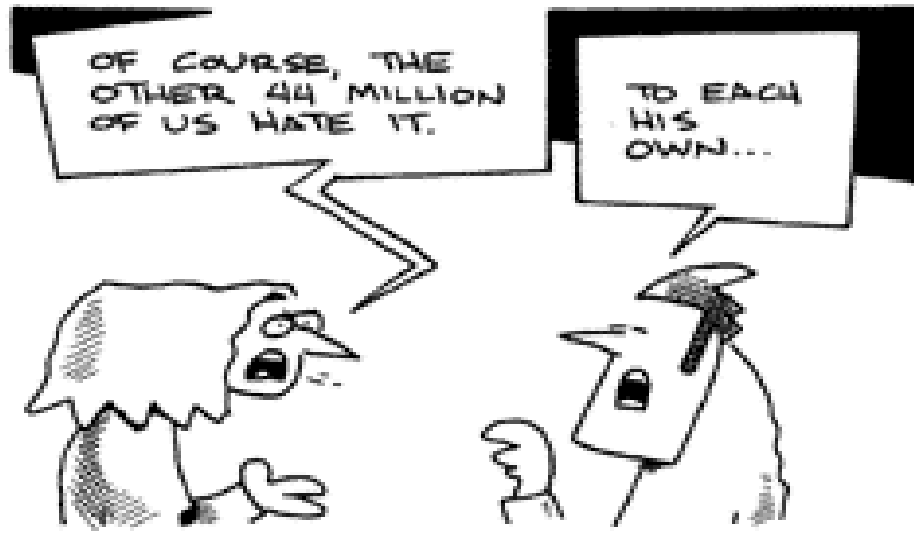
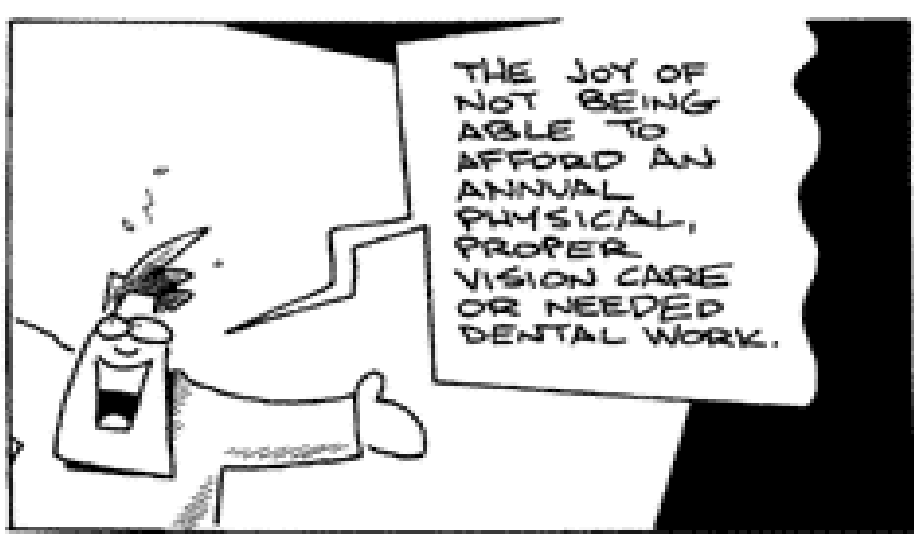
Selected products offered by:
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B R O K E R S S I N C E 1 9 0 5







Remember...Since 1994

	<u>CO</u>	<u>Rural</u>
- Number of Carriers before 1994	83	73
- Number that have left Colorado	33	26
- Number that have ceased marketing	33	44
- Number currently marketing	12	3



Source: Compiled from the Colorado DOI data 2002



Roaring Fork Valley Community Health Plan

- **The Roaring Fork Community Health Plan first began in 1993 with a concerned group comprised of representatives from:**
 - The Aspen Skiing Company,
 - Aspen Valley Hospital & Physicians
 - Valley View Hospital,
 - Roaring Fork Physicians IPA
 - Glenwood Springs Chamber Resort Association
 - Aspen Chamber Resort Association
 - Periodic meetings on Community Health care issues evolved to our incorporation in the Fall of 1995 as the "Roaring Fork Valley Community Health Plan, a not-for-profit Company.





Why Create a Community Health Plan?

- **Fill a void of insurance available in Roaring Fork Valley.**
- **Escalating premium costs**
- **Current market dissatisfaction**
- **Population with similar health care needs**
- **Educate employees on costs and plan usage**
- **Create plan options to maximize participation from local employers**
- **Focus on continuous improvement in health management of population**
- **Improve the health and well-being outcomes of all residents of the Roaring Fork Valley**
- **Improve clients' experience of health care services**
- **Engage consumers, carriers and the community in planning and evaluation of health care services**
- **Enhance health promotion, early intervention and the continuity of care across the continuum of health care**
- **Reduce preventable use of hospital, medical and residential services**
- **Lower the amount of uninsured**



What makes this different than other insurance in the valley?

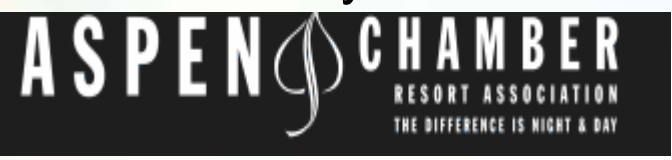
- While, the RFVCHP is not an insurer, it is collaborating with all parties involved, including local doctors, hospitals, PacifiCare, businesses, and citizens to promote quality health care coverage at competitive prices.



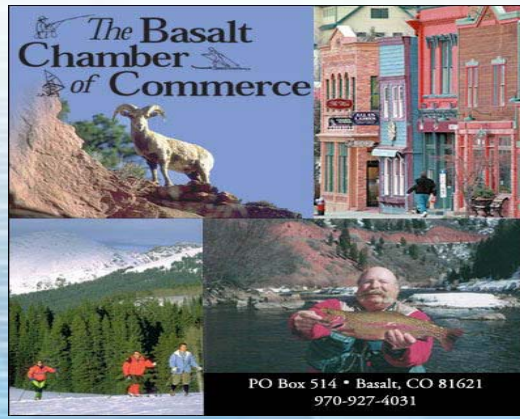
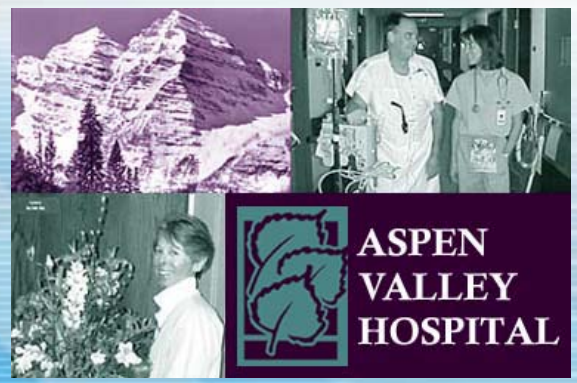


Roaring Fork Valley Community Health Plan

Endorsed by:



VALLEY VIEW HOSPITAL





Where are we today?

- The Roaring Fork Valley Community Health Plan currently has over 8,000 member lives
- Reporting and Data Project underway
- The plan has created a benchmark for pricing and performance for other carriers to compete
- Carbondale and Eagle Chambers have joined in the last year
- Chamber specific benefits are being created
- Valley View Hospital Named in *Top 100 in USA*
- Two Medical Directors working locally with PacifiCare's Medical Director on local based outcomes
- David Rivera, State of Colorado Insurance Commissioner has labeled the plan as a "*Colorado success story.*"





- **What is the relationship between RFVCHP and PacifiCare?**
- The relationship with PacifiCare is a long-term mutual commitment between PacifiCare and the RFVCHP to promote competitive health care and quality delivery of coverage for the residents of the Roaring Fork Valley. This arrangement will be supported through open disclosure and collaborative use of financial reports which provide aggregate health care costs and utilization metrics specific to small group business sold in the Roaring Fork Valley. PacifiCare's PPO products are underwritten by PacifiCare Life Assurance Company.
- In addition, PacifiCare also provides its members:
- Access to a Valley-wide network
- Significant experience in the industry





What will the RFVCHP do to foster health education?

- In addition to providing health fairs and seminars, the RFVCHP will provide ongoing technical review and oversight to research, analyze valley-wide health data. The information will be used to determine the programs and practices needed to make the RFVCHP a true advocate for valley-wide wellness.
- Roaring Fork Health Care Seminar Series
- Chamber EBlast on health care topics





Data Collection and Analysis



Projects

- recommendations** read suggestions for improving your plan
- management report** view a summary of your claims
- drill down** dig deep into your data with custom analyses
- alternative modeling** model new plan designs using your data
- benchmarks** compare your plan against other companies
- carrier auditing** audit your report using carrier logic

decision master
warehouse

[log out](#) [help](#)

Health Plan Analysis for XYZ Company

related projects

None.

Entire Company (#100077)

This analysis has been prepared by Better Brokers, Inc. using raw medical claims data from ABC Carrier.

The data for this report includes claims processed from 01/01/00 - 12/31/00; however, this analysis may not reflect all claims *incurred* over that same period.

Your report has been divided into six sections.
Click a report heading to view it.

recommendations	read suggestions for improving your plan
management report	view a summary of your claims
drill down	dig deep into your data with custom analyses
alternative modeling	model new plan designs using your data



Where are we going?

- Collaborative efforts between Medical Directors.
- Promote Wellness and Education
- Benchmark everything – Encourage Competition
- Create a variety of plan designs and funding options for employers in the Roaring Fork Valley
- Technology Services – The Colorado Collaborative Care Network
- Health Information Exchange?



“Grocery stores are more technologically advanced than hospitals. And that, to me, is uncalled for when you spend \$1.4 trillion on the health care delivery system.”

-Tommy Thompson, Secretary, Department of Health and Human Services, 2003



How to get more information?



- **Visit the Website**
- **WWW. RFCHP.COM**
- **800-873-8500**
- **Ask your local broker for a quote on The Roaring Fork Valley Community Health Plan/PacifiCare**

