

# Evidence-Based Innovation— an MVP Differentiator

**A unique approach to improving the health and well-being of the people and communities we serve.**

MVP Health Care® (MVP) uses a proprietary framework we call Evidence-Based Innovation (EBI) to ensure every decision we make is grounded in customer data. Our process runs across product development, go-to-market strategy, and customer service to create a unified approach toward identifying and fulfilling customer needs throughout their health care journey.

MVP stays closely connected to customer, provider, and health benefits administrator needs through research across MVP's service area and surrounding markets. We analyze the data and identify, quantify, and segment needs to build differentiated products that enhance and simplify the customer, provider, and employer group client experience.

Since EBI gives us insight into what people are struggling to accomplish, it compels us to look at our offerings from our customer's point of view and deliver in ways that better serve our communities and result in optimal outcomes.

Our EBI innovation framework, and the opportunities we identify from the data collection and analysis, are **key differentiators** that MVP brings to a future relationship.

We have found that when customers feel their needs are being recognized and met, they have a greater sense of satisfaction and are more likely to remain loyal to their providers and health plans.

6,000+ consumers surveyed  
300+ providers surveyed  
300+ health benefits administrators surveyed

## Unmet Needs Drive Decisions

EBI is built upon using customer data to recognize and fulfill unmet needs:

### Customer Needs

Customer needs are both broad and granular. They often involve the need for faster solutions such as minimizing the time to determine if the health issue can be addressed by a health care provider without an in-person visit. Or they might involve avoiding an unwanted event—for example, minimizing the likelihood the diagnosis is hard to understand.

While each market sector has unique characteristics, three critical goals for customers are selecting a new health plan, addressing a new health issue, and preventing health from declining. MVP uses EBI to determine what customers are struggling to get done and solve for those needs.

### Provider Needs

MVP forms partnerships with providers who share our values, principles, and growth orientation. MVP's research offers insight on what providers are trying to accomplish. Providers know how to be clinicians, and therefore their unmet needs are informational needs—such as verifying that planned health care services are approved by the patient or confirming that post-visit health care services are being accomplished as planned.

### Emotional and Social Needs

The people we serve have unmet emotional and social needs as well. Customers want to feel they are valued, in control of the process, and free from worry. Providers want to feel respected and avoid being perceived as inexperienced. Understanding emotional and social needs allows us to more appropriately position and message solutions to the functional needs.

MVP remains committed to our most fundamental promise—to ensure our customers have access to high quality health care and that their health care needs will be met. EBI helps us accomplish our mission.

## Data Informs Communications


Customer needs data combined with insights gained from communications to customers and the market. Through this process, we avoid confusion, reduce noise, and offer clarity of purpose and meaning. Customers will be clear on our offerings and the benefits they can experience through MVP and feel confident that the products will incorporate their feedback and continually improve.

## Partnerships Designed to Prosper

The breadth of the EBI data we collect helps us add value to partnerships where being data-driven and customer-focused are shared principles—whether these partnerships are with providers, other health plans, government entities, business groups, or community organizations. Together, we accomplish our individual and shared goals, one of which is to provide a more comprehensive, platform solution for our mutual customer—the patient, the member.

## Why Evidence-Based Innovation?

- Uses proprietary research data to discover unmet needs
- Large data set increases confidence of findings
- Gives MVP and providers insight into our shared customer and a compelling reason to partner
- Places the health care customer at the center of plan offerings
- Improved messaging and positioning through targeted testing
- Greater likelihood of customer satisfaction and loyalty



**EBI Delivers Measurable Success**

**Helps to Trailblaze our Partnerships**

## **Teaming Up to Create UVM Health Advantage**

MVP and the University of Vermont Health Network (UVMHN) teamed up to create a Medicare Advantage offering—UVM Health Advantage. UVM Health Advantage was born of both organizations' expertise and willingness to learn from each other. MVP's EBI approach collected and analyzed data from more than 1,000 health care consumers in the target market to better understand patient needs. UVMHN doctors provided input to define the initial focus on Congestive Heart Failure (CHF) and Diabetes disease states. The teams worked together to determine extended benefits such as care kits, personal health guides, and wellness programs, and to work through process changes such as requirements for prior authorizations.

## **Connecting to the Community through MVP Arena**

As part of our successful bid for naming rights to one of Albany County's marquee assets, MVP will contribute an annual \$1.4 million Innovation Fund. We are using our EBI framework to identify innovative programs to fund that will serve the health and well-being of our community. Initiatives currently under consideration are a community fitness court along the Albany County Helderberg-Hudson Rail Trail; a neighborhood farmer's market in the atrium of the new MVP Arena to connect residents with fresh produce from local farms; an MVP Arena shuttle for seniors, individuals with disabilities and others attending games and events; and year-round youth sports and coaching clinics.

## **Launching Virtual Primary Care with Galileo**

MVP and Galileo launched a groundbreaking partnership to offer MVP members access to virtual comprehensive care including primary care, chronic disease management, and multispecialty health care. For the first time, MVP's membership can use Galileo to connect with a primary care physician (PCP) at any time, day or night, within minutes and without making an appointment—helping customers fulfill one of their top unmet needs.

This first-of-its-kind offering also allows MVP's Medicaid members the option of selecting Galileo as their PCP of record; they were previously regulated to see an in-person PCP. This is a crucial step toward breaking barriers in our customers' health care journeys as research has shown that accessing high-quality health care can be a serious challenge for Medicaid enrollees. Now, they can have 24/7 access to care when and where they need it, with English or Spanish-speaking providers.



## **Creating a Whole Person Approach with Belong Health**

MVP launched a joint venture with Belong Health to support MVP's introduction of a new Medicare Advantage Dual-Eligible Special Needs Plan (D-SNP) in service of the Medicare and Medicaid dually eligible community. Using the MVP EBI data sets collected from Medicare and Medicaid consumers, as well as health care providers, MVP created a product that meets the special needs of this vulnerable population, while leveraging MVP's deep knowledge of government programs and Belong Health's high-touch care management model.

MVP's D-SNP simplifies care by coordinating Medicare and Medicaid benefits in a patientcentric way. Each member's assigned care team provides a plan of care and care coordination unique to each individual member. The collaboration with Belong Health also introduced an enhanced customer experience by connecting customers with resources they need, from primary care to behavioral and specialty care, and to community-based social support services that address a range of social determinants of health.