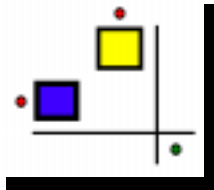


# Managing Health Services

The Balance Game

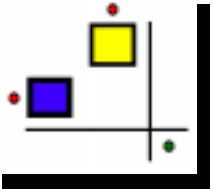
Archie R. Mays, MD, MBA



MedHealth Access Corporation

# Managing Health Services

- “PIP” - The three sided balance
  - Providers
  - Insurance Companies
  - Patients



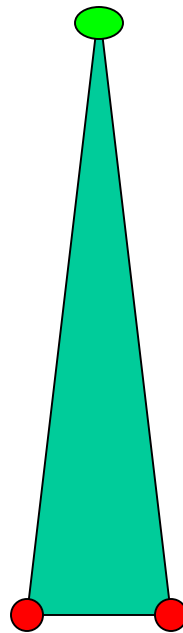
# Managing Health Services

Insurers

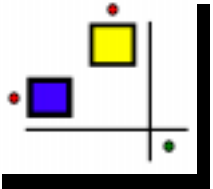
The Current Skew  
“PIP”

- ...Based on:
1. Information Control
  2. Treatment Control
  3. Financial Control

Patients

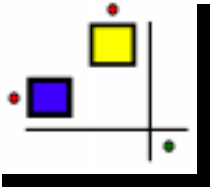


Providers



# Managing Health Services

- The Insurance Companies
  - Insurance Products
  - Financial Services
  - Audit Control
    - Fraud



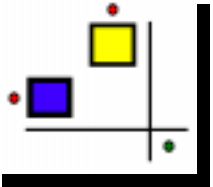
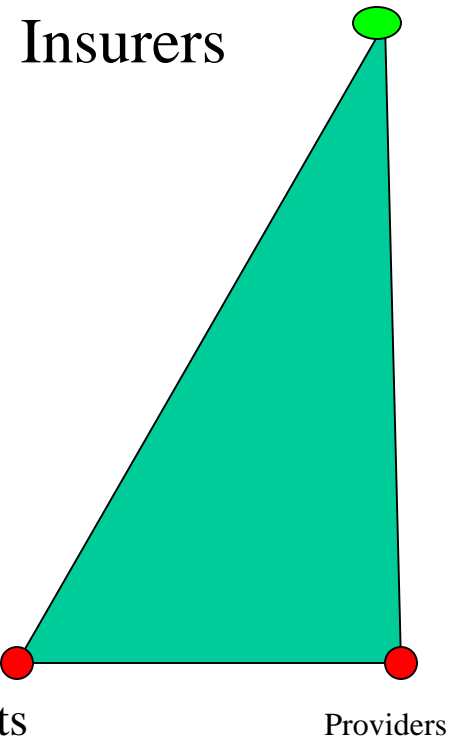
# Managing Health Services

## The Changing Skew “PIP”

...Based on:

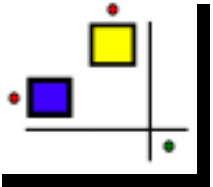
- \* medical decisions made by a doctor;
- \* see a medical specialist;
- \* go to the closest emergency room;
- \* pediatrician act as a primary care doctor for children;
- \* keep the same doctor throughout medical treatment;
- \* obtain the prescription drugs doctor prescribes;
- \* access a fair & independent appeals process if care is denied;
- \* hold health plans accountable for harm done.

Patient's Bill of Rights



# Managing Health Services

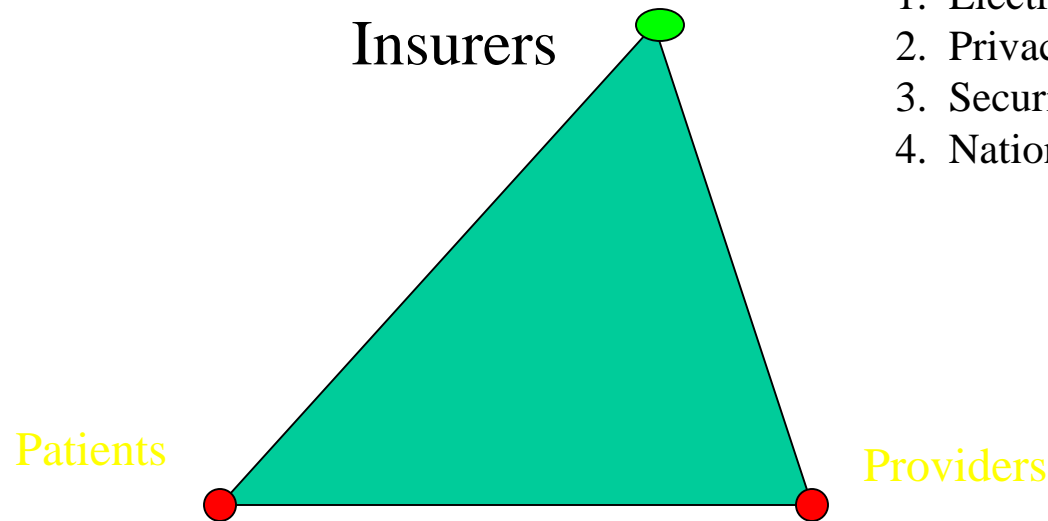
- **Patients - The Ultimate Power**
  - **Future empowerment through education**
    - **Financial Control**
    - **More seamless access to health information**
    - **Decision-making Control**
    - **Direct Linkages with Insurers/Providers**



# Managing Health Services

## The Further Changing Skew

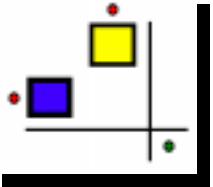
“PIP”



...Based on:

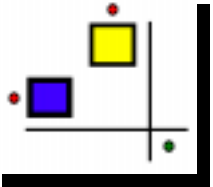
1. Electronic Transactions
2. Privacy
3. Security
4. National Identifiers

**HIPAA**



# Managing Health Services

- Providers
  - Vast Improvement with patient linkages
  - Improved linkages with Payors
  - Permits linkages with other Providers and Provider Groups
  - Audit trails
    - Patient Management
    - Financial Management





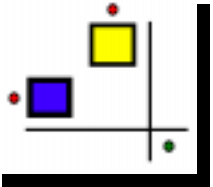
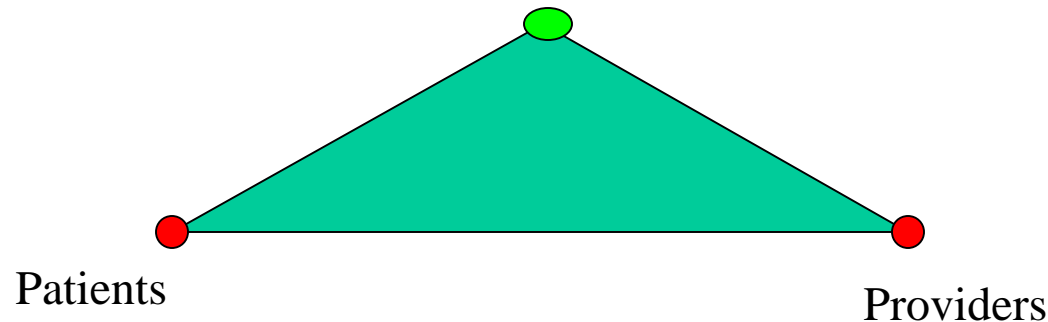
# Managing Health Services

## The Further Changing Skew “PIP”

...Based on:

1. Passage of the Patient's Bill of Rights
2. HIPAA in full effect

**Insurers**



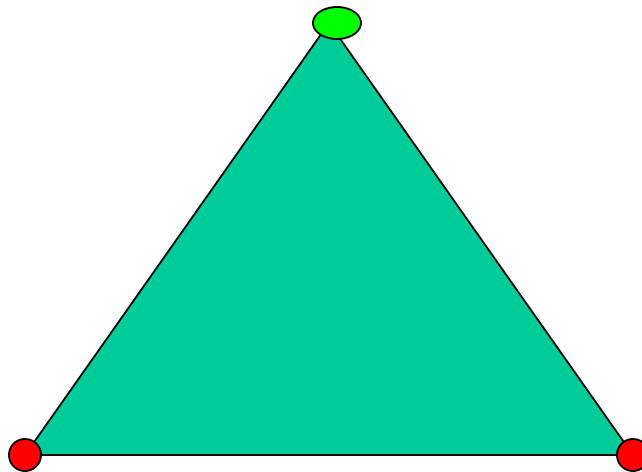
# Managing Health Services

A More Correct Balance  
“PIP”

...Based on:

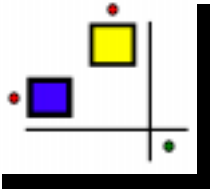
1. Passage of the Patient's Bill of Rights
2. HIPAA in full effect
3. Financial Markets Cooperation

**Insurers**



Patients

Providers



# Managing Health Services

- Keys to Patient-Insurer-Provider Balance
  - Technologic Model
    - Financial Applications
    - Insurance Applications
    - Treatment Applications
  - Need from Private Industry
    - Technological Innovations
    - Infrastructure Development

