

## 2013 ANNUAL REPORT

# THE MCLAREN MISSION

McLAREN HEALTH CARE, THROUGH ITS SUBSIDIARIES, WILL BE THE BEST VALUE IN HEALTH CARE AS DEFINED BY QUALITY OUTCOMES AND COST.

> Cover: Mallory Zelley, RN, Cardiovascular Care Unit

<sup>4</sup> M cLaren Health Care is at the start of a challenging, but exciting, period of growth and transformation. Our health care system is **evolving** away from its historic, fee-for-service model toward one with incentives to keep patients healthy, at every stage of care. Over 2013, we worked to **gain the efficiencies** and reach needed to make this holistic care model possible. Now, we're entering 2014 with the talent, savvy and systems required to complete the job."

– Philip A. Incarnati, President and CEO McLaren Health Care



### MEETING THE DEMANDS OF A CHALLENGING FUTURE

n my career with McLaren Health Care (MHC), I've found that operating in a "business as usual" manner in an attempt to keep pace with trends in health care delivery and financing is never sufficient. Given the massive, accelerating change underway in America's health care structure, we need to aim well ahead of current targets – to meet not only the demands of today, but also those of an uncertain, challenging future.

The past year has shown us just how challenging this goal is and has also set the groundwork for fulfilling it. While most of the American public views the Affordable Care Act (ACA) as something launched with much fanfare (and website glitches) late in 2013, MHC has already been at work implementing the ACA for several years. We can anticipate that further ACA implementation in 2014 will accelerate the trend toward tightened health care funding and cause more of our reimbursement to be at risk under pay-for-performance rules. For example, ACA reimbursement cuts will total well over a billion dollars for us over the next decade.

Reimbursement issues already put pressure on the MHC balance sheet in 2013. We beat our projected numbers for the year and improved our cash liquidity status. However, rebasing of Medicaid rates cut payments that already don't come close to our costs of care, and the federal budget sequester is an ongoing challenge to our budgets. There has also been a substantial reduction in demand for inpatient care services. Admissions to hospitals have actually declined from prior years. This market adjustment – the causes of which are not fully understood – has played no favorites. Hospitals across the country, and here in Michigan, have been affected. The emergence and growth of high deductible health plans and, perhaps, the anticipation of the ACA itself have all contributed to this retrenchment of consumer demand.

### OUR GOAL AT **MCLAREN HEALTH CARE** IS TO DELIVER THE RIGHT CARE, AT THE RIGHT PLACE, AND AT THE RIGHT TIME.

Those are the pressures McLaren faced in 2013. Our responses, to be effective, must aim forward – to 2014 and beyond. Thus, we've taken some powerful long-term initiatives that give us the strategies, tools and talent needed to thrive.

One of our biggest moves in the past year has been adding the Karmanos Cancer Institute to the MHC system. This will be a game changer in Michigan cancer treatment, combining a leading academic cancer center with a significant communitybased health care system to create the largest cancer research and provider network in Michigan.

Another expansion opportunity came to pass late in 2013, when we signed a letter of intent to add the Port Huron Hospital system to the MHC family. This outstanding, 186-bed facility has been a standard for health care excellence in the Thumb region for 130 years. We'll engage in a mutual due diligence period in the first few months of 2014 and anticipate a completed transaction by midyear.

We've also deepened our "bench strength" with the addition of several new corporate-level executive management positions. Dr. Mike McKenna joined us last summer as Executive Vice President/Chief Medical Officer, a new position that gives clinicians throughout our system a stronger voice. Michael Taylor joined us as Executive Vice President/Chief Operating Officer, assuming responsibility for the operations of all MHC hospitals. Ron Strachan has been named Chief Information Officer, overseeing the massive (and still growing) IT and data needs of our extended system. These positions reinforce the growth we've achieved in recent years and provide broader top administrative talent required to continue our success.

Our Proton Therapy Center also continued its progress toward full operation, with final FDA approval pending. The center's Hospitality House, which offers lodging for patients and their families, is already in operation.

Finally, over the past year we've made substantial progress in aggressively managing our costs. I looked at the storm of economic issues and worked with our senior team on a plan to identify and remove \$100 million of redundant and unnecessary costs from our structures and processes. My challenge to the management team: What could we save through cutting backoffice costs, improving supply chain efficiency, and gaining economies of scale – while actually improving results and patient satisfaction.

This initiative has been met with creativity and "what if" thinking among staff. We're already about three-quarters of the way toward achieving our efficiency goals – while making strides on improved quality outcomes and health care ratings.

In summary, MHC is at the start of a challenging, but exciting, period of growth and transformation. Our health care system is evolving away from its historic, fee-for-service model toward one with incentives to keep patients healthy, at every stage of care. New physician alignment strategies, along with risk-based reimbursement models, will play a key role in shaping our future. Our goal at MHC is to deliver the right care, at the right place, and at the right time. We've grown over the years to gain the efficiencies and reach needed to make this holistic care model possible. Now, we're entering 2014 with the talent, savvy and systems demanded to complete the job.

PHILIP A. INCARNATI President and CEO, McLaren Health Care

**DAVID S. McCREDIE** Chairman, Board of Directors, McLaren Health Care



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### CLINICAL QUALITY AND OPERATIONAL EXCELLENCE

**Michael Taylor,** Chief Operating Officer, McLaren Health Care he talents, facilities and processes of McLaren Health Care (MHC) offer quality health care across a broad geographic span of Michigan. There are many advantages to this scope and scale in cost savings, improved access, and long-term planning. But, a less obvious benefit is how this "critical mass" helps nurture improved clinical quality and outcomes.

Clinical excellence is really a function of several ingredients, all of which require the ecosystem of a robust, diverse health care system to flourish.

"For any health care provider to succeed, you need a balance between quality outcomes, positive patient experiences, and financial strength," says Executive Vice President/Chief Operating Officer Michael Taylor.

These basic elements have many components, and all flow together to sustain McLaren's clinical strengths. Vital to this commitment is smart use of data in assessing overall quality.

"The goal is to have objective, timely data to update our dashboard on how we're doing," notes Taylor. "Without a speedometer, you'll never know if you're doing the right things." Data on quality results and new initiatives are regularly shared with leadership and local hospital subsidiaries. "There should be no surprises," Taylor counsels. "We want everyone engaged and aligned in our quality initiatives."

Further supporting clinical quality is a very active clinical trials structure at MHC. Our physicians and staff work with national and international pharma and medical device companies, as well as universities, foundations and government agencies, on important, life-enhancing work.

Another complement to MHC's clinical focus is its robust graduate medical education program, which is among the largest in Michigan. The McLaren system has built a strong reputation as a teaching institution. This helps attract quality medical staff, enhances research programs, ensures 24-hour in-house physician care, and encourages graduates to build their careers within the McLaren family (we retain an above-average 35 percent of our medical resident graduates).

How does this all work together in practice to improve care? Cutting edge clinical research and quality save lives. Drawing respected physician talent entices more physician talent to join the system and employ the latest advances in technology and treatment. A reputation for advanced clinical trials support catches the eye of leading drug and device developers. A health care system known for its training and practice opportunities for bright medical graduates

### "FOR ANY HEALTH CARE PROVIDER TO SUCCEED, YOU NEED A BALANCE BETWEEN QUALITY OUTCOMES, **POSITIVE PATIENT EXPERIENCES,** AND FINANCIAL STRENGTH."

- Michael Taylor, Executive Vice President/ Chief Operating Officer, McLaren Health Care

is a magnet for even more such graduates. Basically, all these inputs give McLaren patients inside access to top physician talent, specialized clinical trials, first-rate technology and, most importantly, hope for conditions many others still see as hopeless.

As this suggests, "clinical excellence" at McLaren is far more than just a term for measuring outcomes. It expresses the human factor – of health care quality, of lives saved, of patient satisfaction.

"Better patient health satisfaction means better health management," says Chief Medical Officer Dr. Mike McKenna. "As a successful service organization, we need to deliver patient care effectively and be highly reliable." This means a tight focus on all the basics of providing care – nursing rounds, fewer patient falls, and even noise that could keep patients awake. Added up, all these myriad details deliver better care and stronger patient satisfaction.

A system-wide structure is required to make this approach work, and that's where a diverse, but tightly integrated network like McLaren shines. "Each hospital and subsidiary focus on implementing and achieving the same goals and appropriate [care] metrics," says Taylor.

"Through these efforts, we continue to make great strides in quality patient outcomes and health care ratings," observes McLaren CEO Phil Incarnati.

Along with its importance for patients who rely on McLaren services, patient satisfaction is fast becoming a solid factor in hospital care reimbursement. Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) statistically survey both patient experiences and clinical outcomes, and such rankings are now factored into Medicare payments. Measures of care quality and patient satisfaction are available daily.

"We carefully review that information and make appropriate adjustments at each hospital to make sure we achieve our goal of being in the top decile for patient satisfaction and clinical quality," Taylor concludes.

### SYNERGY IN CANCER TREATMENT FOR MICHIGAN

Gerold Bepler, MD, PhD, President and CEO, Karmanos Cancer Institute

Michigan's largest cancer research and provider network was created in October of 2013 when the Barbara Ann Karmanos Cancer Institute joined the McLaren system.

Karmanos is nationally recognized as one of just 41 National Cancer Institute (NCI) designated comprehensive cancer centers in the U.S. This partnership offers unimaginable prospects for advances against cancer in Michigan.

"This will be a game changer in cancer treatment," states Phil Incarnati, CEO of McLaren Health Care. "Combined with the Proton Therapy Center, we've created literally a world-class cancer care provider." The Karmanos Institute, with its Karmanos Cancer Hospital, took its present form in 1995, endowed by Compuware founder Peter Karmanos in honor of his wife, Barbara, who lost a battle with cancer in 1989. In less than 20 years, it has built a reputation as a national heavyweight in cancer research. Karmanos and its team of cancer care professionals provide treatments for over 6,000 newly diagnosed cancer patients yearly from its facility in Detroit. Its affiliation with the Wayne State University School of Medicine provides a breadth of talent – physicians and academic researchers who have conducted more than 700 cancer-related trials and research projects.

Dr. Gerold Bepler, president and CEO of Karmanos, sees enormous potential in joining the McLaren system. "This is a oneof-a-kind academic/community partnership." By adding a major cancer research center to McLaren's statewide footprint, "we'll be bringing state-of-the-art care to all the people in the McLaren service area. This allows us to focus our expertise in one location, while engaging with a wider community. We can share the newest discoveries more quickly."

The depth of talent, resources and reach offered by the Karmanos addition is still rare in the U.S., says Dr. Justin Klamerus, chief quality officer and executive vice president, Karmanos Cancer Institute. "This increases the size of our cancer program, adds economies of scale, and attracts top researchers."

Such academic/community linkages are also a coming priority for national health care policy. In June, the National Cancer Institute launched the NCI Community Oncology Research Program (NCORP), with the goal of making advanced cancer treatment and research available to a broader geographic area. NCORP will fund research and prevention projects based on their scope and ability to penetrate underserved populations. "These types of partnerships are exactly what the NCI hoped for," says Klamerus.

Adding Karmanos' capabilities also raises the bar on cancer research within the current McLaren structure. Combining the two creates a "best-in-class oncology management system," states Klamerus, vital both in attracting and gaining approvals for clinical trials. "Accrual," or approval, rates for trials are one measure of expected improvements. "Karmanos' accrual rate is probably 20 percent for clinical trials, while McLaren's is maybe 4 percent." Upping the approval percentage for combined research projects means greater access to advanced cancer treatments for McLaren patients.

To achieve these benefits, much work will go into merging Karmanos' data, administrative and clinical systems into McLaren's over the coming year. "The key thing for 2014 will be to develop common pathways for care of patients, with common electronic medical records for oncology," notes Bepler. Rapid integration of research records and protocols will bring the quickest payoffs for patients.

"I can't overemphasize how groundbreaking this is," concludes Bepler, who will stay on as leader of the newly merged Karmanos Cancer Institute. "With health care consolidation going on across the country, we'll see more partnerships like this – but we are the trendsetters. This is what everybody should be doing."

## **POPULATION HEALTH MANAGEMENT** LEADS TO IMPROVED CARE AND VALUE

**Mike McKenna, MD,** Chief Medical Officer, McLaren Health Care ur large, costly, national health care infrastructure should have all the tools and talent needed to provide good care for all. So why doesn't it?

Blame a diffuse, splintered cloud of health care elements, many effective, some less so, but typically focused only on their own aspect of the care continuum. A particular illness, injury or chronic condition is regularly treated in isolation from all other factors involved. Indeed, the stages of that ailment itself, from prevention, to acute care, through recovery and rehabilitation, are often handled in isolated (and sometimes even competing) silos of expertise.

Even the reforms of the Affordable Care Act (ACA) will not directly impact the costly anarchy of health care in today's America. The ACA "focuses on payment mechanisms, not on how we deliver care," says Dr. Mike McKenna, chief medical officer at McLaren Health Care.

What if, instead, all the players in the field of delivering care had models and incentives that encouraged collaboration to keep people healthy? That is the goal of Population Health Management (PHM). PHM works to better manage all aspects of health, including wellness, acute care, and healthcare delivery. It does this through greater focus on raising the quality of care, improving care coordination across all settings, and applying this approach over a much longer period than just a single episode of care.

PHM has become a medical megatrend as our national health care reimbursement climate transforms from a "fee for service" model to one based on providing long-term value. "From a population health perspective, we're responsible for giving patients better service, with both hospitals and physician fees based on delivering value," adds McKenna. Health care organizations that can do this going forward, by improving outcomes and efficiency, will be the winners.

PHM WORKS TO **BETTER MANAGE** ALL ASPECTS OF HEALTH, INCLUDING WELLNESS, ACUTE CARE, AND HEALTHCARE DELIVERY. Efforts to shape an effective PHM system face several obstacles, however. Some of the toughest are incentives and reimbursement policies that actually work against the broad collaboration demanded. For example, payment for hospital inpatient care is based on the diagnosis-related group (DRG) code for a patient's condition. This offers fixed reimbursement for the care given, which encourages shorter lengths of stay. But, as McKenna notes, if that patient then goes to a nursing home for rehabilitation, that care is reimbursed on a per diem basis. Thus, says McKenna, at two crucial points in the care continuum, competing incentives push "hospitals to want the shortest stays and nursing homes to want patient stays as long as possible."

PHM offers hope for change by envisioning health care as everything that can improve the health of the area population. Public health, chronic disease management, preventative care, acute care, rehabilitation – all must be managed as one arc of care. Total health care expenditures would fall, while overall public health would improve. But, how are we to do this in the real world of health care today?

By assembling a comprehensive system that includes hospitals, physicians, health coverage plans, home care, and advanced research, McLaren covers all the bases in the health care spectrum. People get preventative care and help in managing chronic conditions. Physicians and hospitals have incentives to work as a team, because they are a team. The frictions and fumbles that develop when care is handed off from one provider to another are eased.

"We have become very efficient for each episode of care," says McLaren Health Care CEO Phil Incarnati.

PHM is less a goal than a journey for McLaren Health Care. Expansion and diversification must be ongoing in a world where reimbursement will be ever-more based on value and efficiency. Finding fresh ways to trim costs and improve value at one point in the continuum of care benefits everyone when you cover all ends of that continuum. Boosting the number of children receiving immunizations now can mean less spending on chronic conditions decades later when they're seniors – but, only if a health care system has the scope and patience to plan that far ahead.

"This is where we're headed in the U.S.," concludes McKenna. "High-performance systems that can thrive in a fee-for-value world." For this broadened future of health care, McLaren has already mapped out the route.

### **COMMITTED** TO OPTIMIZING EXCELLENCE

Lawrence Cowsill, DO, Senior Medical Director, McLaren PHO (left) and Michael Ziccardi, DO, Associate Director, McLaren PHO (right)

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All around us there churns a dynamic, disorienting storm of change for American health care. The role of government, reimbursements, insurance, hospitals, legal relationships, technology, treatments ... all are in a whirlwind of flux never before seen in our history.

At the center of this tempest, striving to offer the best patient care while adapting to change, are physicians. The uncertainties and turmoil in today's health care world may strike them the hardest, in part because their traditional role faces the most challenges. The individual practitioner is confronted with powerful economic forces impacting the costs, regulations and paperwork of medical practice today. Group practices help physicians better manage these administrative challenges, but even these can go only so far in managing paperwork more efficiently. Physicianshared practice arrangements don't help with the "siloing" that too often divides physicians and other players in health care. Insurers, and now national policy, encourage broad collaboration, not just in operations, but also in crafting patient care solutions.

Physician Hospital Organizations (PHOs) have proven to be an effective tool in creating this alignment. By joining staff physicians and hospitals into one team, PHOs deliver the expertise, flexibility – and clout – needed to negotiate effectively with increasingly demanding payers.

The McLaren PHO (MPHO), created by joining PHOs at several system hospitals into a "super-PHO," strengthens this health care delivery tool even more. With more than 2,000 physicians (and growing) in 11 hospitals, MPHO has become a statewide model for collaborative care excellence. Physicians and hospital administrators, rather than negotiating across a table, join as a team to develop innovative care models that payment contractors seek today. "The MPHO is creating a forward-looking business plan," says McLaren Health Care Chief Medical Officer Dr. Mike McKenna. "Our old payment mechanisms were based on fee for services, and that's changing through clinical integration.

Now, it's a matter of how hospitals interact with physicians for the best outcomes, and how we can prepare for the future."

The "population health management" approach drives just the sort of shared health solutions the MPHO can provide. By encouraging a broader mandate of keeping people healthier, and viewing care as a continuum (rather than paying for just one-off treatment), population health management drives providers "to do more, and do it better," notes McKenna. "The best outcomes bring the most income. We'll be paid a certain amount of money to offer care and, if we do a better job, hospitals and physicians both have more to divide."

This is where the trust factor comes into play. MPHO is effective only when its physicians know they can trust the health system. A stronger, creative bond between the health system and physicians supports innovation, attracts more physicians, and delivers resources for providing better care with limited funding. Such a bond is also necessary for both parties to survive the rocky implementation national health care brings.

For example, physicians are now typically paid directly by insurers, while in the near future, "global" payments will go to the health care organization and then be shared. "For a period of time, there will be some disconnect when the payment rules have to catch up and we're still being paid for procedures, not for creating value," warns McKenna. During the changeover, PHOs will need to shape new care models that could actually hit their short-term reimbursement.

That is where the groundwork that has been invested in making the MPHO a truly collaborative, open, trust-based entity pays off. McKenna finds the MPHO physicians willing to bet on the future, even if it requires reinvesting immediate gains. "We're creating a whole new model of care ... that's why you need good relations with your physicians."

"A RELATIONSHIP BETWEEN A HOSPITAL AND ITS PHYSICIANS WON'T WORK WITHOUT **TRUST**. AS THE HEALTH CARE BUSINESS MODEL CHANGES, WE HAVE TO BUILD GOOD RELATIONS WITH PHYSICIANS TO MAKE IT SUCCEED." – **Mike McKenna, MD,** *Chief Medical Officer, McLaren Health Care* 

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## TURNING BIG DATA INTO BETTER CARE

**Ron Strachan,** Chief Information Officer, McLaren Health Care ational health care reform. New reimbursement rules. New access and confidentiality mandates for medical records. Geographic expansion, with added subsidiaries. Tougher quality standards. Booming health care technology.

All of these are factors McLaren Health Care (MHC) is wrestling with today – but, can you guess the other common denominator connecting them? Data. Very ... very ... big data.

"It used to be that you were storing a lot of data if you were at the terabyte [trillions] level," says Ron Strachan, MHC chief information officer. "Now we're well past the level of petabytes [quadrillions] in data."

This growing flood of data is driven by the rise of health care technology itself, improving standards of care, and regulatory demands.

For two decades, health care has moved away from paper recordkeeping toward electronic storage. As the costs of processing and memory have plunged, the volume of health care data captured and saved has exploded. Hospitals and physicians now both generate, and must make use of, data on a level unimagined just a few years ago. The federal government put teeth in this trend with the economic stimulus bill in 2009. One provision prodded health care providers to make "meaningful use" of Electronic Health Records [EHRs] in improving care – and will base Medicaid reimbursements on achieving specific goals.

Hitting these "meaningful use" targets has been one priority for McLaren's Information Technology (IT) team in 2013. The past year saw MHC achieve stage one certification for federal "meaningful use" standards. (This is defined as establishment of a complete EHR system and putting it to work on essential tasks, such as e-prescribing).



For 2014, Strachan and his team are moving onto stage two, broader exchange and accessibility of records "so we can go online and look at elements of medical records, lab results, radiology results, and so on." This will demand ongoing software upgrades, training of staff and physicians, and new equipment implementation.

Another ongoing IT priority has been upgrading from the old ICD-9 coding standard to the new ICD-10. The ICD system of classifying diseases, symptoms and findings is at the heart of medical diagnostics, and the new ICD-10 standard must be implemented at all Health Insurance Portability and Accountability Act (HIPAA) entities by October 1, 2014. "ICD-10 is more specific for physician documentation, so we'll need to put in a lot of effort to train physicians and staff on the new coding infrastructure," notes Strachan.

While managing this explosion in data, and the challenges of ongoing upgrades, MHC is also assuring high security and privacy standards for that data. The HIPAA regulations cited above lay out strong mandates for protecting EHR's, and recent industry data theft and hacking issues have tightened rules even further. "We're continuing to provide enhancements," notes Strachan, "from encrypting devices, like PCs and laptops to making annual security audits."

These ongoing tactical issues are elements of a larger change that MHC is seeking to lead – turning all that "big data" into better health care and operational outcomes. This requires crunching together comprehensive patient records, statistics on care effectiveness, communications, and real-time diagnostic tools. The payoff – "we'll be able to move away from treating one person at a time, and toward population health management," predicts Strachan. "With big data, you can get ahead of current conditions to find indices showing someone's health is about to decline, rather than just treating them when they come in the door." For example, suppose a patient has been treated in the McLaren system for diabetes, but has not recently had a glucose level check. The system automatically alerts staff to reach out to the patient, inquire, and even schedule an appointment.

Crafting such a comprehensive "person of interest" system for care remains in McLaren's future. But, it is the near future, and the IT function is already laying the groundwork. "This is the intersection between how health care is changing and reform laws," concludes Strachan. "We have to have good foundational [IT] tools, but also good clinical tools."



### MCLAREN HEALTH PLAN POSITIONED FOR HEALTHCARE REFORM

Kathy Kendall, President and Chief Executive Officer, McLaren Health Plan Over the past year, all health care plans offered in the U.S. have been busy gearing up to meet coming Affordable Care Act (ACA) mandates. This includes preparing and submitting revised plans and rates to their states and the federal government to assure ACA compliance.

The crunch hit on October 1, when open enrollment in the national Health Insurance Marketplace began.

In Michigan, progress toward making healthcare reform and exchanges a reality has quietly, effectively moved forward, in part through the efforts of the McLaren Health Plan.

McLaren Health Plan began in 1997 as a Medicaid health maintenance organization (HMO). It has grown steadily over a decade and a half to include a commercial HMO, encompassing commercial and individual health care offerings.

"Setting up the health care exchanges has been very complex and confusing," observes Kathy Kendall, president and CEO of McLaren Health Plan. However, "I think McLaren has done quite well in coming up with unique plans for Michigan."

McLaren achieved an early jump in the coverage reform process by crafting a number of new products suited to specific coverage needs. The "Rewards" coverage line is customized for individuals and small businesses. Offerings meet the service levels required for ACA-eligible plans – a "Silver" level, with a 30 percent deductible, a "Gold" plan (20 percent deductible) and a "Platinum" plan (10 percent deductible). McLaren provides services though a statewide network of 21,000 care providers and 70 hospitals, through deductibles are waived for services through designated McLaren-owned "Rewards" providers.

"The design we came up with for the Rewards plan provides great value for our system and partners," notes Kendall. Plus, "if you see one of our Rewards providers, there are no deductibles or co-pays, which means real savings. It's a win/win for McLaren Health Plan and for health care." One problem encountered in selling the ACA has been the "young invincibles." Young people ages 21 to 30 are often convinced that they'll live forever – or at least won't need health coverage at their age. Worse, people in this bracket often lack the income to pay the hefty premiums required under most plans. While an early provision of the ACA requires plans to offer dependent coverage up to the age of 26, a longer-term solution is to get the "invincibles" coverage for themselves. McLaren Health Plan meets this demand with an affordable Young Adult Plan, which trades off higher deductibles for essential health benefits, including emergency care and wellness services.

Launch of McLaren Health Plan's new Medicare Advantage offering was also "a major milestone of 2013," according to Kendall. This innovative essay into the Medicare segment is designed for those 65 and up who qualify for Medicare Part A and Part B coverage. This applies to some 1.2 million seniors in the McLaren service area.

Medicare members can access more than 15,000 providers. The plan also includes a broadened coverage option for prescription and over-the-counter drugs. Flat-fee co-payments will make health care budgeting simpler for Medicare enrollees.

Finally, the ACA will drive a major expansion in the state's Medicaid-eligible population through the Healthy Michigan initiative, estimated as up to 400,000 covered lives. McLaren Health Plan has been beefing up capacity to meet this new need, starting with our 2012 acquisition of CareSource Michigan. This move alone made us the fourth-largest Medicaid care plan in Michigan, with a total of almost 125,000 members. Enrollment in the Healthy Michigan expansion begins in April.

MCLAREN ACHIEVED AN EARLY JUMP IN THE COVERAGE REFORM PROCESS BY CRAFTING A NUMBER OF NEW PRODUCTS SUITED TO SPECIFIC COVERAGE NEEDS.

### INNOVATION TO SUPPLY CHAIN LEADS TO EFFICIENCIES



Il top performing companies are continuously looking for opportunities to improve internal processes and reduce expense streams.

Health systems are the same way – but the stakes are just a bit higher. Consider McLaren Health Care's yearly shopping list of supplies and other materials. Surgical/exam gloves: 17 million pairs. Syringes and needles: 7.2 million. Copy paper: 15 million sheets (despite growing use of electronic health records).

The supply numbers are daunting in themselves, but the logistics involved in making sure everything is where it is needed, when it is needed, are even more intimidating. With over 300 locations, including hospitals, clinics and administrative offices, McLaren Health Care encompasses most of Michigan's Lower Peninsula.

"Supply chain spending is second only to people and benefits," says McLaren CEO Phil Incarnati. With tightened reimbursement for care, innovative management of McLaren's vast supply chain is crucial. So crucial, in fact, that 2013 saw the launch of a bold plan – to cut \$100 million from McLaren's system-wide expenses, primarily in the supply chain.

"We have a challenge to reduce a significant amount of spending over the next three years," observes Dave Bueby, corporate director of supply chain management. To meet this goal, Bueby and his staff are stepping back to take a tough look at McLaren's total supply environment. "This is not just products, but processes, warehouses ... everything related to acquisition, storage and use."

The mind-boggling numbers cited above make this task seem even more intimidating. However, the sheer size of McLaren's logistical needs form a negotiating tool at the acquisition stage. By pooling the demands of such a widespread system into unified purchases, the benefits of scale bring unit pricing down sharply and also make McLaren a "preferred customer." "The volume of McLaren allows for better contracting, and vendors recognize this," notes Bueby. This also puts McLaren at the head of the line for priority fulfillment, for the newest and best items, and for specialty orders on physician preference items.

"Bulking up" our volume wouldn't be practical without a strong, cooperative joint supply chain effort among all McLaren units.

Adding new subsidiaries requires smoothly integrating their needs into the overall corporate program, an expertise McLaren has honed over the years.

Purchasing is just one element in the \$100 million plan. Bueby notes that some of the ripest low-hanging fruit is in the storage, distribution and logistics segment. The goal is to have components show up "just in time" – when, where, and in the quantity needed. McLaren Oakland was able to sell an offsite warehouse by cutting out middlemen in its supply chain. They have gone from holding onto \$300,000 in inventory to just \$30,000. Multiply this by our many items and subsidiaries, and the \$100 million goal comes within our grasp.

THIS ABILITY TO TRACK INVENTORY IN REAL TIME BY DATE, QUANTITY, USAGE AND DEMAND WILL OFFER **ENORMOUS SAVINGS** IN WAYS YET UNKNOWN.

"Smart" technology is another way to save costs. For example, when a nurse needs a syringe to give a patient medication, she takes one from the storage location in her unit. With "smart" technology, the storage unit tracks just how many syringes are left, and signals the supplier when it is time to restock.

This ability to track inventory in real time by date, quantity, usage and demand will offer enormous savings in ways yet unknown. "We stand to save not only by what we pay for a product, but how we use it, whether it's being underutilized or overutilized," says Bueby. This technology also allows users to offer feedback on needs and usage trends to make the system self learning and more responsive.

McLaren Health Care's "smart" supply chain reforms are coming fast and showing solid results. Concludes Bueby, "I've seen more change in the past 18 to 24 months than in my 28 years in the field. We're ahead of a lot of organizations."



### WORLD-CLASS CARE FOR WORLD-CLASS TECHNOLOGY

**Hesham Gayar, MD,** Medical Director, McLaren Proton Therapy Center he past year saw all the pieces coming together for McLaren Health Care's goal of creating a global center for advanced cancer research, treatment and patient care.

The headline news story in this field for 2013 was the addition of the Karmanos Cancer Institute to the McLaren system, creating the largest cancer research and provider network in Michigan.

Two other keystone elements moved ahead in 2013, with the McLaren Proton Therapy Center nearing final FDA approval and project completion, and the Hospitality House at McLaren opening its doors this past summer.

Proton therapy is the next step in the scientific advance of radiation treatment for cancer, with some of our technology innovations literally first in the world for general use. Proton therapy enables precision in treatment and imaging that will make McLaren a global nexus for care.

This \$70 million investment will bring many significant advances in radiation therapy to McLaren including an emerging form of proton therapy delivery called modulated scanning. This technology focuses a stream of protons in a narrow beam, only millimeters wide, that can be scanned such that radiation is delivered to the entire tumor.



**Teresa Williams,** *Director, Hospitality House at McLaren (left) and* **Roxanne Caine,** *Vice President, McLaren Foundation (right)* 

The result is significantly lower dose to surrounding healthy tissue compared to both traditional photon therapy and even earlier forms of proton therapy.

Another critical element in radiation therapy is the ability to precisely locate the tumor within the patient immediately prior to treatment. Our proton system will have integrated cone beam computed tomography (CBCT) that will allow for 3D imaging of the patient helping to ensure accurate delivery. This form of imaging reduces uncertainty in delivery, which in turn allows for a further reduction in dose to healthy tissue that results from these uncertainties.

Technical testing of the proton beam data has proven highly positive, with quality and precision exceeding expectations. "We have observed very impressive beam performance," says Dr. Sung Park, McLaren's chief physicist for the McLaren Proton Therapy Center. "We've been impressed by the stability of the system during our testing." The calibration, testing and safety protocols for such cuttingedge radiation technology are extensive. Everyone involved realizes that there can be no shortcuts in ensuring patient safety, reliability and precision. And, particularly with first-of-its-kind technology, the licensing and federal approval process is extended even more.

Yet, the promise of proton beam therapy has kept the staff pushing ahead over the past year, and the pace of progress has accelerated. It is anticipated that the first patients will be treated in mid-2014.

One other new facility in McLaren's cancer care master plan was up and running during 2013. The Hospitality House at McLaren, designed to provide affordable and convenient housing for cancer patients and their families, opened in August. Located adjacent to the Proton Therapy Center, the 32-room Hospitality House accommodates shortand long-term stays. Since the McLaren Proton Center will be the only one in Michigan when it opens – and one of only 12 in the United States – many patients will need to travel for care, which can involve daily treatments for several weeks. Beyond comfortable lodging, the Hospitality House offers comprehensive support services, community activities and other amenities for patients and their families. The Hospitality House continues to generate a wealth of community support, with a fundraising campaign raising over \$6.2 million toward the \$8 million goal.

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## A Fully Integrated Health Network

care physician

network, assisted

cLaren Health Care is a fully integrated health network, committed to quality, evidence-based patient care and cost efficiency. The McLaren system includes 11 hospitals, ambulatory surgery centers, imaging centers, the state's only proton therapy center, the state's largest network of cancer centers and providers (anchored by a dedicated cancer hospital),

### MCLAREN BY THE NUMBERS\*

Discharges
ER Visits
Surgeries
Births
Outpatient Visits
Home Care Visits
Hospice Days
Licensed Beds
Net Revenue

\*ANNUALIZED FOR NEW ACQUISITIONS.

an employed primarv

Kathleen Kudray, DO, McLaren Medical Group

living facilities, commercial and Medicaid HMOs, home health care and hospice, durable medical equipment, retail pharmacy services, one of the largest allopathic and osteopathic graduate medical education programs in the state, and a wholly owned medical malpractice insurance company.

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