

# Achieving optimal health through informed decisions

Solutions for a healthier UK



## Aetna Snapshot

- **Over 150 years of first-hand experience:** We bring a broad range of commissioning experience and expertise.
- **Bespoke solutions:** We will work hand-in-hand to customise the right solutions to meet your goals.
- **System-wide view:** We believe it's important to engage a wide range of stakeholders as well as internal constituents to generate sustainable change.
- **Excellence and accountability:** We bring a relentless focus on clients, execution, meaningful outputs and results.

## The road to optimal health starts with the right information.

Commissioners are tasked with one of the most important jobs in the UK: keeping their community healthy by commissioning high-quality and equitable access to care within the scope of available resources to ensure value for money. This is no small feat, especially when also faced with an evolving landscape and aspirations to achieve world-class status. We believe having the right information is the cornerstone to creating a world-class health economy that is patient-led, quality-focused and financially sustainable. By being commissioners ourselves, we understand how to maximise health gain using available resources and have proven experience commissioning services to improve both quality and cost outcomes.

## Named “Leader in Customer Service” by UBS

— UBS Annual Consultant Survey, Member and Client Service, May 2008

### Our pledge

At Aetna, we embrace using information to bring about sustainable change within the health economy. We have a proven track record in working together with diverse stakeholders. Our company is driven by values grounded in placing the people who use our products and services at the centre of everything we do. We pride ourselves on our collaborative style and ability to customise services by listening to client needs.

When you choose Aetna, you'll receive services delivered by a dedicated Aetna team in the UK, with access to the expertise of the broader Aetna organisation. Our team draws from Aetna's 150+ year history of innovation, integrity and superior service to help make a positive difference in the lives of the people who use our services.

## The Aetna Way



## Solutions that fit

Each and every commissioner's business and community health needs are unique. By leveraging the right information commissioners will be well-placed to optimise patients' health outcomes within the scope of available resources.

We can help. We have been commissioning health services in the US for more than 150 years, and operating internationally for over 30. We have been around long enough to understand that there are no silver bullets; and, while some "off-the-shelf" solutions can be helpful, it is important to tailor them to the unique needs of each locality.

We've packaged our solutions to help provide you with a system-wide view of your community's greatest health needs. Our collaborative approach engages stakeholders in the process and evaluates the commissioning cycle holistically, engaging stakeholders through every step in order to analyse, evaluate and shape service design. By teaming up with local experts to find the best way to close gaps, we can help to provide important insight on the current state of commissioning and build upon existing strengths in order to meet your goals and drive results.

### Where information leads to action

#### Data Management & Decision Support

Statistics, findings and other data are only as good as the insights they produce and more importantly, the actions they drive. We bring an end-to-end capability to enable a commissioner to gain a deep understanding of their population. Through our technology and know-how, we can segment patients by risk category, condition, utilisation and more. We can also

## Named “Most Admired Company in Healthcare” by Fortune magazine

— Fortune Magazine, March 2008, Insurance and Managed Care category

predict emerging health needs and trends. We strive to bring the most complete view of patients to help inform strategic, operational and financial decisions.

#### Aetna services:

- Data aggregation
- Data warehousing
- Clinical and business analytics
- Risk stratification tools bespoke for your needs
- Dashboard and drilldown reporting

### Where the right care is provided in the right settings

#### Care & Resource Utilisation Management

You know that relatively small numbers of high-risk patients account for a disproportionate use of services, and some of this demand could be met in other settings, or eliminated through preventive or proactive care. Aetna's experience in using data to find high-risk patients early, and helping them, and their doctors, improve their understanding of their illnesses, can allow them to use the healthcare system more effectively. As a result, urgent admissions and demand for services are reduced, extended hospital stays are shortened, and health outcomes optimised.

#### Aetna services:

- Bespoke predictive models to identify and prioritise high-risk patients for care management
- Care management programmes with proactive outreach by nurse case managers
- Programmes integrated with primary and community care resources
- Referral, concurrent review and discharge planning for acute care settings

### Where the right resources drive the right results

#### Contracting & Procurement

Achieving world-class commissioning comes down to both effective systems management and procurement skills to ensure robust and viable contracts. Having the right information, clinical expertise, processes, and mindset is essential to be able to contract the right types of services. We have developed replicable tools, techniques, and processes to contract with and manage over 783,000 clinician relationships in the United States alone. Globally, we have relationships with over 740 medical facilities, including 90 in the UK. And we also developed processes to manage more than 1800 vendor and service contracts in excess of £250 million to support the needs of the 42 million patients who use our services. We can partner with you to develop best-in-class contracting and procurement solutions that drive innovation, differentiation, supplier diversity, and demonstrable value for money.

#### Aetna services:

- Service design, specification, and sourcing approach recommendations
- Manage procurement process and evaluation as well as facilitating negotiation, and contract award
- Contract mobilisation, monitoring, and management.

## Ranked #1 for how we work with physicians

— athenahealth, Inc. 2008 PayerView<sup>SM</sup> US Rankings

## Where success is measured

### Performance Management

Measuring performance is a critical function to any business — commissioning bodies are no exception. We have the tools in place to report on cost, volume and other selected services to maximise efficiencies and help improve performance against the assurance framework. We can also help you improve the services that are already working well, explore missed opportunities and even identify low-value services for potential decommissioning.

#### Aetna services:

- Clinical quality reporting
- Mandated reporting
- Cost and volume reporting managers

## Ranked #1 for providing clear information to doctors

— *The Verden Group, April 2008*

## Where constituents start listening

### Stakeholder Engagement

The quest for world-class status will require transforming the way stakeholders — patients, government, clinicians and others are engaged. The ability to not only continuously engage, but change and sustain behaviour is critical. We have a strong track record in collaborating with stakeholders to achieve improved outcomes. We take pride in our ability to listen and facilitate consensus by being factual and transparent. We can help you design and execute strategies and programmes to effect sustainable change.

#### Aetna services:

- Targeted education and information exchange
- Public consultations
- Social marketing

## Where transformation becomes practice

### Training & Education

We believe that commissioners must not forget about their own organisation's development requirements. A workforce that is confident, competent and committed to the organisation's mission will be essential for success. At Aetna, we have worked hard over the years to establish and maintain a high-performing culture. We can draw from our approaches and experiences to design and implement programmes for your organisation.

#### Aetna services:

- Commissioning skills training
- Continuing education for GPs and other clinical staff
- Certification and formal mentoring for commissioning staff

## About Aetna

Established in 1853, Aetna has been a trusted name in healthcare standing for integrity, reliability and commitment for over 150 years. Aetna is a leading healthcare company, commissioning services for nearly 42 million people through a broad range of health management services and health insurance products. We have over 35,000 employees and contract with over 843,000 healthcare professionals, including 490,000 primary care doctors and specialists. Aetna does not directly engage in clinical provision of services.

Aetna Health Services (UK) Ltd was established in 2007 to offer dedicated commissioning support services to Primary Care Trusts. Aetna Health Services (UK) Ltd is approved by the Department of Health through its sponsored Framework for procuring External Support for Commissioners (FESC). This significant endorsement of quality was awarded after an extensive, twelve-month multi-staged evaluation process.

### Contact Us

For more information, visit us at [www.aetna-uk.co.uk](http://www.aetna-uk.co.uk) or e-mail us at [AetnaUK@aetna.com](mailto:AetnaUK@aetna.com).

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