



2016 Evolving Health Interview Series

Interview Title: *Consumerism: Plan Design Around Care Team*

Interviewee: Tom Vanderheyden, Co-Founder, Harken Health

One of things that we've really focused on is when a patient and a care team are interacting together, how can we reduce the things that are in the way for them of being successful? When we do that through both planned design on the insurance side, trying to get the insurance to be quiet and sit quietly, as well as when a member is meeting with that care team we have the care teams that have absolutely no administrative responsibility whatsoever, so they have to worry about billing and all the things that take time away from that patient and care team interaction.

It comes down to plan designed on the administrative side, and if you can create a plan design that has the benefit which we were able to factor into which is primary care "free". We're included in your premium. So that you have an unfettered relationship between a patient and a care team. Now the only way that you can accomplish that goal is if that interaction is going to lead to better health and better outcomes. And at Harken we believe-- we know that higher penetration, higher experience rating between a patient and a primary care setting is going to lead to those better outcomes, which ultimately is going to lead to better cost.

I find the interesting business models to me today are those that are taking the data but also have a very, very human element like ours which we feel very positive about in creating a one to one interaction, where there can be both accountability, counsel, advice, a shoulder to lean on, a hug when you need it, and a firm encouragement when you may need that.

I've been surprised that some of the major institutions so, as we are able to provide primary care and behavioral care in our setting, obviously that doesn't take care of all needs so you have to go outside that setting. And some of the very large systems that we've been interacting with have been very pleasantly surprised that they are engaging us at a cultural level, meaning that they are so inspired and excited about what Harken is achieving from a culture standpoint. And that is in fact at the essence for many of them what they too are trying to achieve. And they have been death by a thousand cuts also moved away from what they had hoped from a purpose standpoint to achieve. And that's probably my biggest surprise is a half a dozen to a dozen large systems that we've interacted with, they really want to get engaged in our model in a way we would not have anticipated so I'm very encouraged by that.

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people want to be cared for. That is why this is health care. And there's a whole bunch-- there's a very large ecosystem that exists, that is not focused necessarily on the care of the person themselves. My encouragement is whatever portion of the system in which you are participating is how can we think about the care of the person and them feeling cared for? Because we believe that emotional side of that care is nearly equal to the clinical side of that care. That I think is, from an industry standpoint, is an opportunity that we have, and from a Harken Health standpoint, we feel great to be on what we believe to be the front edge of that change.

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