

# Calculating and Communicating Treatment Costs to Patients

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Southern Ohio Medical Center, SOMC Cancer Center

# Southern Ohio Medical Center (SOMC)

- 234-bed nonprofit healthcare organization located in Portsmouth, Ohio
- Employs approximately 3,000 employees and 240 providers
- Named one of Fortune's "100 Best Companies to Work For" for 15 consecutive years.
- One of Ohio's top employers since 2010



# SOMC Cancer Services

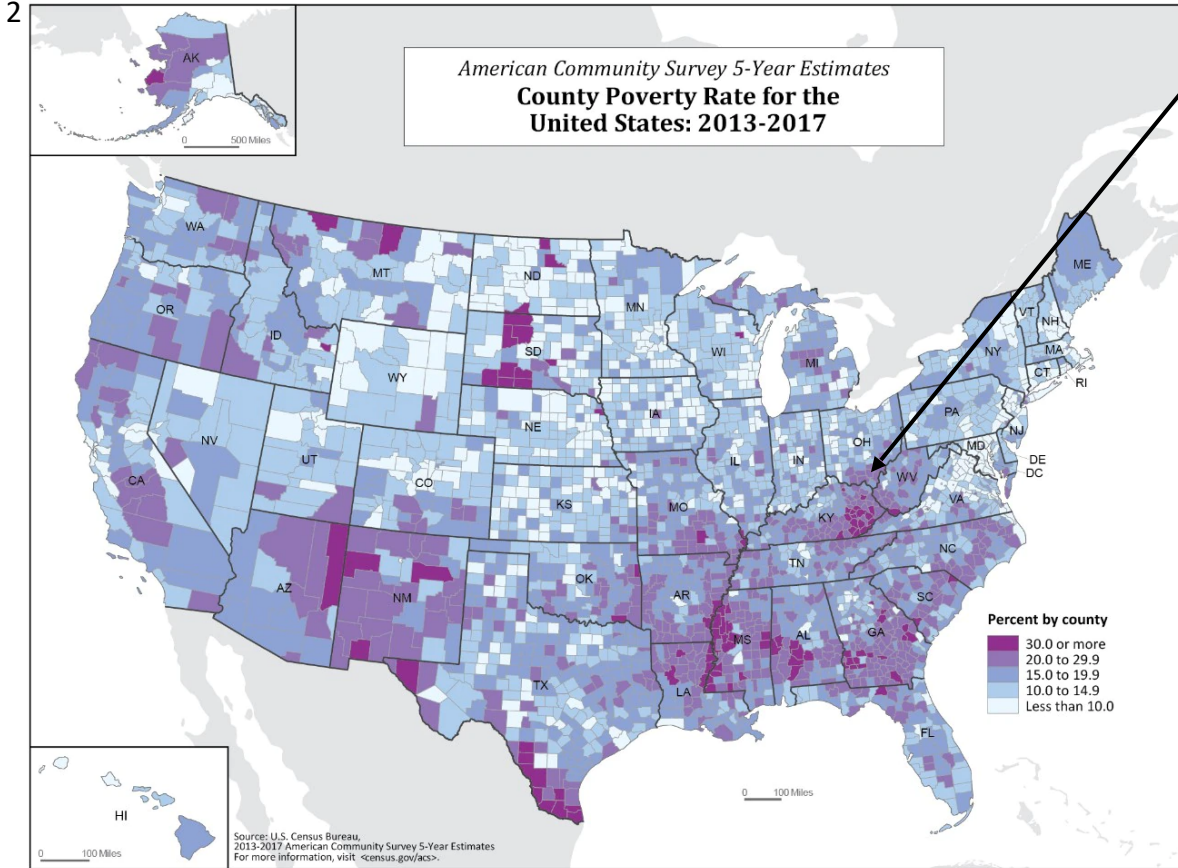
- Dedicated outpatient facility housing for medical oncology, hematology, breast oncology, high risk, and radiation oncology clinics
- We provide outpatient infusion, radiation therapy, laboratory, pharmacy, social work, financial counseling, genetic counseling, palliative care, clinical trials and women's imaging
- Oncology Care Model participant

# SOMC Cancer Services

- Accredited by:
  - American College of Radiology (2007)
  - American College of Surgeons (2008)
  - National Accreditation Program for Breast Centers (2017)



# SOMC Demographics



## Scioto County, Ohio:<sup>1</sup>

- Median age = 40 years old
- 23% below poverty
- 22% with private insurance
- 44% with Medicare
- 28% with Medicaid
- 6% without insurance
- 85% are high-school graduates

# Oncology Care Model (OCM)<sup>3</sup>

- Participation period: July 1, 2016 - December 31, 2021
- Goal: Achieve better health, improved care, and smarter spending by introducing aligned incentives to encourage practice redesign
- Medical oncology sites applied and were accepted into the program



# OCM<sup>3</sup>

- Participation requirements:
  - 24/7 clinician availability with real-time electronic health record (EHR) access
  - Certified EHR technology
  - Use of data for continuous quality improvement
  - Patient navigation
  - Individualized care plans with 13 National Academy of Medicine (formerly the Institute of Medicine) components
  - Therapies compliant with nationally recognized guidelines
  - Regularly report discreet data elements

# OCM: 13 IOM Components<sup>3</sup>


1. Patient information
2. Diagnosis
3. Prognosis
4. Treatment goals
5. Treatment plan and duration
6. Expected response to treatment
7. Treatment benefit/harm
8. Quality of life
9. Care responsibility team
10. Advance care planning
- 11. Estimating out-of-pocket costs**
12. Psychosocial screen and plan
13. Survivorship plan



# The PREDCT Tool

- OCM supplied a tool—the PREDCT Tool—to assist with estimating costs
- Utilizes a practice’s historical charge history to predict out-of-pocket costs for patients
- Microsoft Excel platform

OCM-PREDCT v2.0

 **ONCOLOGY CARE MODEL**

### Specifications

<b>Beneficiary Information</b>	
Gender <input checked="" type="radio"/> Female <input type="radio"/> Male	5 - Digit Zip Code 45662
Age Bracket 65-69	Institutional Status <input type="checkbox"/> Institutionalized
Dual Eligibility and Medicare Part D Enrollment <input checked="" type="radio"/> Full Dual Eligibility <input type="checkbox"/> Not Full Dual - PD no LIS <input type="checkbox"/> Not Full Dual - PD and LIS <input type="checkbox"/> No PD Enrollment	
<b>Episode Information</b>	
Clean Period (days) 1-61	Comorbidities 3
Episode Length (days) 181-182	Details of Treatment <input type="checkbox"/> Clinical Trial Participant <input checked="" type="checkbox"/> Radiation Treatment <input checked="" type="checkbox"/> Cancer-Related Surgery <input type="checkbox"/> BMT - Allogeneic <input type="checkbox"/> BMT - Autologous
Cancer Type Breast Cancer	
<b>Summary Sheet Details</b>	
Episode Label	Number of Episodes

### Baseline Price

**\$57,692.31**

Calculate Baseline Price

Add to Summary Sheet

**Weighted**  
**0.996705**  
Exp Adjuster

### Summary Sheet Controls

New Summary Sheet

End Summary Sheet

Delete Summary Sheet

Edit Summary Sheet

Clear Entries

# The PREDCT Tool

- Export and design a digestible patient format
- We found the process to be clunky, time consuming, and largely inaccurate, especially in sites through which new drug modalities were incomparable to previous history

OCM-PREDCT v2.0

### Specifications

#### Beneficiary Information

Gender <input checked="" type="radio"/> Female <input type="radio"/> Male	5 - Digit Zip Code 45662
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# The SOMC Way

- Developed a form for patients
- Financial advocate met with patient to review form and answer questions
- Social Worker met with patient to identify barriers to treatment—barrier assessment included financial concerns, transportation, psychosocial, housing and food insecurities
- Compassion fund recommendations when applicable

# The SOMC Way

- No co-pay assistance or patient assistance program support was provided
- H-CAPS (Hospital Consumer Assessment of Healthcare Providers and Systems) discounts were available

SOMC Cancer Center  
**Southern Ohio  
Medical Center**  
*Very Good things are happening here*  
[www.somccancer.org](http://www.somccancer.org)

Financial Counseling Services  
PH: 740-356-7595  
FAX: 740-356-7488

Date: [4/22/2022]  
Patient: Angie Test  
DOB: 1/12/1935

**Understanding Your Health Insurance Benefits**

The following is prepared to assist you in understanding your health care coverage and out of pocket costs. Your financial situation does not affect your ability to receive care. Our financial counseling team is here to help you understand benefits, maximize benefits, and assist with other patient assistance programs to ensure you receive recommended treatment.

**This is not a guarantee of benefits. Final determination of benefits will be dictated by the carrier at the time the claims are processed.**

**Primary Insurance Carrier:** Medicare Parts A & B

**Secondary Insurance Carrier:** None

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**Not applicable:** Annual Out of Pocket Maximum: The amount of money paid in a calendar year before the insurance picks up 100% of allowable charges and the patient has no financial obligation until the next calendar year begins.

**Not applicable:** Annual Deductible: The amount of annual out-of-pocket expense for covered medical services that the patient is responsible for before the insurance will cover expenses.

**20%:** Co-Insurance: The percentage of the total allowable charges you are responsible for. For example your insurance carrier might pay 80% and you are responsible for 20%.

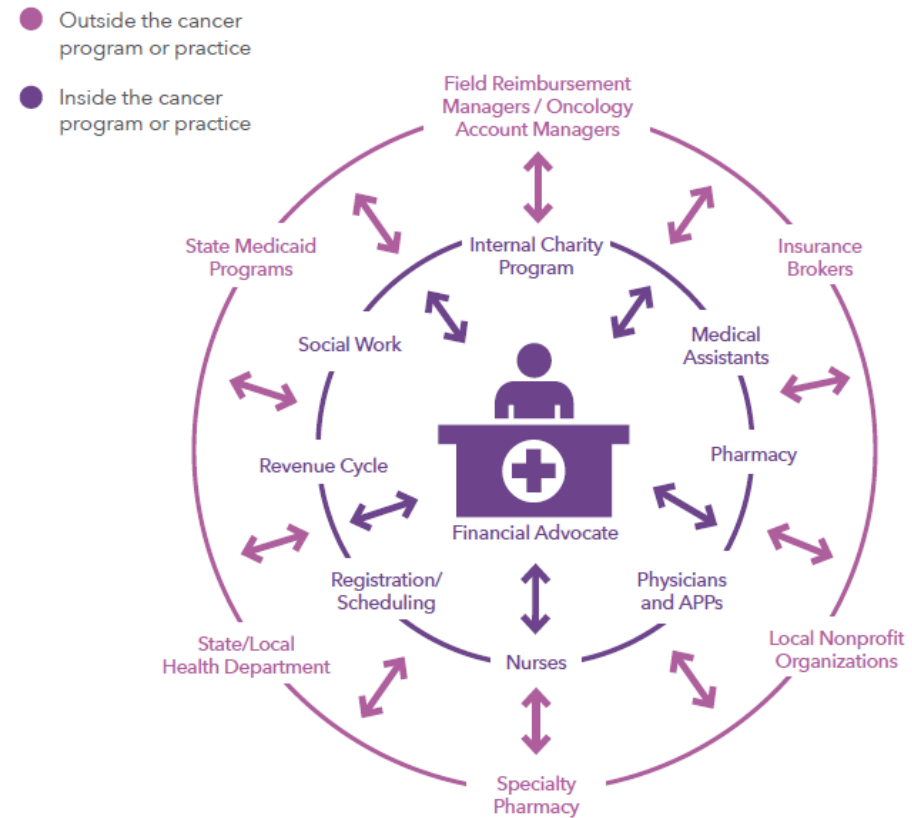
**\$20/visit:** Provider Co-pay: The amount that you pay each visit. The physicians and providers are specialists; therefore specialist co-pay may be collected.

Prescription coverage (Yes or No) If yes, list carrier:  
**Medicare Part D**

# Along Came the ACCC Financial Advocacy Network

- Through networking and happenstance, I got involved in the Network
- At first, it was like drinking from a fire hose
- As an administrator, I had enough knowledge to know what I wanted but had no idea how to get it

Figure 3. Who is Involved in Financial Advocacy?



# Workforce Taskforce Learning

- Evaluate stacks and processes within the stacks for gaps, hand off drops or error-prone processes
- Unsupported stacks fail the patient-organizational partnership

FINANCIAL ADVOCACY PROCESS	BEFORE TREATMENT	DURING TREATMENT	AFTER TREATMENT
✓ Benefits Verification	Before consult and initial treatment.	Every visit or at least every 30 days.	As needed.
✓ Financial Distress Screening	Screen new patients at or shortly after their initial consult.	Rescreen regularly at key milestones and at least every 3 to 6 months.	As needed.
✓ Prior Authorization	Before treatment at initiation of treatment plan.	As needed throughout treatment for authorization renewals, treatment changes, etc.	As needed.
✗ Insurance Education & Optimization	Review insurance coverage and benefits with every new patient.	As needed; during open enrollment; when there are changes in income, employment, or treatment plan; or other circumstances.	As needed— if requested after treatment.
✗ Patience Assistance	Screen all new patients for any financial assistance options.	Monitor for funding opportunities from independent, non-profit organizations throughout treatment.	As needed and/or requested through survivorship follow-ups.

# TailorMed Capabilities

<b>PRIMARY COVERAGE</b>	<b>MEDICARE PPO NON-GATE FFS ANY</b>		<b>Humana</b>
Overview			
<b>Benefits</b>		In Network	Out-of-Network
Documents			
Payer Details			
	<b>HEALTH BENEFIT PLAN COVERAGE</b>	\$20 Copay	
	<b>CHIROPRACTIC</b>	20% Coinsurance	
	<b>HOSPITAL - INPATIENT</b>	20% Coinsurance	
	<b>HOSPITAL - ROOM AND BOARD</b>	20% Coinsurance	
	<b>HOSPITAL - OUTPATIENT</b>	20% Coinsurance	
	<b>CHEMOTHERAPY</b>	20% Coinsurance	
	<b>EMERGENCY SERVICES</b>	\$50 Copay	
	<b>MENTAL HEALTH</b>		
	<b>URGENT CARE</b>	\$20 Copay	
	<b>MEDICARE PART B DRUGS</b>	20% Coinsurance	
	<b>CHEMOTHERAPY DRUGS</b>	20% Coinsurance	





# TailorMed Capabilities

PRIMARY COVERAGE		
Overview		
Benefits		
Documents		
Payer Details		
	In Network	Out-of-Network
<b>HEALTH BENEFIT PLAN COVERAGE</b>	\$20 Copay	50% Coinsurance
<b>CHIROPRACTIC</b>	\$40 Copay and 30% Coinsurance	
<b>HOSPITAL</b>	10% Coinsurance	50% Coinsurance
<b>HOSPITAL - INPATIENT</b>	10% Coinsurance	50% Coinsurance
<b>HOSPITAL - OUTPATIENT</b>	30% Coinsurance	50% Coinsurance
<b>HOSPITAL - EMERGENCY ACCIDENT</b>	\$200 Copay	30% Coinsurance
<b>HOSPITAL - EMERGENCY MEDICAL</b>	\$200 Copay	30% Coinsurance
<b>CHEMOTHERAPY</b>	10% Coinsurance	50% Coinsurance
<b>EMERGENCY SERVICES</b>	\$200 Copay	30% Coinsurance
<b>PROFESSIONAL (PHYSICIAN) VISIT - INPATIENT</b>	\$40 Copay	50% Coinsurance
<b>PHYSICIAN VISIT - WELL</b>		
<b>URGENT CARE</b>	\$100 Copay	50% Coinsurance
<b>MEDICARE PART B DRUGS</b>	30% Coinsurance	50% Coinsurance
<b>CHEMOTHERAPY DRUGS</b>	10% Coinsurance	50% Coinsurance



# TailorMed Capabilities

Coverage data check up Initial 03/31/2022 latest 03/31/2022 Refresh

- PRIMARY COVERAGE**
- Overview
- Benefits
- Documents
- Payer Details

## MEDICARE PPO NON-GATE FFS ANY



In Network



<b>PAYER</b>	HUMANA
<b>TYPE</b>	Medicare
<b>GROUP ID</b>	[Redacted]
<b>MEMBER ID</b>	[Redacted]
<b>PLAN RESTART</b>	01/01/2023
<b>COVERAGE</b>	In Network ▾



# TailorMed Capabilities

Coverage data check up Initial 04/03/2022 latest 04/03/2022

Refresh

## PRIMARY COVERAGE

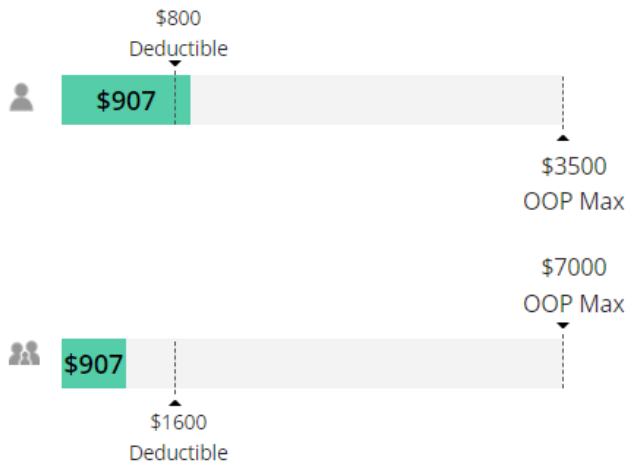
Overview

Benefits

Documents

Payer Details

### In Network



**PAYER** ANTHEM BLUE CROSS BLUE SHIELD

**TYPE** Employer

**GROUP ID** [Redacted]

**MEMBER ID** [Redacted]

**PLAN RESTART** 01/01/2023

**COVERAGE** In Network ▾



# TailorMed Capabilities

Overview Patient Journey Coverage Details **Potential Savings** 18 Applications Attachments Notes Tasks Contact Support

All Program Types

+ Add New Program

Search

18 Matches of Assistance Programs ⚠

Trastuzumab-Dttb <b>Merck Co-Pay Assistance Program - ONTRUZANT</b>	<b>\$25,000</b> APPLIED
Trastuzumab Genentech Oncology Co-pay Assistance Program	<b>\$25,000</b>
Trastuzumab-Dttb Organon Co-pay Assistance Program	<b>\$25,000</b>
The Assistance Fund (TAF) - Breast Cancer WAITLIST	<b>\$2,592</b>

### Merck Co-Pay Assistance Program - ONTRUZANT (Trastuzumab-dttb)

Merck & Co. | Copay Card

Application Link | Program Website | 855-257-3932

Create Application Renew Edit Application Not Relevant

#### Description

With Merck Co-pay Assistance Program eligible privately insured patients who need help affording ONTRUZANT may pay as little as \$5 of their co-pay per infusion for the first time, with a maximum co-pay assistance program benefit of up to \$25,000 per patient, per calendar year (based on income).

#### Lookback Period

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#### Income Required (FPL)

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#### Benefits

- Copay Assistance

#### Program Eligibility(s)


- Patient must have private health insurance that provides coverage for ONTRUZANT under a medical benefit program.
- Patient must be a resident of the United States (including Puerto Rico).
- Patient must have been prescribed ONTRUZANT for an FDA-approved indication
- Patient must have an out-of-pocket cost for the Program Product and be administered the Program Product prior to the expiration date of the Co-pay Assistance Program.



# TailorMed Requirements

- Dedicated staff
- Extensive training
- Development has been quick but needs ongoing refinement
- Reporting is in early stages
- Need family size and household income
- Other resources

TEST, ANGIE M000699405 1/12/1935 (87 yrs)



TEST, ANGIE  
M000699405 1/12/1935 (87 yrs)

**PATIENT FOUNDATIONAL ASSISTANCE PROGRAM CONSENT**

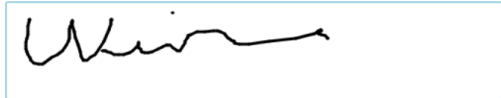
I hereby consent and authorize the SOMC Cancer Center to share necessary health data and financial information to complete applications for co-pay assistance, living assistance, or other foundation assistance programs designed to assist with healthcare financial burden. This authorization will remain in effect for as long as I am an active patient (seen by a provider within the last 12 months) at the SOMC Cancer Center. I understand that I may withdraw this consent at any time by speaking with a financial counselor or social worker at the SOMC Cancer Center.

*This consent/authorization is no guarantee of approval for assistance. I understand assistance approval is at the discretion of the application entity.*

Annual Income

Household Size

Draw your signature into the box below



Date

Please type name here

# Out-of-Pocket Assistance: ACCC Patient Assistance & Reimbursement Guide

7

## Search by Oncology-Related Product or Company

Oncology-Related Product

Company

Show products with the same active ingredient or biosimilars [?](#)

## Apply Filters (optional)

### Coverage

- Commercial/Private [?](#)
- Government [?](#)
- Uninsured/Underinsured [?](#)

### Assistance Type

- Co-Pay Card/Out-Of-Pocket Cost Assistance [?](#)
- Dose Exchange Program [?](#)
- Independent Charitable Foundations/Organizations [?](#)
- Insurance Coverage-Related Delay Program [?](#)
- Patient Assistance Program [?](#)
- Product Replacement Program [?](#)
- Reimbursement Assistance [?](#)



SEARCH

# Out-of-Pocket Assistance: ACCC Patient Assistance & Reimbursement Guide

7

## Programs for Herceptin<sup>®</sup> (trastuzumab)

### Genentech Oncology Access Solutions

**Company:** Genentech, Inc.

**Coverage Type(s):** Commercial/Private, Government, Uninsured/Underinsured

**Assistance Type(s):** Reimbursement Assistance

**Product:** Herceptin<sup>®</sup> (trastuzumab)

866.422.2377

[https://genentech-prod.force.com/ihcp/GNE\\_CM\\_PACT\\_Login#!/](https://genentech-prod.force.com/ihcp/GNE_CM_PACT_Login#!/)

### Genentech Oncology Access Solutions Referrals

**Company:** Genentech, Inc.

**Coverage Type(s):** Commercial/Private, Government

**Assistance Type(s):** Independent Charitable Foundations/Organizations

**Product:** Herceptin<sup>®</sup> (trastuzumab)

866.422.2377

<https://www.genentech-access.com/hcp/learn-about-our-services.html>

[View Current ICD-10 Codes >](#)

[View Current Indications >](#)

[View All Companies >](#)

[View All Products >](#)

[View Other Patient Assistance & Reimbursement Resources >](#)

**Genentech**  
*A Member of the Roche Group*

**All Genentech, Inc. Oncology Programs**





# SOMC (A Better Way) Improvement Project 2020, 2021, and Beyond

Things happen along the journey:

- COVID-19 (March 2020) resulted in working to explore other methods of delivering out-of-pocket cost and social work screens
- EHR transition to Meditech Expanse (August 2020)
- TailorMed purchase and configuration (November-December 2020)
- Staff training for TailorMed (January-March 2021)

# SOMC (A Better Way) Improvement Project 2020, 2021, and Beyond

Things happen along the journey:

- Acquisition of ambulatory infusion clinic (March 2021)
- Staff turnover #1 (May 2021)
- Staff turnover #2 (January 2022)
- Staff training for TailorMed (April 2022)
- Staff expectations (May 2022)

# Excited About the Future

- Growing the Network and continuing conversations
- Exploring benchmarks, job descriptions, and roles
- Advocating for certification and career advancement
- **Eliminating patient barriers to accessing affordable medical care**



SOMC Cancer Center  
**Southern Ohio  
Medical Center**

*Very* Good things are happening here

[www.somccancer.org](http://www.somccancer.org)

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**[waughw@somc.org](mailto:waughw@somc.org)**

# Questions and Discussion



**Safety | Quality | Service | Teamwork | Performance**





# References

1. University of Wisconsin Population Health Institute. 2022 county health rankings. Accessed April 27, 2022. <http://www.countyhealthrankings.org/app/ohio/2017/measure/factors/9/map>
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3. Centers for Medicare & Medicaid Services. Oncology care model. Published March 8, 2022. Accessed April 27, 2022. <https://innovation.cms.gov/innovation-models/oncology-care>
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7. Association of Community Cancer Centers. Patient assistance & reimbursement guide. Accessed April 16, 2022. <https://www.accc-cancer.org/home/learn/publications/patient-assistance-and-reimbursement-guide/patient-assistance-guide>