Rusty Hofmann, MD
Professor of Radiology, Stanford University Medical Center
Co-Founder, Grand Rounds

- He is Professor and Chief of Interventional Radiology at Stanford Medicine. Medical Director, Cardiac and Interventional Services

- Dr. Hofmann co-founded Grand Rounds with the goal of ensuring that access to state-of-the-art care is available to everyone, everywhere.

- Dr. Hofmann has a BS in Biology from University of Illinois, a MD from Ohio State University College of Medicine. He did his residency at Johns Hopkins where he was Chief Resident.
Disclosures

- Co-founder/BOD (equity holder and consultant) - Grand Rounds
Employer Perspective on Oncology Centers of Excellence and Secondary Opinion Services
“Time to take action into my own hands.”

Amazon
Pharmacy and understanding the consumer

JPMorgan Chase
Leadership and commitment to improving health care of employees

Berkshire Hathaway
Risk and insurance

Topics for Discussion:

- Why is an interventional radiologist giving this talk?
- Employer perspective on second opinions and cancer centers of excellence
- Grand Rounds’ approach – lessons learned
Grand Rounds – Front Door to Healthcare

Treatment Decision Support
Fast access to licensed physicians for treatment decision support and triage

Office Visits
Concierge-style visits with high-quality in-network physicians

Expert Opinions
Second opinions delivered by world-class physicians
56% of Americans access health care through their employer

3.5 Million Covered Lives
20% of Expert Opinions are for members with cancer
Oncology is top of mind for employers

I want to provide the best support possible for my employees and their family members who have been diagnosed with cancer. As an employer, how can I help?

Specialty pharmaceuticals are a concern for my organization.

Oncology is one of many areas we need help, complicated by the fact that our employees live all across the country.

Cancer is the leading cause of long-term disability accounting for >10% of claims1

1: https://www.businessgroupleadhealth.org/topics/disease-prevention-condition-management/cancer/
What we hear from employees with cancer

“I feel **overwhelmed** at the doctor’s office and I can’t understand all of the technical terms my doctors are using.

“

There seem to be so many **options for treatment** and I don’t know what is best for me. What are the risks/benefits?

“

Am I going to **survive**? What happens to other patients like me? Where can I go for **support**?”
Low quality cancer care drives high cost for employers

- **Late Diagnosis**: Cancer is the leading cause of long-term disability accounting for >10% of claims[^1]

- **Misdiagnosis**: The average total cost of care for a patient in active cancer treatment is $131K[^2]

- **Low patient health literacy and support**: Typical commercial population, <1% of members have claims for cancer; account for about 10% of all medical costs to employers[^1]

- **Utilization of diagnostics and treatments with minimal clinical benefit**: Treatment side effects compromise employee’s ability to perform normal duties and drives high rates of absenteeism[^1]
Employers are deploying programs to address quality, cost, access to cancer care

Centers of Excellence

High Performance Networks

Telemedicine / 2nd Opinions

http://www.modernhealthcare.com/article/20161005/NEWS/161009964
Centers of Excellence within Health Plans

Employers are experimenting w/ CoEs across complex conditions (ie. Onc, MSK)

- 37% Percentage of employers who provided access to CoEs in 2015
- 44% Percentage of employers who are currently using CoEs
- 33% Percentage of employers planning or considering to provide CoEs by 2019

http://www.modernhealthcare.com/article/20161005/NEWS/161009964
What Employers Want = Grand Rounds’ approach

Connecting members to the highest-quality care and comprehensive support

- Early Detection
  - Connecting members to high quality primary care to catch cancer early

- Right Diagnosis & Treatment Plan
  - Expert 2\textsuperscript{nd} opinions & pathology review to optimize treatment plan

- Comprehensive Support
  - Treatment Decision Support with physician-led care team and educational services

- Quality Local Care
  - Streamlined access to leading cancer institutions & oncologists for in-person care.
## Grand Rounds vs Center of Excellence

Grand Rounds offers a virtual and enhanced COE experience

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<th>Grand Rounds</th>
<th>Cancer Center of Excellence</th>
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<tr>
<td><strong>Physicians follow evidence-based guidelines</strong></td>
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<td><strong>Remote expert second-opinion service offered</strong></td>
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<td><strong>Care team support for care coordination, patient navigation &amp; clinical questions</strong></td>
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<td><strong>Streamlined access to appointments</strong></td>
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Expert Opinions in Oncology are largely focused on treatment plans

With Expert Opinions

36%

OF ONCOLOGY CASES RESULT IN CHANGE IN TREATMENT PLAN

- Opinions from Field-Leading Oncology Experts
- Personalized clinical trials matching
- Review of pharmaceutical regimen to ensure clinically appropriate
Correlation between secondary pathology and change in diagnosis

When secondary review of pathology deemed appropriate

40%

OF ONCOLOGY CASES HAVE A CHANGE IN DIAGNOSIS*

- Grand Rounds in-house pathologist evaluates pathology report to determine whether expert pathology re-review is necessary
- Pathology re-review is conducted by field-leading pathologist (~5% of cases)

*Pathology “re-review” required in approximately 5% of oncology cases where pathology included (~20% of oncology EOs). Re-review conducted by Field-Leading Expert Panel.
Our partners –
Connecting cancer patients to in-person care
Conclusion:

- What is the employers’ perspective on cancer care (and the rest of healthcare)?

Fired up, angry, and...

MOBILIZING!
Thank You
Grand Rounds starts with the patient and physician match

- **Physicians** (Quality, right expertise, availability)
- **Patient Clinical Situation** (Medical history, condition and stage, urgency)
- **Non-Clinical Attributes** (Proximity, insurance, cultural preferences, gender / language)
- **Right Type of Doctor** (Appropriate specialist)
- **Right Type of Service** (Expert Opinion, Office Visit, Clinical Guide)
- **Right Support Level** (Self-serve vs. care team involvement)