

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

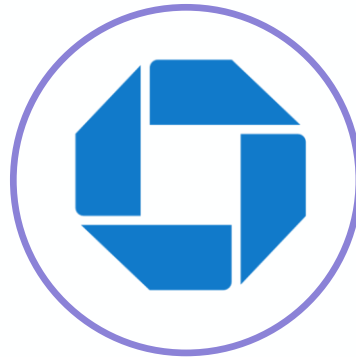


“Time to take action into my own hands.”



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

RETAIL



TECH



AllianceData.



AUTODESK.

ORACLE®



ACTIVISION®

BILZARD

FINANCIAL SERVICES

JPMORGAN CHASE & CO.

AEROSPACE



GENERAL DYNAMICS

ENERGY



VECTREN
Live Smart

MANUFACTURING



REGAL

TELECOM MEDIA



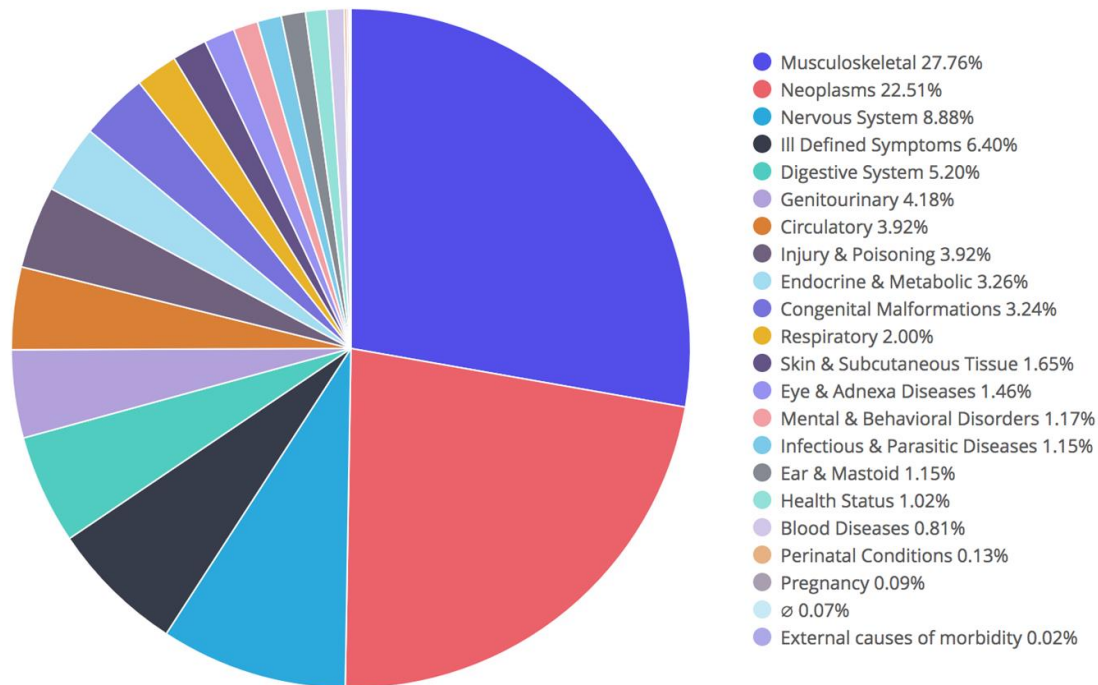
COMCAST

News Corp

GH GRAHAM HOLDINGS

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

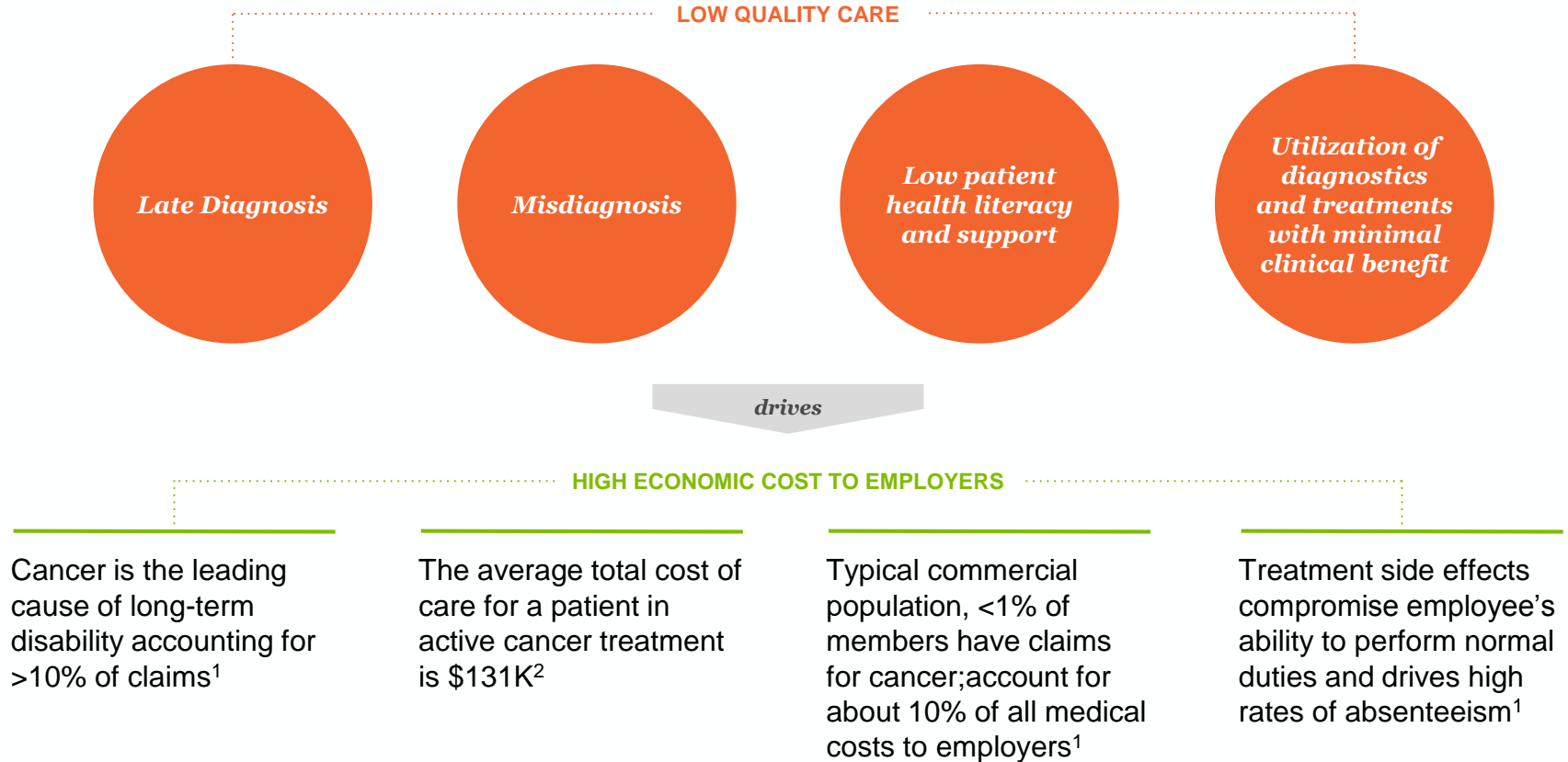
What we hear from employees with cancer

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

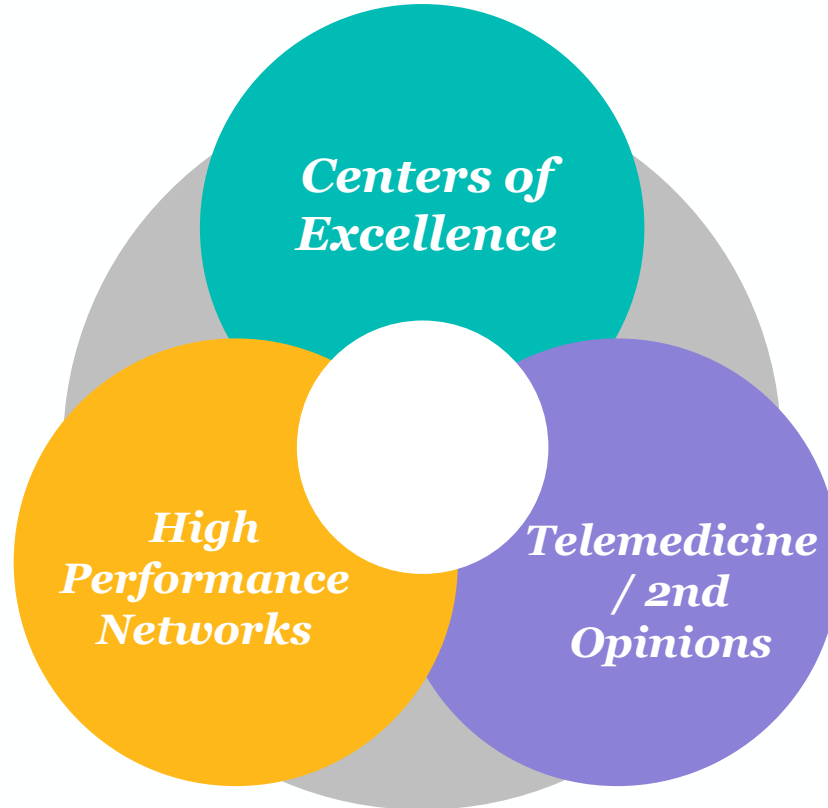
“ There seem to be so many **options for treatment** and I don't know what is best for me. What are the risks/benefits?

“ 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



Employers are deploying programs to address quality, cost, access to cancer care



<https://www.willistowerswatson.com/en/press/2017/08/us-employers-expect-health-care-costs-to-rise-in-2018>

<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

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 2nd 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

	Grand Rounds	Cancer Center of Excellence
<i>Physicians follow evidence-based guidelines</i>		
<i>Remote expert second-opinion service offered</i>		
<i>Care team support for care coordination, patient navigation & clinical questions</i>		
<i>Streamlined access to appointments</i>		
<i>Gather all medical records before appointment</i>		

Expert Opinions in Oncology are largely focused on treatment plans



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



- 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 !



ential



Thank You



Grand Rounds starts with the patient and physician match

