

# BREAKING THE BARRIER TO BETTER HEALTHCARE.

How bold leaders are eliminating wasteful spending and improving healthcare quality for entire communities.



# How can runaway healthcare costs possibly be controlled?

Healthcare in the U.S. costs too much. We all know that. We also know that in the next six years, healthcare costs will reach \$6 trillion. That's the equivalent of \$17 thousand per person, per year.

Currently, waste in healthcare accounts for \$750 billion per year. And much of what accounts for this waste is simply inappropriate or ineffective care.

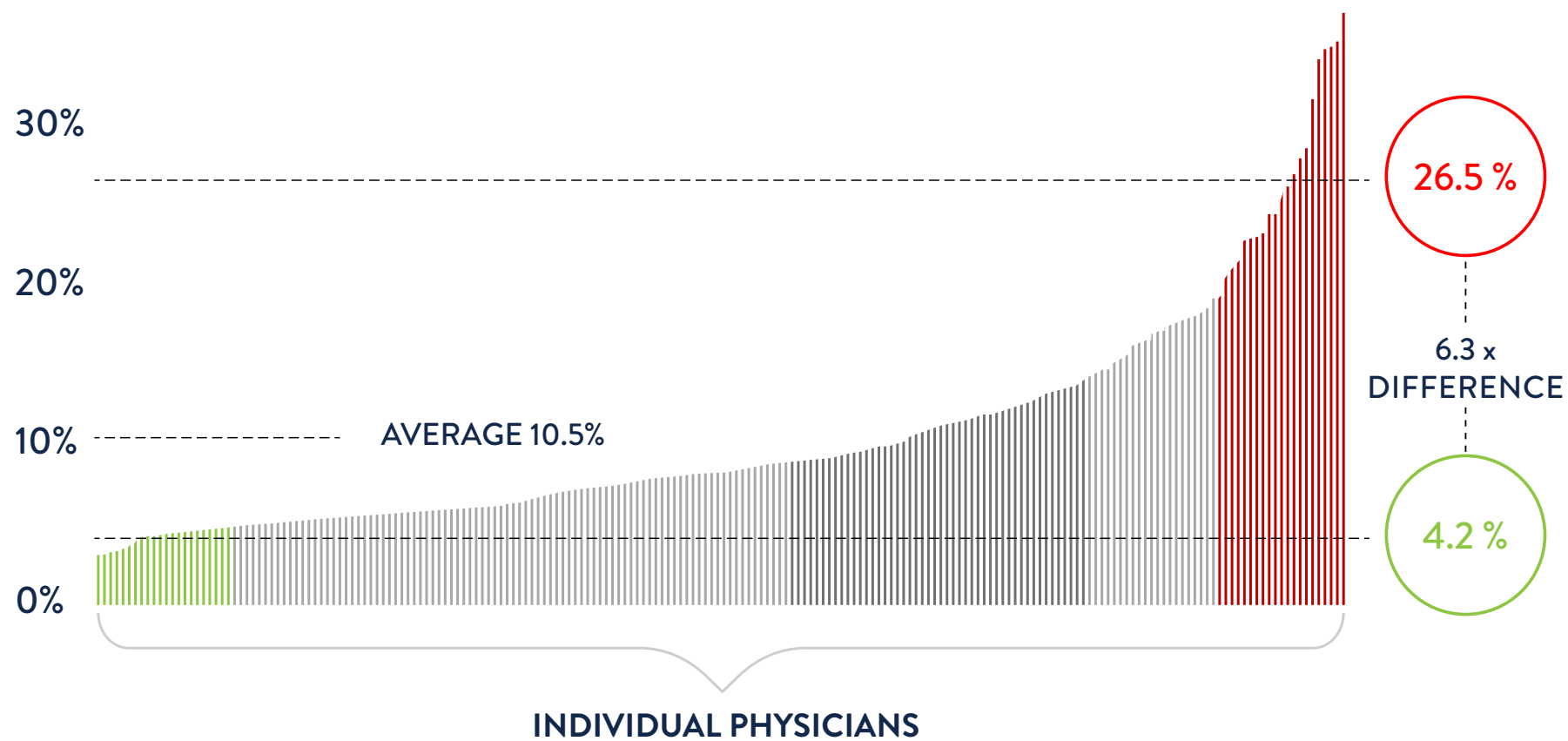
## Inconsistent quality is the biggest problem.

Unnecessary medical care and decisions that produce poor outcomes are among the biggest drivers of skyrocketing healthcare costs.

For example, a landmark 2002 study published in the New England Journal of Medicine revealed that many common knee surgeries offer no benefits for people with arthritis. Yet this inappropriate surgery remains common, at a cost of \$10K-\$15K per procedure.

# APPROPRIATENESS

Hip or knee arthroscopy within 1 year of degenerative joint disease diagnosis



Each bar represents a different orthopedic surgeon in Florida.

● Green and ● red represent top and bottom deciles of physician performance.

# Poor-quality healthcare directly affects the quality of life for your people.

Substandard healthcare isn't just wasteful; it directly affects your employees, their spouses/partners and their children.

For example, Embold Health conducted an analysis of physicians serving an employer in the Midwest and discovered that physicians across a range of specialties were underperforming — and the implications of the lower quality of care being delivered are startling.



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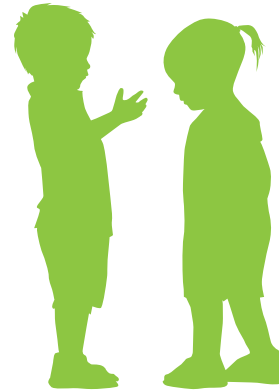
**Complication Rate  
+177%**

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**Overused C-Sections  
+160%**

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Consider an obstetrician who treated 216 pregnant mothers and had patients with a complication rate 177% above average (in that particular market) and overused C-sections by 160%.



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**Unnecessary Steroids +218%**

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**Overprescribed Antibiotics +171%**

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**Overused Ear Tube Surgeries +228%**

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In another instance, one pediatrician who treated 360 children of company employees prescribed unnecessary steroids at 218% above average, overprescribed antibiotics by 171% and overused ear tube surgeries by 228%.

Two of the most heavily utilized orthopedic surgeons for employees of the company and their families overprescribed opiates at rates three times higher than average.

## Focusing on high-quality physicians is an obvious answer.

The practice of identifying high-performing physicians and steering patients to these resources begins to address the big problem. Embold Health helps direct your employees to physicians who consistently deliver better care. It's an idea whose time has come, and for good reason.



Employers have seen firsthand that higher-quality, medically appropriate care saves money and leads to better outcomes. For example, Embold data shows that your potential for having spine surgery is reduced by 50% if you receive care from a high-performing spine surgeon. On average this level of quality care saves as much as \$75,000 per patient.

# An ocean of input complicates issues.

When it comes to finding top doctors, the world is swimming in healthcare data, most of which is inconsistent and incomplete.

In addition, many people seek information on physicians from friends, family and online reviews. But none of these sources deliver quantifiable measures of quality. Instead, these sources of information tend to be influenced by front desk staff, office aesthetics and the overall patient experience — none of which impact the outcomes delivered by physicians.

Two highly rated obstetricians based on online reviews.


**Doctor 1**  
Obstetrics & Gynecology  
📍 Dallas, TX



**EXCELLENT**  
★★★★★

Thoroughness of Examination	★★★★★	Excellent 5/5
Ability to Answer Questions	★★★☆☆	Fair 2/5
Clarity of Instructions	★★★★★	Excellent 5/5
Provider's Follow-Up	★★★★★	Excellent 5/5
Amount of Time With Patient	★★★★★	Excellent 5/5

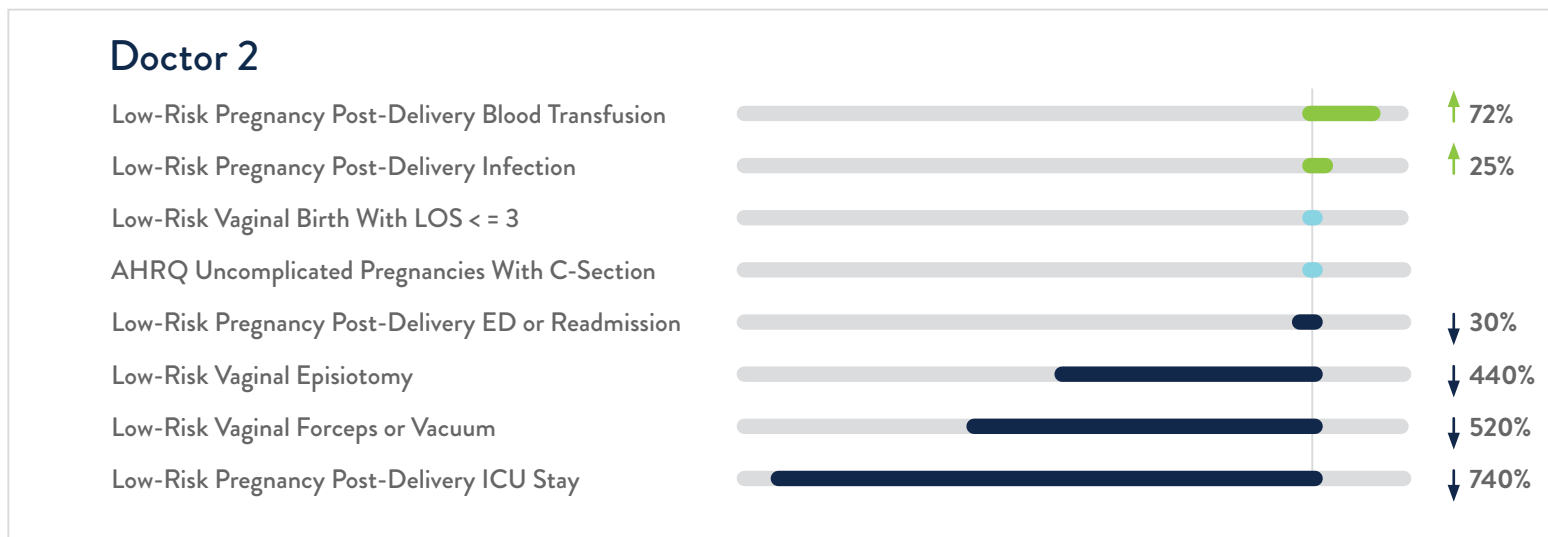
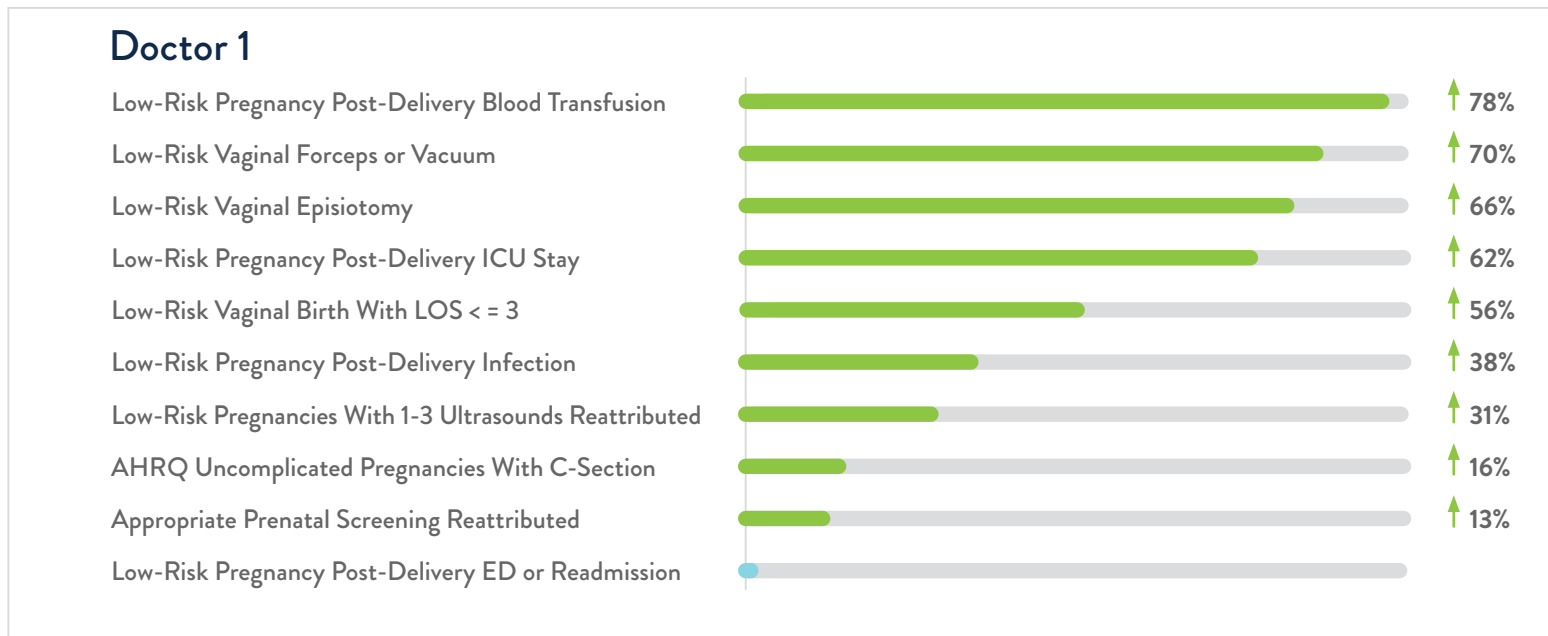
**Doctor 2**  
Obstetrics & Gynecology  
📍 Dallas, TX



**EXCELLENT**  
★★★★★

Thoroughness of Examination	★★★★★	Excellent 5/5
Ability to Answer Questions	★★★☆☆	Fair 2/5
Clarity of Instructions	★★★★★	Excellent 5/5
Provider's Follow-Up	★★★★★	Excellent 5/5
Amount of Time With Patient	★★★★★	Excellent 5/5

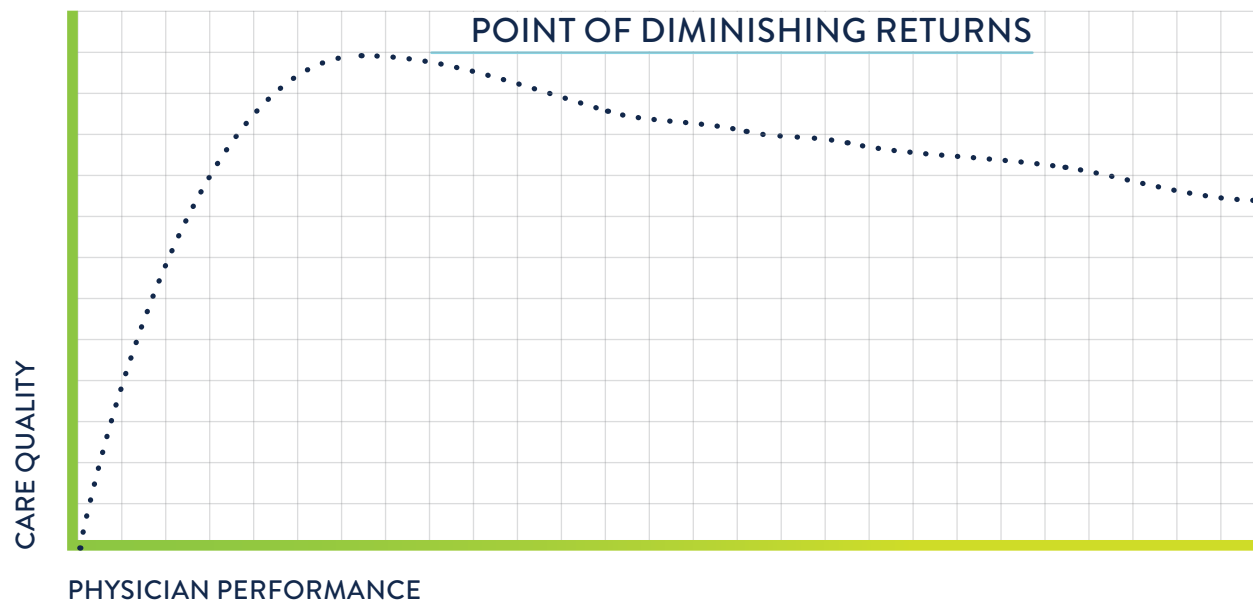
Actual performance data for these “highly rated” obstetricians.



# Even if patients can be directed to top-performing doctors, it doesn't solve the problem.

Directing employees to only the best-quality physicians is simply not sustainable. Doctors quickly become overloaded. Employers can put themselves at odds with the broader community by encouraging people to compete for appointments. Organizations

are motivated to seek a monopoly on high performers and the gap in healthcare equity widens. Instead of elevating care, this approach can actually make things worse.





## So, what's the answer?

Having employees rely on searching social media for top doctors isn't going to cut it. Relying upon employee education and engagement alone is not the remedy.

## The solution begins with better clinical data analysis.

By leveraging the largest, most consistent and complete medical data set in the country, Embold Health is able to accomplish something that simply has not been possible until now. We measure what matters — the appropriateness, effectiveness and cost of care. And we parse that data to uncover clear, verified, actionable insights. Then we do something no other partner is willing to do.

## It takes off when you eliminate the black box.

Data hidden in black boxes does not establish credibility. Nor does it inspire greatness. It simply undermines trust and incites derision. What's more, you can't improve what you can't see. So Embold eliminates black boxes.

Instead, we provide the catalyst for achieving lasting improvement through 100% data transparency and sharing. Everyone involved needs to know what data is being used, where it comes from, what's being measured and how physician performance is being scored.



## It reaches full potential when physicians get involved.

When you can confidently share data with the doctors you are measuring, everything changes. If you want healthcare providers to understand what's important to you and your employees, it's critical to share what you know in a fair, open and constructive manner. No matter how Embold clients use our data, we ensure that it's delivered as a unified, consistent message to the provider community.

Embold gives reports directly to physicians to help them understand how they perform relative to the latest science and their peers. And we show them what they can do to improve.

We help primary care physicians understand how the specialists they're referring patients to perform, and we reveal the potential for referring patients to higher performers.

In addition, we partner with health systems to help them understand the biggest opportunities to improve quality and reduce cost within their systems, and we work with the health systems to achieve the highest positive impact in these areas.



## Doing what's good for you is only half the story.

When you partner with Embold, you'll gain an unrivaled approach to steering employees to high-performing physicians. You'll see an immediate impact on improving care quality while simultaneously reducing care costs. You'll have access to helpful

employee tools. Embold will partner closely with your health plan when it makes sense. And our data will be made available to other key players in your benefits ecosystem.

## You'll be doing something much, much bigger.

Remarkable leaders in purpose-driven companies work with Embold because they aren't interested in playing a zero-sum game that focuses solely on themselves. These companies understand that the only sustainable way to improve healthcare is by making care quality better for everyone in the communities where their employees live and work.

Embold Health is the only proven way to create a rising tide that lifts all boats when it comes to better healthcare. It's an exciting new approach that's rapidly gaining momentum and partner companies. And it's an opportunity to achieve large-scale, communitywide improvement that we're confident you'll be proud to say you're a part of.

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