

Recent Accomplishments

June 2021

Since 2014, the National Bleeding Disorders Foundation (NBDF) has successfully led the Comprehensive Care Sustainability Collaborative (CCSC) which facilitates dialogue between payers and providers to identify value-driven solutions that optimize both the total cost of care and patient outcomes. The CCSC initiative made considerable strides toward these aims in the past year, while promoting the sustainability of the hemophilia treatment center (HTC) integrated care model. The 2020 objectives of CCSC included the following:

- Increasing transparency of CCSC objectives, capabilities, and resources to the HTC audience
- Facilitating the dissemination of recent HTC published data on the provision of quality care to payer and employer stakeholders
- Distinguishing HTCs' role for optimal gene therapy administration and continued management
- Formulating a workstream process for educating payers regarding the care delivered by HTCs in a clear and transparent manner
- Engaging health plans, employers, stop loss re-insurers, and other key to increase affiliations with HTCs which improve patient access to quality care

In addition to ongoing outreach to payer and employer stakeholders, CCSC advisors convened a number of new initiatives enlisting the input of a wider array of health care decision makers, receiving valuable feedback and accolades along the way.

For more information, visit CCSCHemo.com

The US health care system met innumerable challenges in 2020 in the wake of the novel coronavirus (COVID-19) pandemic. Aside from physician's office closures and limitations on non-emergent care in an already strained health care infrastructure, stay-at-home orders and travel restrictions affected the professional conference and live meeting interactions of industry leaders from pharmaceutical manufacturers, health plans, and employer groups. Virtual meetings became the new norm, replacing in-person meetings for various organizations and inter-organizational groups of health care stakeholders. CCSC was no exception. The 8th consensus meeting was hosted virtually on July 17, 2020. Payer and HTC stakeholders gathered to share ideas and formulate specific tools and tactics to advance the CCSC initiative. The impact of the pandemic on health care delivery and reimbursement was a key focus, as were related topics such as access and telemedicine. Supporting the sustainability of the HTC comprehensive care model remained a central aim of the initiative, with special consideration given to payer network inclusion and the anticipated role of gene therapy in the management of bleeding disorders.

Feedback from the consensus meeting resulted in a number of specific activities aimed at increasing HTC awareness and participation in CCSC. Two virtual meetings were conducted and a survey was distributed to HTC regional directors and coordinators to assist in the development of materials that effectively convey the collaborative nature of the CCSC initiative. Cross-promotion of CCSC by NBDF through their regular emails to HTC staff. In addition, HTC staff were sent a CCSC E-newsletter on the impact of COVID and the emergence of telemedicine interventions. A virtual symposium for HTC stakeholders at NBDF's Bleeding Disorders Conference in August 2020 further broadened the reach and awareness of the CCSC initiative, specifically among administrators. To further convey the value of CCSC for HTCs to facilitate direct dialogue with payers, a customizable HTC infographic was developed and launched.

New Partnership with BCS Financial

Dissemination of recent data published by HTCs on the provision of quality care and the sustainability of the integrated care model was realized in part via a new partnership between NBDF and BCS Financial. Owned by all 36 primary Blue Cross Blue Shield licensees and the Blue Cross Blue Shield Association, BCS Financial provides strategic insurance solutions for insurance companies, brokers, agents, administrators, employers, employees, and individuals worldwide.



According to Peter Costello,
President and Chief
Executive Officer of BCS,

“ The partnership with NBDF, a trusted advocacy organization aligned with our focus on assisting with quality and cost of care, is a first-of-its-kind in the industry.”

This partnership provides an example of how NBDF and the CCSC initiative is advancing multistakeholder collaboration in the interest of cost-effective, quality patient care.

 [More Info](#)

Award-Winning Employer Outreach Initiatives

After developing a workstream process for educating payers regarding the care delivered by HTC in a clear and transparent manner, CCSC launched a triple aim infographic in 2020. The interactive document includes customizable sections for HTC representatives to add their logo, applicable data, and contact information for the center before sharing with payer stakeholders. CCSC also sought to engage payers and purchasers directly to increase associations with HTCs, which in turn leads to improved access to quality care. This end was achieved with a hemophilia response pathway for employers, as well as an employer-focused E-newsletter. Furthermore, the success of these efforts were recognized by the Pharmacy Benefits Management Institute (PBMI) where the hemophilia employer toolkit—launched in conjunction with the Midwest Business Group on Health (MBGH)—received a 2020 PBMI Excellence Award. CCSC's exposure was further amplified by virtual exhibits and symposia at the National Alliance of Healthcare Purchaser Coalition's (NAHPC) Annual Forum and Leadership Summits, the Academy of Managed Care Pharmacy's (AMCP) Nexus meeting, Ingenta Connect's Coupon and Copay Forum, and the Self-Insured Institute of America's (SIIA) National Educational Conference and Expo. Additional 2020 outreach efforts included materials such as the CCSC patient fact sheet and roadmap for state and policy teams, which was shared at NBDF's 2020 Virtual Insurance and Reimbursement Conference attendees.



Supported by charitable donations from bluebird bio, Inc., CSL Behring, Hemophilia Alliance, Pfizer, Inc., Sanofi Genzyme, and Takeda.

Value-Based Chronic Disease Collaborative

To replicate and amplify the current successes of CCSC across other high-cost disease populations, NBDF launched a new collaborative in 2020: the Value-Based Chronic Disease Collaborative (VBCDC). Similar to CCSC, VBCDC brings payers together with the advocacy organizations that represent high-cost disease populations, along with the respective expert providers, in a proactive and collaborative manner. This new initiative seeks to tailor strategies most appropriate to the unique characteristics of the distinct patient populations represented by advocacy organization members. The underlying principle of VBCDC is that data and analytics have the potential to transform the approach for managing high-cost claimants. As such, it is critical that payers and providers collaborate to better identify and manage members for which they can have the greatest impact. The first of two virtual VBCDC meetings slated for 2020 convened on November 13th, attended by 30 representatives from patient advocacy organizations and 19 payer representatives, in addition to faculty advisors from the CCSC initiative. A follow-up meeting was held on December 4th and was attended by 24 stakeholders from advocacy organizations, representing 17 unique organizations, as well as and 18 payer stakeholders. The 2021 VBCDC activities started with the first virtual meeting held on April 23, 2021. Additional activities are planned for 2021 that capitalize on the collaborative dialogue and success of the initial VBCDC meetings.

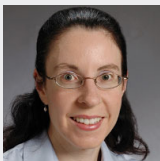
New in 2021

In 2021, CCSC initiatives will be focused on two tracks of primary objectives to advance the sustainability of the HTC comprehensive care model in the management of bleeding disorders.

1. Distinguish the value of HTCs as the gold standard of care for high quality and cost-effective outcomes
2. Develop demonstration models with key stakeholder entities to advance HTCs' sustainability with health care payers and purchasers

NBDF held the annual CCSC advisory board meeting virtually on June 4, 2021 and NBDF welcomed the following new advisors:

HTC Advisors



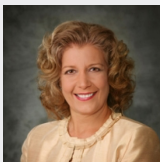
Veronica Flood, MD
Associate Professor
Medical College of Wisconsin



Mark Jolly
Vice President of Payer Relations
and Network Development
Hemophilia of Georgia

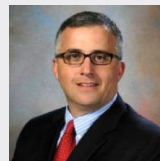


Tiffini Mueller RN, BSN
Manager
Versiti's Comprehensive Center for
Bleeding Disorders

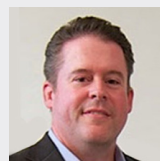


Edith Rosato, RPh, IOM
CEO
Hemophilia of Georgia

Payer/Purchaser Advisors

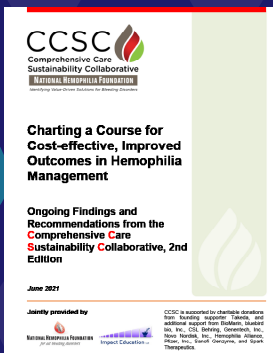


Sal Morana, RPh, PhD
SVP, Pharmacy Benefits Lead,
Hospitals & Health Systems
Alliant Employee Benefits



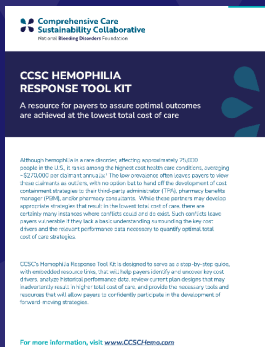
Jason Parrott, MBA
Senior Vice President
Enterprise Growth and Partnerships
Vida Health

Just Launched



CCSC Updated White Paper

Visit CCSCHemo.com to request a copy of the paper.



CCSC Hemophilia Response Tool Kit

A resource for Payers to assure optimal outcomes are achieved at the lowest total cost of care.

Coming Soon

Further activities underway to promote transparency and awareness of CCSC's activities include an HTC explainer video to inform HTC personnel and purchasers of health care on the benefits of involvement in the initiative. The video will be archived on [CCSCHemo.com](https://www.ccschemo.com) for easy access among HTC personnel. In addition, "Koffee Talk with Kollet Koulianos" podcasts have been developed to highlight how CCSC has helped support the sustainability of HTCs with specific examples from Tulane University and the Bleeding and Clotting Disorders Institute (BCDI) of Peoria, IL. Also, Kollet and Jason Parrott recently recorded a podcast discussing the unintended consequences of copay accumulator adjustment programs. This podcast and a complimentary live webcast on the same topic will launch this summer.

Von Willebrand Disease Update

With a specific focus on von Willebrand disease (VWD), Dr. Angela C. Weyman of C.S. Mott Children's Hospital, Dr. Peter Koudies of Rochester Regional Health and Dr. Maria Lopes, former Chief Medical Director of Magellan Health, is working with NBDF to develop a clinical update on the latest VWD treatment guidelines and case studies for [CCSCHemo.com](https://www.ccschemo.com). These cases will serve as a useful resource for payers and providers to highlight best practices in VWD care and cost management and implications of the latest treatment guidelines.

Gene Therapy Update

As a means of distinguishing HTCs' role in optimal gene therapy administration and ongoing disease management, CCSC has upcoming activities to heighten awareness surrounding gene therapy and develop novel payer management and reimbursement strategies. These include a three-part, on-demand workshop that will be hosted on [CCSCHemo.com](https://www.ccschemo.com) and aimed at key stakeholders (e.g. employers and employer coalitions, health plans, stop loss re-insurers). These and a wealth of other opportunities lie ahead for CCSC, including expansion into other collaborative frameworks bringing payers, purchasers, and providers together in the name of cost-effective, quality care.

Not a CCSC Member Yet? Join today at [CCSCHemo.com](https://www.ccschemo.com).

We encourage you to join CCSC to gain insights from hemophilia providers and payer experts, access useful management tools and resources, and advance your collaboration with Hemophilia Treatment Center providers and employers.

Provided by



In Partnership with



CCSC is supported by charitable donations from founding supporter Takeda, and additional support from BioMarin, Biotechnology Innovation Organization, Bleeding & Clotting Disorders Institute, CSL Behring, Genentech, Inc., Gulf States Hemophilia and Thrombophilia Center, Louisiana Center for Bleeding and Clotting Disorders, Sanofi, and Spark Therapeutics. Copay Accumulator Adjustment Program (CAAP) Outreach is supported by AbbVie, Inc.

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