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Asante CEO Tells Forum Audience of Health-care Shift

Asante CEO Roy Vinyard shared the stage at a recent Medford/Jackson County Chamber Forum with the president of Regence BlueCross BlueShield of Oregon, and that may have been newsworthy in itself during another time.



Roy, Angela Dowling of Regence and Southern Oregon Cardiology CEO Rich Bodager took turns telling the Chamber Forum audience how ineffective the connections between health-care organizations, insurance companies and employers have been in the past. They all agreed that it's essential for the three groups to work together as the U.S. shifts from a fee-for-service model of health care to population health management.

"The best way to describe the historical relationship between health care providers and employers was that there was no relationship," Roy said, according to a [Mail Tribune account of the forum](#). "There really wasn't any form of communication or work between the employer and provider, other than delivery of care. Between the provider and the insurer, I'll have to say it was somewhat confrontational."

He said that health-care organizations and insurance companies were previously focused primarily on their own well-being. "This sounds a little harsh," Roy said. "It wasn't so much about care delivery as it was about finances of health-care delivery."

He and Angela Dowling, of Regence, both described examples of waste, including unused or unfilled prescriptions, overuse of brand-name drugs rather than generics and over-reliance on expensive emergency department services. But they described a shift from confrontation to collaboration as health-care organizations, employers and insurers have come to terms with the Affordable Care Act and its population health requirements.

"It's an inclusive partnership between the provider, insurer and employers and getting all three at the table," Roy said, according to the newspaper account. "We can encourage preventive health and encourage wellness, and take away barriers from access to primary care. For providers, it's utilizing information systems that can help them better coordinate the care for a patient."

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