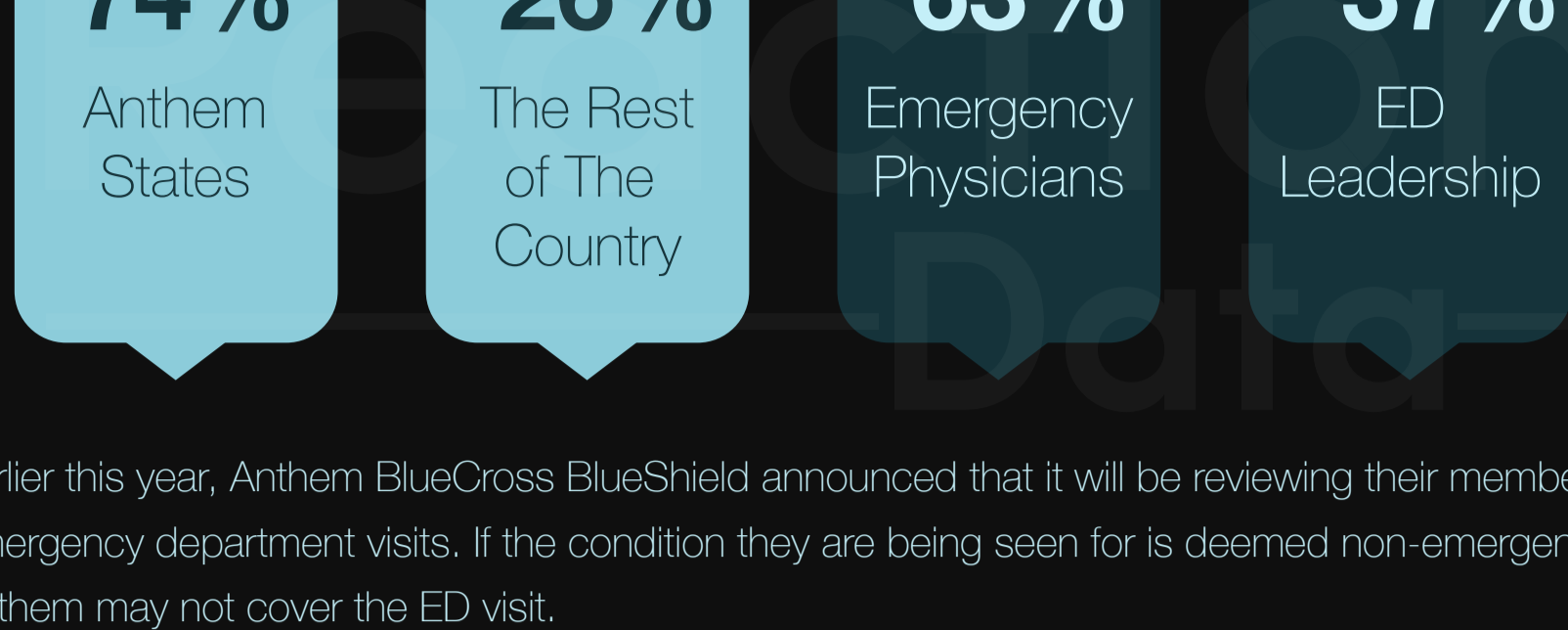


Anthem's Emergency Department Policy

DEMOGRAPHICS

145 participants

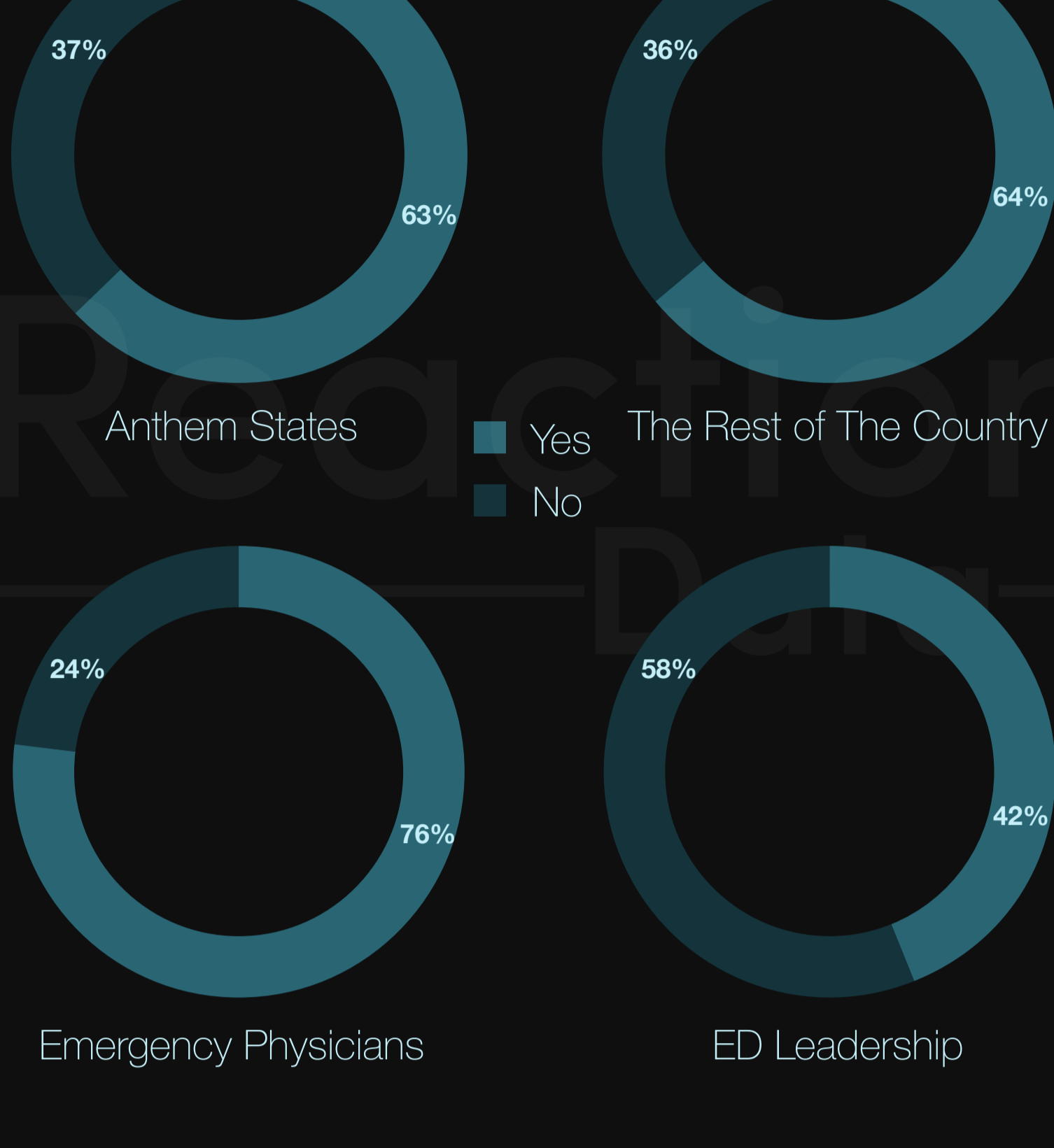


Earlier this year, Anthem BlueCross BlueShield announced that it will be reviewing their member's emergency department visits. If the condition they are being seen for is deemed non-emergent, Anthem may not cover the ED visit.

"Anthem States" cut a wide swath. Effected would be members in CO, CT, NV, GA, IN, KY, MI, MO, NH, OH, VA, and WI.

AWARENESS

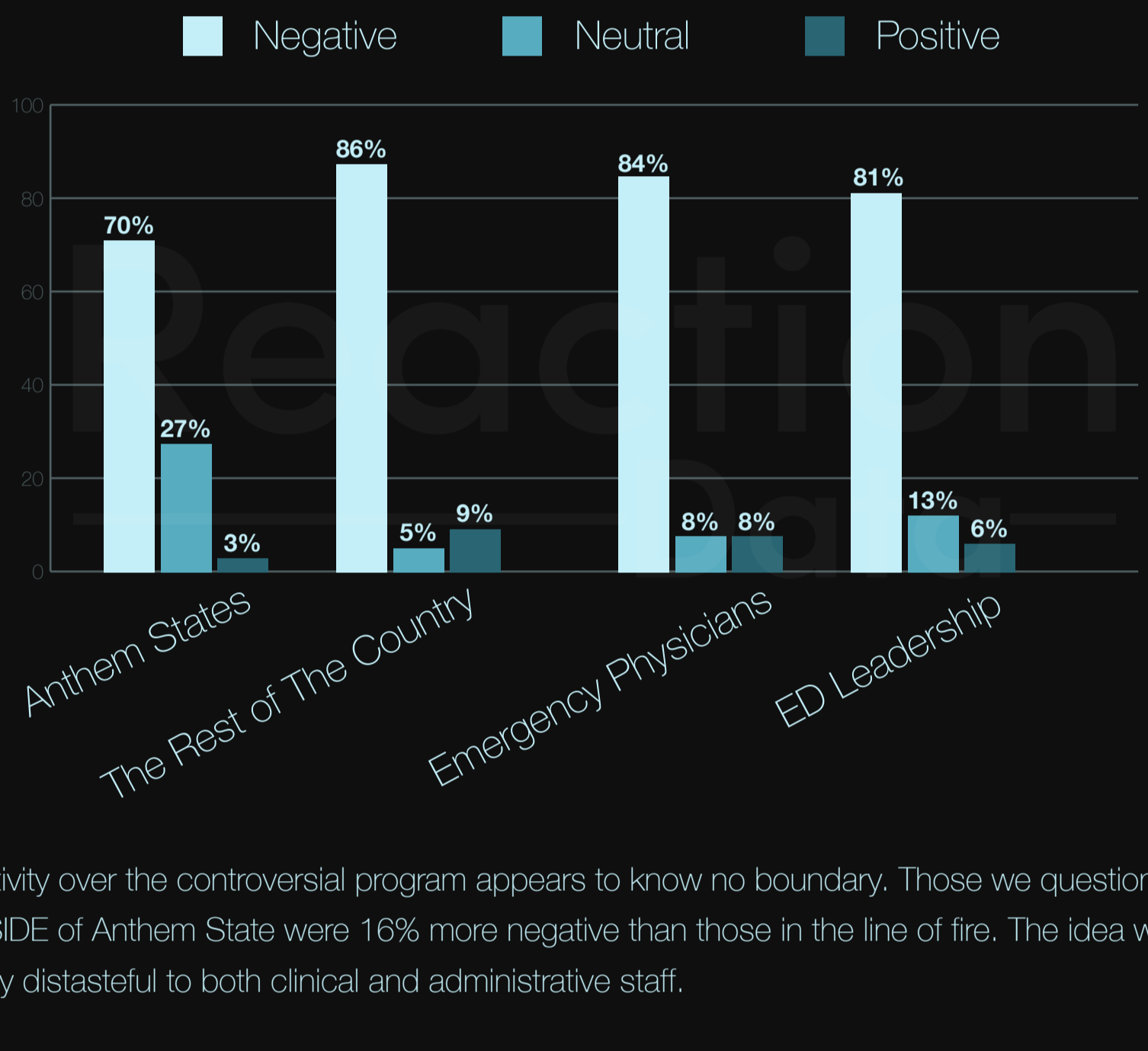
Are you aware of Anthem's recent Emergency Department policy change?



News of this magnitude travels fast. Two-thirds of the ED physicians and leaders OUTSIDE of Anthem States are aware, equaling those in states affected. Interestingly, almost double the number of physicians knew of the change compared to ED leadership.

EFFECT ON ORGANIZATION

Will this change have a positive or negative effect on your organization?



Negativity over the controversial program appears to know no boundary. Those we questioned OUTSIDE of Anthem State were 16% more negative than those in the line of fire. The idea was equally distasteful to both clinical and administrative staff.

"I don't feel that any insurance company has the right to say if a patient has an emergency or not. It should be left up to the doctor in the emergency room to make the decision."

- ED Director

EFFECT ON PATIENTS

How will this effect your patients?



*The majority of "Other" comments dealt with respondents' concern that this will encourage patients to try and decide themselves if they would be considered a medical emergency, ultimately placing the patients' overall health and life at risk.

If claims for visits to the ED are declined, there's no question that it will hit the patient in the pocket book. Interestingly, access to clinical care and decreased satisfaction ran a close second and third to cost-related fears. The three top concerns form a vicious circle. If a patient can't go to the ED for fear of their claim being denied as it will cost them, they will be limited in their access to critical care, which leads to a less than ideal experience. Together, these factors account for almost three quarters of the predicted effects on the patient community.

AREAS OF IMPACT

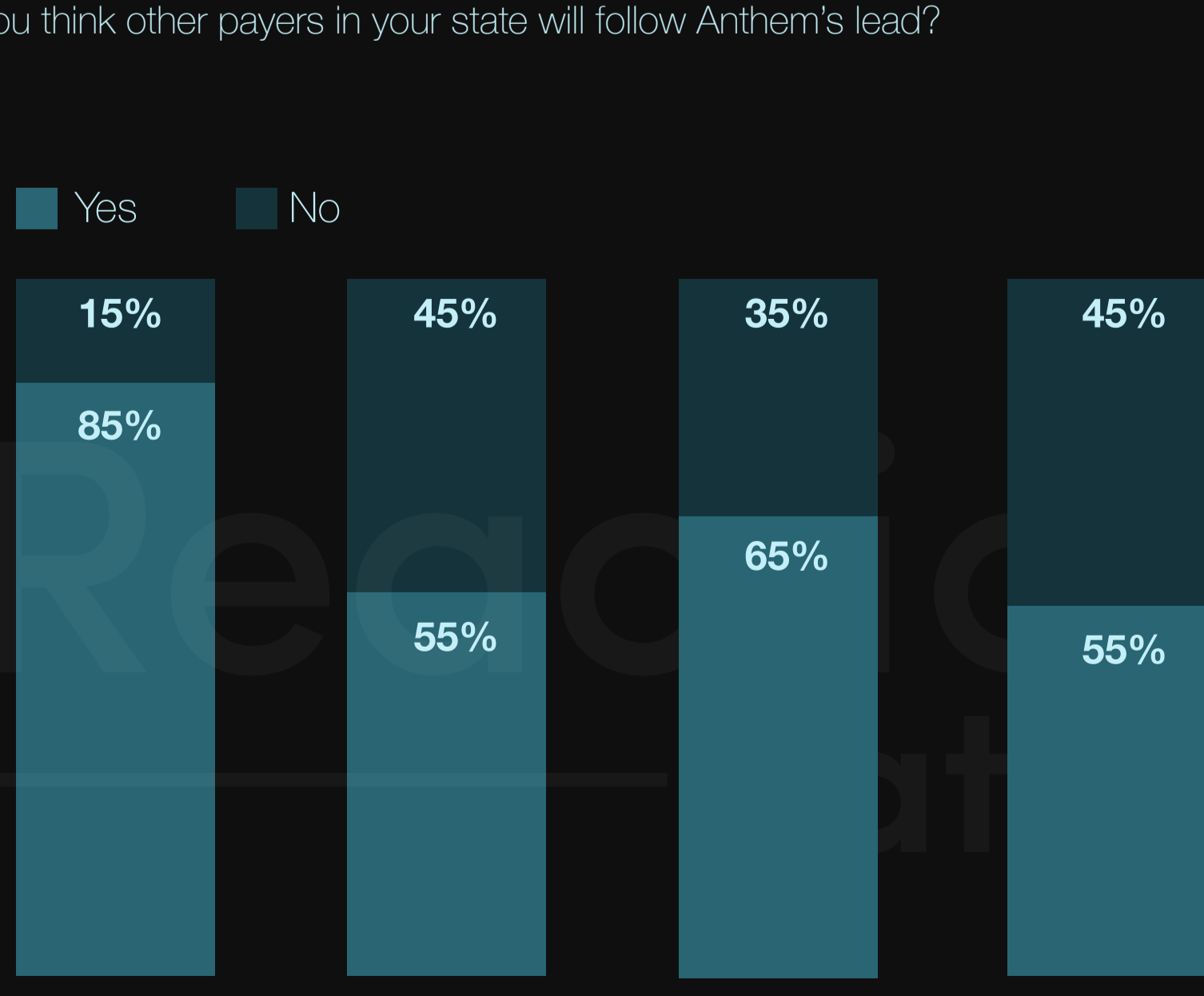
What impacts will this announcement have on your organization?



Almost two-thirds of the impacts cited negatively affect the patient. That said, limited access for patients and a decrease in ED visits will most certainly affect the hospital's bottom line.

WILL OTHERS FOLLOW

Do you think other payers in your state will follow Anthem's lead?



While the Non Anthem State participants had a more negative opinion of the Anthem policy, they feel that it's 30% less likely that other payers in their states will follow suit. Wishful thinking? While several responded that they have no plan in place to address Anthem's decision, one physician in an Anthem State indicated that his organization is "fighting this at the legislative level." Another said they are "encouraging patients to speak with the leadership of their companies." Will this affect Anthem renewals?

Questions? Contact our CEO
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