

How CenterWell Senior Primary Care and Conviva Care Center Serve Seniors Better

CenterWell Senior Primary Care and Conviva Care Center, which comprise Humana's Primary Care Organization (PCO), provide senior-focused primary care at centers in 15 states.

Why focus on seniors?

The healthcare system is poorly designed to serve seniors, almost 80% of whom have two or more chronic conditions.¹

- These conditions are complex, requiring coordination between providers.
- But the healthcare system is fragmented. Seniors typically see seven physicians in four different practices each year.²

How do CenterWell Senior Primary Care centers meet seniors' needs?

CenterWell Senior Primary Care centers provide primary care, behavioral health care, pharmacy services, and other services in a coordinated model.

- PCPs, nurses, specialists, social workers, and mental health professionals work together on integrated, cross-disciplinary care teams for each patient.
- Care teams oversee—or “coordinate”—care, including when patients are discharged from the hospital or need to see specialists. Each team's PCP acts as the “quarterback” of the care team, ensuring patients get the right care at the right time.

How does value-based payment lead to better care at CenterWell Senior Primary Care?

- CenterWell Senior Primary Care centers get a portion of the capitated payment CMS sends to insurers.
- The better health outcomes patients have, the greater share of the payment the center retains.
- Centers have a financial incentive to keep seniors healthy and out of the hospital by prioritizing preventive care.
- By contrast, under the traditional, fee-for-service payment model, providers have no financial incentive to keep patients out of the hospital or avoid costly, unnecessary care.

What outcomes do PCO patients experience?

31%

fewer avoidable hospitalizations.³

25%

more likely to have had a primary care visit in a year.⁴

50%

more time with their primary care physicians.⁵

81.5%

Net Promoter Score (NPS).⁶





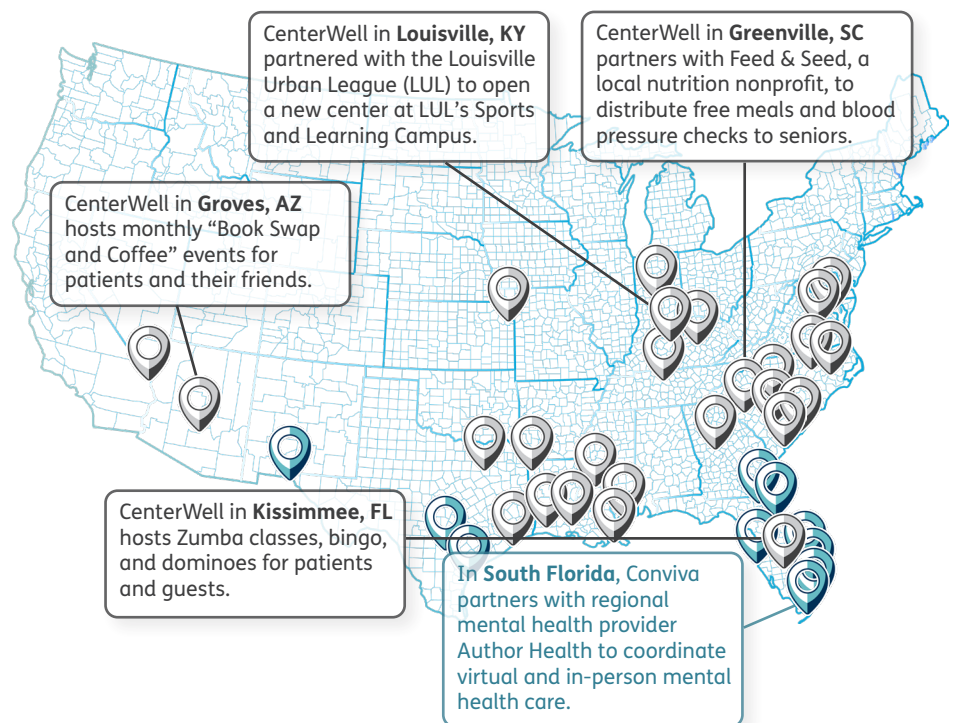
What does coordinated care look like at CenterWell Senior Primary Care?

- Patients have a **dedicated care team** with a PCP, behavior health specialist, social worker, pharmacist, and others.
- Care teams **meet each morning** to discuss care and screening gaps, social and behavioral needs, and hospital admissions and/or discharges for each patient being seen that day.
- Staff offer preventive & chronic care screening in each center, with **labs and imaging on-site**.
- Care teams meet after patients are discharged from the hospital and coordinate with specialists to ensure **continuity of care** during the post-discharge transition.
- Nurses called **care coaches** visit hospitalized patients, meet post-discharge needs, and reconcile medications.
- **Social workers** connect patients with community and public assistance and visit patients at home when needed.
- Social workers help patients access **Medicare Advantage benefits** that address social determinants of health, such as transportation and nutrition benefits.

CenterWell Senior Primary Care and Conviva Care Center serve as partners and wellness centers in their communities across 15 states.

CenterWell Senior Primary Care and Conviva Care Center prioritize opening centers in areas with little to no access to primary care. Centers host classes and social activities for seniors, helping to address loneliness, an important factor impacting seniors' health.

 CenterWell center(s)  Conviva center(s)



1. National Council on Aging. Chronic Inequities: Measuring Disease Cost Burden Among Older Adults in the U.S. A Health and Retirement Study Analysis. Page 5, Figure 2. April 2022. <https://ncoa.org/article/the-inequities-in-the-cost-of-chronic-disease-why-it-matters-for-older-adults>.
2. Pham HH, Schrag D, O'Malley AS, Wu B, Bach PB. Care patterns in Medicare and their implications for pay for performance. N Engl J Med. 2007 Mar 15;356(11):1130-9. doi: 10.1056/NEJMsa063979. PMID: 17360991.
3. Humana individual MA members during 2021 who were paneled to CenterWell or Conviva-staffed Primary Care for the entire year of 2021, versus Humana individual MA members during 2021 who were not paneled to CenterWell or Conviva-staffed Primary Care for the entire year of 2021, were not in an unattributed arrangement, and were assigned to a PCO market.
4. Ibid.
5. Comparison based on American Public Health Association study published Jan. 2021 finding the average primary care exam was 18 minutes.
6. Measures the loyalty of a company's customer base with a score from -100 to +100, based on customers answering the question "How likely are you to recommend this company to a friend or colleague?"