



BLIS™

the protection
behind your surgeon

Introduction to BLIS

What 'Transparency' Means to Us

**Oregon State of Reform Health Policy
Conference**

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About BLIS

- A privately held company based in Oregon with a mission to:
 - *Improve access to surgery*
- BLIS does so through products designed to break down the primary obstacles to patients considering surgery:
 - Concern about the risk/cost of complications
 - Concern over how to pay for surgery
- BLIS products are unique and exclusively available to the BLIS approved surgeon

BLIS and ‘Transparency’

- Our Focus:
 - Scheduled Surgical Procedures
- Our View of Transparency:
 - True transparency can only exist when the total cost of care, including the risk, is clearly communicated as part of every scheduled procedure
- Our Objective:
 - Accurately price the ‘true’ cost of risk at the procedure level
 - Risk = the cost of medical care to treat complications
- Our Method:
 - $\$ \text{ of risk} = \text{the frequency of the known event} \times \text{the cost of caring for the event when it happens} - \text{delivered by way of the ‘BLISCare’ insurance product}$

About BLISCare

- A unique and innovative insurance product covering BLIS approved surgeons
- BLIS pays for medical care when authorized by the BLIS Surgeon
- BLIS Surgeon provides a commitment to their patients:
 - Additional medical care for complications is included in the cost for surgery
 - Patient/Payer ***has no financial responsibility*** for covered complication related care

About BLISCare (cont.)

- BLIS works behind the scenes with the surgeon and hospital (no interaction with patients)
- Works like a 'Factory Warranty' (comes with what you bought) rather than traditional health insurance
 - BLISCare is **NOT** health insurance for patients
- BLISCare pays for **all medical expenses** when related to a Covered Complication
 - Includes hospital facility, professional services (including surgeon), and ancillary care

BLISCare Coverage Illustrated

Medical Care Timeline

'Claim Period' begins from the moment of surgery



Complication diagnosed by and reported to BLIS by the BLIS Surgeon within this period triggers BLISCare.

No financial responsibility for patients/payers when this condition is met

Ongoing medical care as needed for 365 days following the end of the Claim Period

BLIS Results To Date

BLIS Results for All Lines: 1 Dec 2006 Inception to 31 Jul 2014					
	Total Cases	No. of Compl.	Complication Frequency	Total Medical Billed	Average Medical Billed Per Case
Total	12,108	641	5.29%	\$ 20,586,088	\$ 32,116

Notes: 392 approved providers in 43 States. Currently 4 specialties, (Bariatric, Plastic, Urology and Orthopedic) and 35 Covered Procedures Available. Covered Events ranging from date of surgery through 60 months.

BLIS & Transparency In Oregon

- Employer example; local self-insured employer
 - 7,500 employee's in 5 States. Current TPA unable to put a bariatric benefit together due to cost/risk.
 - BLIS created bundled pricing for three different bariatric procedures which includes 30 months of complication protection for all locations. A dozen cases already performed.
- Provider example, Wilshire Surgery Center
 - 22 procedures with one bundled price all inclusive with BLIS risk protection available by surgeon.

BLIS is Driving Down Costs For Employers

- Creating one fixed price for surgery with complication risk protection included saves employers money
 - Total knee joint replacement example;
 - Portland, Oregon average? Ranges from \$31,892 to \$46,621 no risk protection included.
 - Minneapolis, Minnesota? Fixed, all inclusive bundled price with BLIS risk protection for 90 days included; \$25,000.
 - Nevada Business Group on Health. BLIS all inclusive bundled price for bariatric surgery with BLIS risk protection for 12 months included, initial savings for employers ranging from 16-44% compared to existing cost.



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