



# SWORD: Digital-First Physical Therapy Product Playbook

April 2022 (update)

# SWORD Health: What/Who/When/Why



Physical Therapy virtual visits for Musculoskeletal (MSK) solution

Traditional ASO groups (100+)

Embedded for all groups starting 10/1/2021 with ability to opt-out

Billed as claims, no admin fee

Preventive/Wellness benefit: No member costs, unlimited sessions

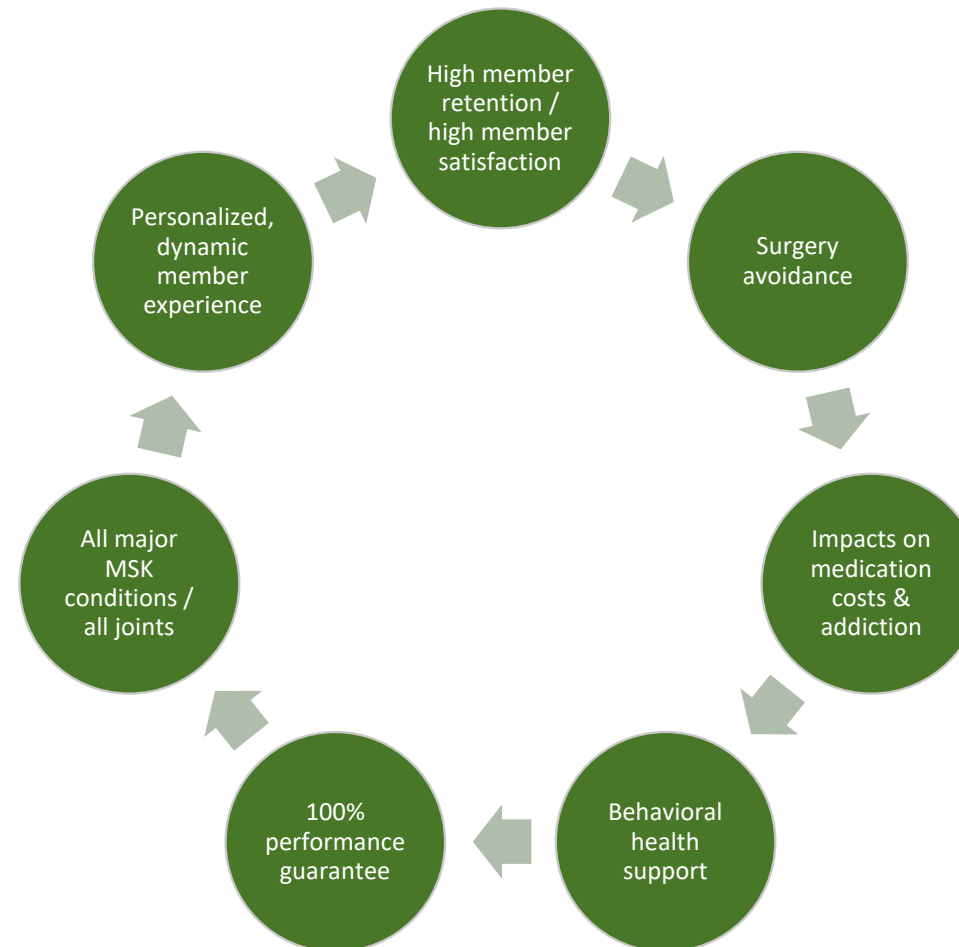
Meets client clinical care needs and expands our virtual care capabilities

# SWORD Proposal for ASO



## About SWORD Health

- ✓ Clinically validated physical therapy virtual care program for all major musculoskeletal (MSK) issues at any point in the member journey: prevention, acute conditions, chronic pain and post-surgical recovery. Anticipated total MSK spend reductions = 34%



# How does SWORD work?



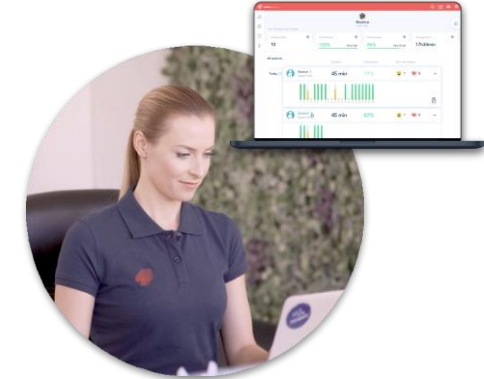
## Doctors of Physical Therapy

DPTs provide 100% of support to get to the root cause of the MSK issue



## Real-time sensor feedback

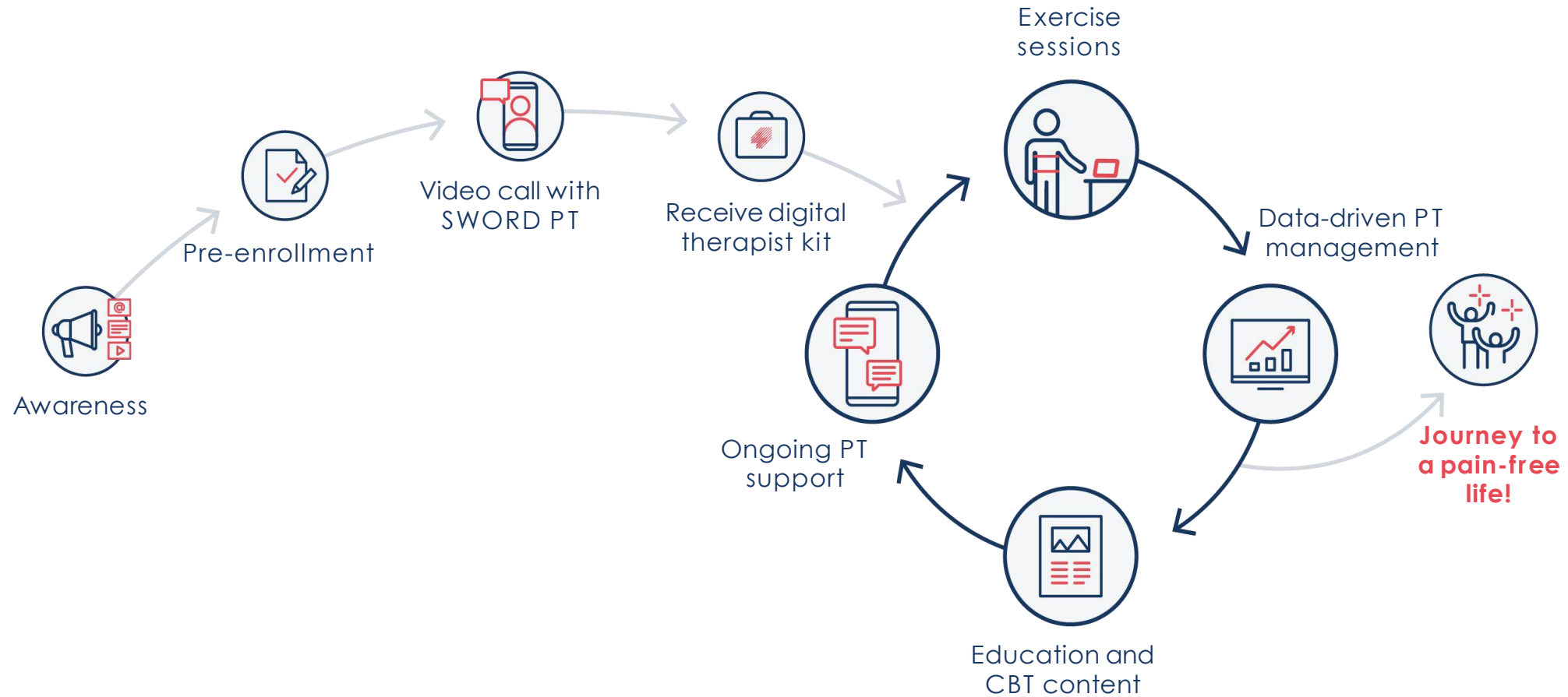
FDA listed technology guides members, corrects form, and collects data



## Tailored member experience

DPTs monitor member and sensor feedback and make clinical decisions based on member needs

# Member journey



# Program details

## Who is eligible?

- Traditional ASO (100+)
- New Business & Existing
- All ASO markets

## When is SWORD available?

- SWORD will become an embedded “in-network” provider on 10/1/2021 to all existing ASO groups and all new business proposals unless they opt out
- All New Business effective 10/1/2021 will automatically include SWORD
- Existing Opt-outs will be communicated prior to 10/1



If an ASO does not want to include SWORD for their members they must **opt-out** of the program – this will suppress marketing to their members and no eligibility information will be shared between Humana and SWORD.

# SWORD pricing

## Based on participation:

- Billed as claim based on member engagement
- No admin fee
- \$0 to member, \$0 PEPM
- Unlimited sessions

Enrolled	Engaged	Committed
Member has an initial call with their PT and Kit is issued	Member completes 25% of their Prescribed monthly sessions	Member completes 75% of their prescribed monthly sessions
<b>\$400<sup>(1)</sup></b>	<b>\$200</b>	<b>\$200</b>
<b>\$800*</b>		
*Maximum 2022 annual cost to employer per member. Employer only pays full amount for highly engaged members.		

(1) Enrollment fee will increase 5% on Jan. 1 each year, beginning 1/1/2023

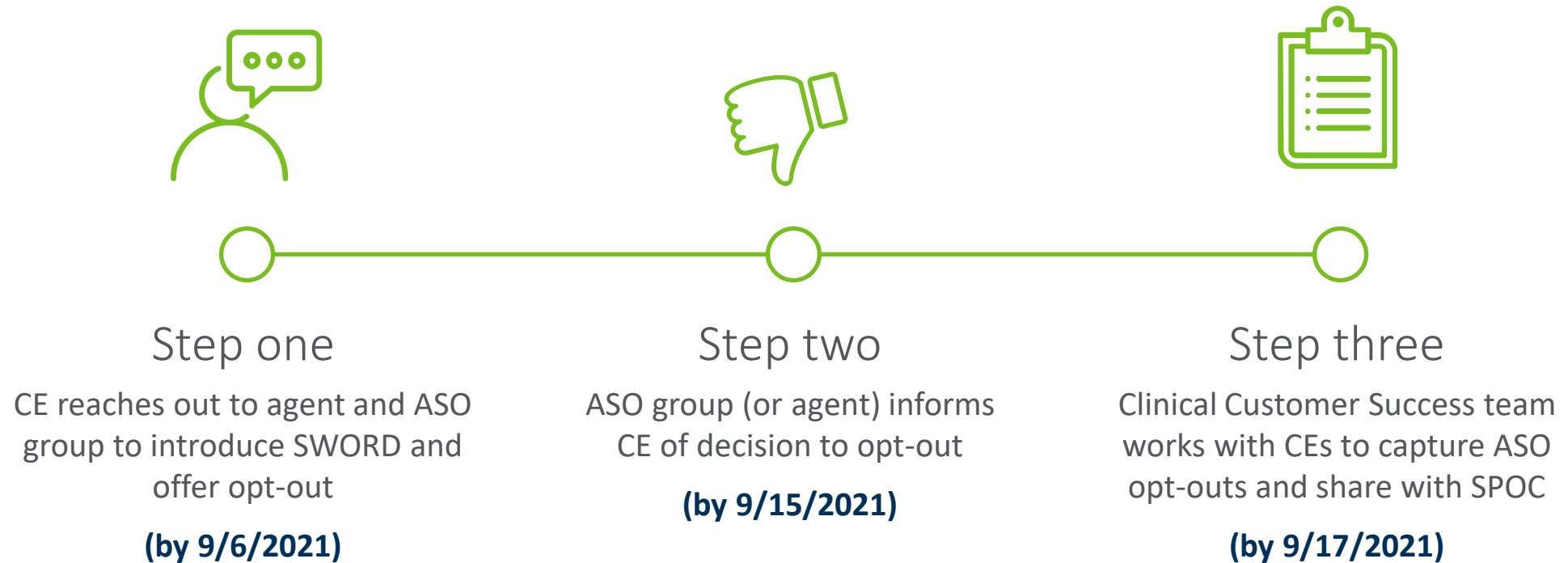
# SWORD Performance Guarantees

METRIC	DEFINITION	GUARANTEE
Return on Investment	Measured by self-reported intent for pursuing surgery, from 0 to 100, and translated into ROI according to the following formula: each 1 point decrease in surgery intent corresponds to an estimated 1% savings on cost with surgery.	<b>1:1 ROI</b> <b>Up to 100% fees at risk</b>
Pain Reduction	Self-reported outcome measured from 0 to 10, referring to the previous week. Assessed for every participant at baseline, and eight weeks thereafter.	<b>&gt; 40%</b> <b>10% fees at risk</b>
Participant Satisfaction	Self-reported outcome of each participant measured from 0 to 10.	<b>&gt; 7.5</b> <b>10% fees at risk</b>

Performance Guarantees are reported and paid annually on a client specific basis once a client has 50 or more participants



# Giving current ASO groups the option to opt-out



# SWORD opt-out process – updated 11/30/2021

## Opt-out for existing groups – for 10/1/2021 effective date

- We are not going through UW to include or exclude SWORD. Sales will notify Clinical if group is opting-out
- Clinical will update NCD and send to SPOC for storage in Shareroom
- Stand-alone PG document required (until incorporated into PMA); Sales will present and obtain signature
- Clinical provided opt-out list to GSU to remove Vendor program code
- Sales will send signed PG document to SPOC for storage in Shareroom

## Opt-out for existing groups – after 10/1/2021 effective date

### Groups opting-out after already included in program on 10/1/2021

#### SPOC

- Update NCD to reflect SWORD opt-out
- Using Change Notice, request GSU remove Vendor program code

## Opt-out for new groups

### Sales & SSRs

#### Sales

- Add note to opt-out of SWORD in comments section of LG submission form

#### Sales Support Representative

- Review LG submission form and add same SWORD comment to AIN form

1

### SPOC is assigned

#### SPOC

- Review comments in AIN and LG submission form about SWORD opt-out
- Indicate SWORD as an opt-out on Welcome email distribution

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### SPOC completes installation process

#### SPOC

- Confirm Clinical NCD reflects SWORD opt-out
- Request PMA to remove SWORD PGs (stand-alone document will be used until PMA is updated, estimated Q1 2022)
- If Accolade group, notify Accolade Account Manager of SWORD opt-out

# Supporting Information

## LG New Sale/Renewal Submission Form

- Sales should indicate in “Comment Section” if a group is opting out of SWORD (for new sales)
- SPOC will refer to the LG submission form in the comment section
- Check ShareRoom for all sold case information & documentation

### 100+ New Sale/Renewal Submission Form

Email this completed form and any sold case documents noted below to: [Implementation@Humana.com](mailto:Implementation@Humana.com)

➤ The following must be included in the subject line: Group Name, Group Number, Effective Date, and State

➤ Required Implementation Forms that should accompany this form are: Completed EGA, sold proposal (sold plans only); Single Case Agreement (if non-standard commissions); Renewal letter, when applicable: Total Health Agreement; EAP Purchase Notification; state required NPOS notification forms.

➤ Termination letter or email from the group is any line is terminating.

Group Name:  Submitted by:   
 Group Number:  Effective Date:  PEO ☐ Association ☐

Line of Business	Underwriter's Name	Type
Select		Select
Select		Select
Select		Select
Select		Select

Please list additional lines of business in comment section and include line of business, underwriter's name, and type.

Group Contact Name:  Phone Number:  Email:   
☐ Check here if multiple contacts. List additional contact's information in comment section.

Agent/Agency ☐ Check if they are to be included on kickoff call. If so, you **MUST** provide contact information below.

Contact Name:  Phone Number:  Email:   
☐ Check here if multiple contacts. List additional contact's information in comment section.

Group currently grandfathered:

If group has grandfathered **MEDICAL** plans then a grandfather workbook must be completed even if the group is losing grandfather status.

Average payroll count for prior calendar year:  No Change ☐

For custom or ASO provide PSQ/ASQ #:

Enrollment method:   
 (for existing business)

Funding  OE Start:  OE End:  Guarantees:

Programs Purchased

Sold case paperwork has been sent to broker/agent/client:

If "Other" is selected then list in comment section below all paperwork that has been shared with the broker/agent/client. If "None" is selected then the Implementation Team will provide upon receipt of this form.

Please mark the checkbox if you need the following: SBCs ☐ Benefit Summaries ☐

#### Comment Section

Please clearly describe any customization, non-standard guarantees, all renewal changes, and list all sold networks.

Example: Group will opt-out of SWORD

# New Case Summary Submission Form (NCSSF)

Located in New\_MTV Tab of NCSSF

1

SIC	Vendor Programs	Vendor Effective Date	State of Issue
	Vendor ID	CS - Use when SWORD or VIRT is selected CE - Use when ACCL or LEAGUE is selected	
	Vendor Type		
Comments			
	Vendor Benefit		

3

SIC	Vendor Programs	Vendor Effective Date	State of Issue
	Vendor ID		
	Vendor Type		
Comments	CE CS		

2

SIC	Vendor Programs	Vendor Effective Date	State of Issue
	Vendor ID		
	ACCL SWORD VIRT LEAGUE		
Comments	Vendor Benefit		

4

Vendor Programs	Vendor Effective Date	State of Issue
Vendor ID		
Vendor Type		
Vendor Benefit		
V-ATB = Accolade Total E V-AEMB = Accolade Embel V-AIMP = Accolade Impact V-AGNC = Humana Guide V-SMSK = Second MSK Vm V-DCBR = Vira Diabetes Rx V-LETC = League Consum		

Vendor Benefit = V-SMSK

# MTV Change Notice

TERMINATIONS AND REINSTATEMENTS				
Group Termination		Reinstate Level		
CHANGES				
#	Type	Level	Change From	
1	Vendor Information Adds, Changes or Terms	Division		
2				

	GENERAL INFORMATION	CHANGES	SOLD PACKAGE INFO - ALWAYS COMPLETE UNLESS GROUP TERMINATION OR ONLY RENEWAL	RATING	
<u>Process Type</u>				ASO	FI
Vendor Information Adds, Changes or Terms	*Change Effective Date *Group Renewal Effective Date *Is this change notice for the Renewal? Select "Yes" or "No" *Group Name *Group Number	*Process Type- Select Vendor Information Adds, Changes or Terms *Level- Division *For Adds, the Change To field must have Vendor ID, Vendor Type and Vendor Benefit. *For Changes, the Change From field must have the existing Vendor ID, Vendor Type and Vendor Benefit. The Change To field must have the new Vendor ID, Vendor Type and Vendor Benefit. *For Terms, please complete the Change From field with the existing information. The Change To field can be either Term, None, N/A or Blank. *Applicable Divisions- List the division numbers or All.	Vendor Type = CS for VIRTU and SWORD / CE for ACCL and LEAGUE Vendor ID = ACCL, VIRTU, SWORD or LEAGUE Vendor Benefit = For ACCL, V-AEMB, V-AMP, V-ATB, V-AGDNC For VIRTU = V-VDBR For SWORD = V-SMSK For LEAGUE = V-LECE ***If multiple Vendors apply to a division, select the Process Type of Vendor Information Adds, Changes or Terms and submit a request for each selected Vendor.		

# Supporting information

## Clinical NCD updates

Therapeutic, Musculoskeletal and Pain Management Review	Buy-up option	<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Other Vendor, please list	
Sleep Apnea Site of Service Optimization	Buy-up option	<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Other Vendor, please list	
SWORD Health – Virtual Physical Therapy	Automatically Included	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> Other Vendor, please list	
VIRTA – Diabetes Reversal	Buy-up option	<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Other Vendor, please list	
Doctor on Demand – Behavioral Health Chat Based Coaching	Buy-up option	<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Other Vendor, please list	

SWORD will be automatically included unless the group opts-out

## Key Concepts

- SWORD is a virtual MSK therapy program
- Embedded benefit to ASO groups
- All ASO groups will default to include SWORD, and the following updates will occur:
  - Clinical NCD (at renewal)
  - GSU Vendor Program Code (to send member eligibility to Sword)
  - ATLAS Intervention (for Humana clinicians)
  - Accolade tile for Impact/Guidance group (for member awareness)
- Opt-out is an option for ASO groups
- Sales will inform SPOC of any opt-out

## Sales resource available



- Strategic positioning guide (internal use only) - FUSE
- Sales FAQ (internal use only) - FUSE
- Flyer for agents and employers – FUSE
- FAQs for agents and employers - FUSE
- Finalist presentation slides – Go/EGMarketing
- Channel development support via Jennifer Donaldson (South/East) and Chip Gardner (North/Central)