

MNsure Board of Directors Conflict of Interest Review

Daniel Trajano, MD, MBA

Pop Health Consulting LLC

Agenda

- Daniel Trajano's Background
- Daniel Trajano's Conflict of Interest Review Related to Consulting Services Provided By Pop Health Consulting LLC
- Discussion and Questions

Daniel Trajano's Background Information (See Exhibit 1)

1991 - 1995 MD from University of Minnesota

1995 - 1998 Family Medicine Residency at Sioux Falls, SD

1998 - 1999 Fellowship in Geriatrics at University of Minnesota

1999 – 2014 Senior Medical Director Quality, Innovation and Population Health at Park Nicollet Health System

2014 – 2015 Vice President Population Health at Medica Health Plans

2015 – 2016 Vice President & Executive Medical Director Population Health at HealthEast Care System

2016 -2020 Vice President & Senior Medical Director Stars and Risk Adjustment at Blue Cross Blue Shield Minnesota

2020 - Present President and Founder Pop Health Consulting LLC



Minnesota Statutes, section 62V.04, subdivision 4 (a).

Subd. 4. Conflicts of interest. (a) Within one year prior to or at any time during their appointed term, board members appointed under subdivision 2, paragraph (a), clauses (1) and (2), shall not be employed by, be a member of the board of directors of, or otherwise be a representative of a health carrier, institutional health care provider or other entity providing health care, navigator, insurance producer, or other entity in the business of selling items or services of significant value to or through MNsure. For purposes of this paragraph, "health care provider or entity" does not include an academic institution.

(b) Board members must recuse themselves from discussion of and voting on an official matter if the board member has a conflict of interest. A conflict of interest means an association including a financial or personal association that has the potential to bias or have the appearance of biasing a board member's decisions in matters related to MNsure or the conduct of activities under this chapter.

(c) No board member shall have a spouse who is an executive of a health carrier.

(d) No member of the board may currently serve as a lobbyist, as defined under section 10A.01, subdivision 21.

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Pop Health Consulting LLC Clients (2021)

Entira Family Clinics (Exhibit 2)

- Dates: July – August 2021
- Scope of Work:
 - Subject Matter Expert for Value-Based Care Model Transformation
 - Sub-Contracted by Concord
- Hours: 1 to 2 Hours per Week
- Total Compensation: Less than \$3,000



Scope of Effort

Executive Summary

Entira Family Clinics ("Client") has been attempting to shift its operations in the direction of fee-for-value for some time. To date, their efforts have been iterative in fashion, and has not resulted in the progress anticipated by their stakeholders. In light of this, they have determined that a more significant undertaking will be required to truly spearhead the transformation truly required to role model the value-based care practice envisioned. Previous attempts have separated the care model and the financial model, one often taking precedence over the other, which ultimately created unsustainable and unbalanced solutions.

Scope and Delivery Approach

Achieving success on the path from fee for service to value is an interdependent matrix of:

- Understanding the needs of the population being served
- Curating the most effective care delivery and team
- Managing costs
- Navigating progressive payment arrangements
- Infusing these principles into company expectations and culture

Harmonizing these functions within an organization is a unique, complex journey with many possible approaches. This aspect, alongside a deep appreciation for Entira's previous experiences, may provide an opportune time to take advantage of Concord's proprietary Population Health Maturity Model. This facilitated framework has proven to be effective at helping organizations gain a clarifying foothold on their journey, by:

- Gaining internal alignment on the collection of fundamental attributes, capabilities and functionalities of a value-based organization.
- Understanding Entira's current maturity along the transformation continuum.
- Assisting the organization in determining their desired maturity level and by when.
- Offering the framework that informs and sequences the transformative work ahead.

Pop Health Consulting LLC Clients (2021)

Livio Health (Exhibit 3)

- Dates: April – July 2021
- Scope of Work
 - Provider and Staff Education on Complete and Accurate Documentation and Coding for Risk Assessment and Quality
- Hours: 2 to 16 Hours Per Week
- Total Compensation: Less than \$30,000

STATEMENT OF WORK

This Statement of Work is made pursuant to and incorporated into the Short Form Service Agreement bearing an Effective Date of April 16, 2021 and entered into by and between **BCBSM, INC., dba Blue Cross and Blue Shield of Minnesota** (hereafter “**Blue Cross**”) and **Pop Health Consulting, LLC** (hereafter “**Vendor**”). Any capitalized term not otherwise defined herein shall have the meaning given to it in the Consultant Master Agreement (the “**Agreement**”).

- 1) **Description of Services:** Vendor will provide the services (“**Services**”) described below:
- Evaluate current state of Livio Health’s risk assessment provider processes and educational curriculum.
 - Prepare and conduct a training session on risk assessment documentation and coding for Livio Health’s provider and staff, including participating in creation of recorded education module for ongoing use with Livio providers.
 - Lead two additional provider and staff sessions for open questions.
 - Provide recommended edits, updates and additional materials for Livio Health’s risk assessment provider education program.
 - Summarize Livio Health’s risk assessment and documentation provider training program current state and future opportunities.

As part of the Services, Vendor will provide specific deliverables as mutually determined by the parties and also any specific deliverables defined below:

- Conduct one training session for providers via online platform and two subsequent open-office-hour sessions to answer provider questions.
- Provide additional expertise and review of the recorded training sessions to produce a sustainable provider training module for future staff use.
- Provide a written summary of recommendations for improving the risk assessment program.

Discussion and Questions

- President and Owner of Pop Health Consulting LLC.
- Provided consulting services for Entira Family Clinics and Livio Health Group with total compensation of less than \$35,000 in 2021.
- Did not represent Entira Family Clinics or Livio Health in discussions or negotiations with health insurers, policy makers, or MNSURE.
- Commit to comply with MNSURE Conflict of Interest Policies for any future consulting services