



7TH ANNUAL HEALTHCARE INNOVATION
CONFERENCE & VIRTUAL STREAM

THE LYTLE PARK HOTEL,
AUTOGRAPH COLLECTION

2020 ATTENDEE
BOOKLET

10/01/20 FROM
1PM TO 4:30PM

THE LYTLE PARK HOTEL IN DOWNTOWN CINCINNATI

CINCINNATI, OH

800.291.4222



7TH ANNUAL HEALTHCARE INNOVATION CONFERENCE

SUMMARY OF ATTENDEE BOOKLET

Key Information	3
Conference Information	
Map of Conference Area	5
Cocktail Reception	6
Parking Information	7
Nearby Restaurants	8
Presenter Bios	10
Agenda and Presentations	14



MTG-3258 (2/20)

Work with a company
that **makes connections.**

Choose coverage that aligns you with **experience, market insight,
data-driven decisions and accessible experts.**



Coverage is underwritten by HM Life Insurance Company, Pittsburgh, PA; Highmark Casualty Insurance Company, Pittsburgh, PA; or HM Life Insurance Company of New York, New York, NY.

KEY INFORMATION



Annual Innovation Conference

- Coffee, soft drinks, and water are available in the back. If you have any food allergies, please inform a SHERRILL MORGAN team member at the registration table.
- Following the conference, we will be hosting a cocktail reception on the rooftop of the hotel with drinks and light appetizers for all registered attendees.
- Speaker presentations for today are available in the back of this conference booklet.
- Surveys regarding speakers and this event will be sent out through email following the conference. These surveys allow us to provide better service to you and to focus more on topics that matter to you.
- Following this event, we will host a conference webinar series. Details of those will be released at a later date.
- We are working on ensuring every attendee will be walking into the safest environment possible. Face masks are highly recommended for this event and are required at the hotel besides when eating, drinking, or outside. We also have face masks readily available for attendees at the registration table.
- We have hand sanitizer and sanitizing wipes available for attendees at every table.
- An increased risk of exposure to COVID-19 exists in any public place where people are present. By attending our conference, you voluntarily assume all risks related to exposure to COVID-19.

Thank you to the following conference sponsors:





7TH ANNUAL HEALTHCARE INNOVATION CONFERENCE

CONFERENCE & AREA INFORMATION

**Inspiring
healthy change**
through more accessible healthcare.

Onsite, nearsite, shared-site & virtual primary care

With more than 230 health centers across the U.S., Healthstat offers a proprietary healthcare delivery model that centers on improving health and lowering healthcare costs. We offer innovative solutions for mental health, chronic care management and health programs developed by Johns Hopkins Medicine.



LEARN MORE

Connect with us today to learn how healthy your population can be.
Shannon Mason / Shannon.Mason@healthstatinc.com

healthstat®

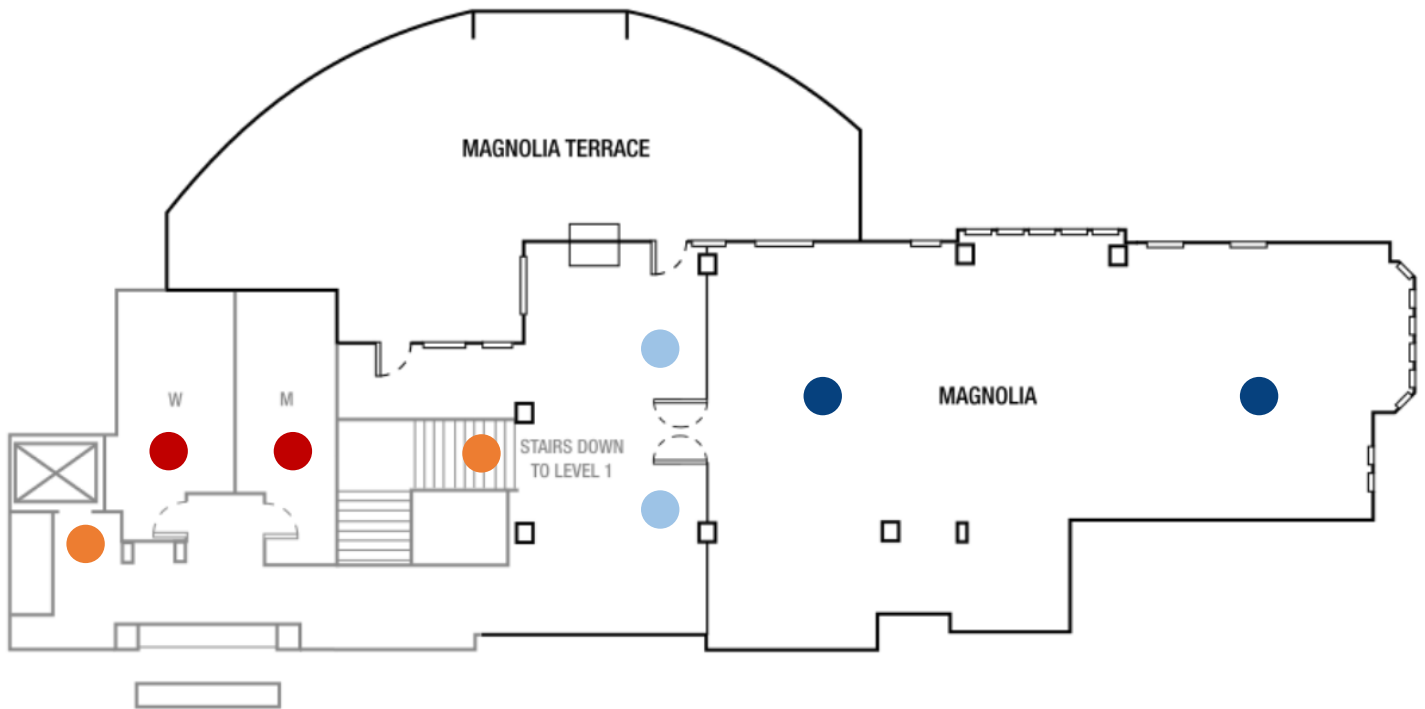
CONFERENCE AREA MAP



Annual Innovation Conference

SECOND FLOOR OF THE LYTTLE PARK HOTEL

LEVEL 2



● ELEVATORS / STAIRS

● REGISTRATION TABLES

● CONFERENCE AREA

● RESTROOMS

COCKTAIL RECEPTION



Annual Innovation Conference

WHEN: Thursday, October 1st from 4:30pm to 6:30pm following the conference

WHERE: Rooftop of The Lytle Park Hotel

DIRECTIONS: Following the conference, attendees will exit the Magnolia Room, come down the stairs, and cross the lobby to the elevators. The rooftop is on the 6th floor.

RECEPTION DETAILS: Following the conference, we will host a cocktail reception with drinks and light appetizers from 4:30pm to 6:30pm. This event is complimentary to attendees and includes an indoor and outdoor reception area.



PARKING INFORMATION



Annual Innovation Conference



Address of Lytle Park Hotel : 311 Pike St, Cincinnati, OH 45202

Parking near The Lytle Park Hotel:

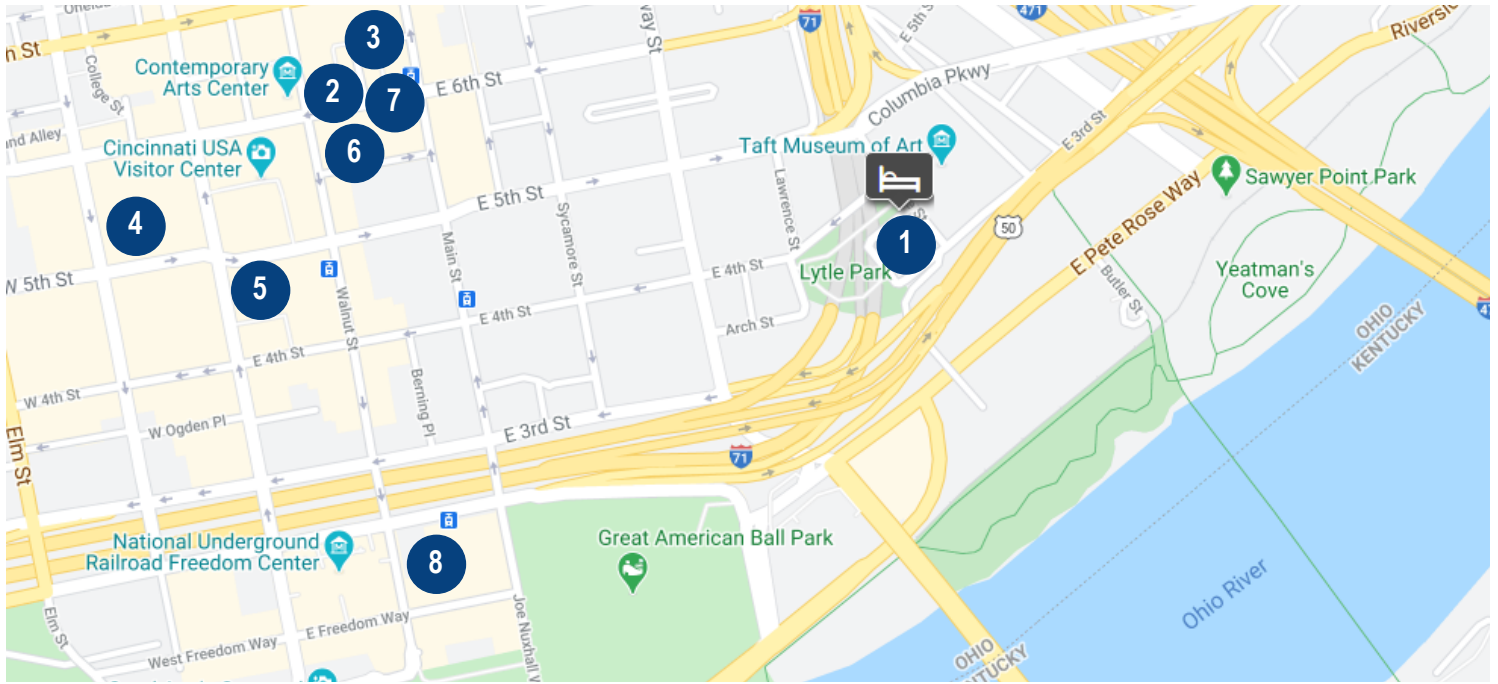
1. Lytle Park Hotel Valet at 311 Pike Street - Valet is accessible on the corner of Pike and Lytle Street
For conference attendees, please park at valet. During arrival and departure, please mention you are here for the SHERRILL MORGAN conference. This will allow SHERRILL MORGAN to cover your parking at the hotel as parking is complimentary for conference attendees.
2. East Garage at 443 E. Pete Rose Way
Rate: \$17 for 7 - 18 hours
3. 753 L&N Loop Lot at 650 E. Pete Rose Way
Rate: \$5 per day
4. Queen City Sq. Garage at 340 Sycamore St.
Rate: \$6 for 1 hour; \$1 per addl 20 mins;
\$17 max per day
5. Broadway Lot at 295 Broadway Street
Rate: \$7 daily rate
6. Scripps Garage at 312 Walnut Street
Rate: \$3 daily rate
7. 250 E. Fifth St. Garage at 250 E. Fifth St.
Rate: \$12 for 4 - 5 hours; \$15 for 5+ hours

Due to COVID, some of these parking areas may be closed or rates may have changed

NEARBY RESTAURANTS



Annual Innovation Conference



Address of Lytle Park Hotel : 311 Pike St, Cincinnati, OH 45202

Restaurants near The Lytle Park Hotel:

- | | |
|---|--|
| 1. Subito
Located in The Lytle Park Hotel | 5. McCormick & Schmick's
0.6 miles and a 12 minute walk from hotel |
| 2. Sotto
0.5 miles and a 12 minute walk from hotel | 6. Nada
0.6 miles and a 13 minute walk from hotel |
| 3. Jeff Ruby's
0.7 miles and a 15 minute walk from hotel | 7. Boca
0.6 miles and a 12 minute walk from hotel |
| 4. Orchids at Palm Court
0.6 miles and a 13 minute walk from hotel | 8. Various Restaurants at The Banks
0.5 miles and a 11 minute walk from hotel |



7TH ANNUAL HEALTHCARE INNOVATION CONFERENCE

PRESENTER BIOS

EMPLOYER BENEFIT SOLUTIONS FOR YOUR INDUSTRY



You Deserve a Specialist.

For less worry, less work, and added expertise, consider American Fidelity for a different opinion.

Help is here.

- Employee Benefit Strategies
- Year-Round Enrollment Support
- Simplifying Technologies and Data

Jared Levy, Public Sector Director & Scott Miley, State Manager
800-654-8489, ext. 2432 • 800-956-1468 • americanfidelity.com



INNOVATOR BIOGRAPHIES



Annual Innovation Conference

Mike Williams, C.E.O. - SHERRILL MORGAN



Mike has been with SHERRILL MORGAN for more than 20 years and has been instrumental in developing the company's fully insured and small group divisions. He has been a driving force for groups to implement new cost cutting solutions such as pooling and small group self-funding. As a licensed Agent and Consultant, Mike has extensive health insurance knowledge of claims issues, state laws and guidelines, and customer service. Mike is regularly sought to be a speaker on topics such as community rating, collaborative health plans, and innovative plan design options.

Mike is also an active member in the health care industry having served on several insurance company advisory boards and on several state advisory panels including the Insurance Coverage Affordability and Relief program in Kentucky. He has also been an advocate for transparency with pricing of drugs and services in the industry and practices that transparency as one of SHERRILL MORGAN's core values.

Sherrill Morgan, *Chairman of the Board* - SHERRILL MORGAN



Sherrill Morgan began his journey in the life insurance and estate planning business 50 years ago. Our company was originally founded as Sherrill D. Morgan and Associates, Inc, though the name has since changed to SHERRILL MORGAN. Sherrill has built his business from the ground up, focusing on building and growing relationships with his clients. As business grew and his clients' needs expanded, Sherrill began moving the company in the direction of employee benefits. Our firm now has a robust group benefits division in addition to the individual benefits division that Sherrill still manages. His son, Mark Morgan, and his daughter, Valerie Morgan-Saunders, have also joined him in the industry and focus on the group benefits division.

Today, Sherrill is an active member in our community helping to fundraise for numerous causes through his involvement with the Rotary Club and with his local community church. He has served as a past district governor for the International Rotary Club and President of the Covington Rotary Club. Sherrill still maintains a strong presence in the Rotary Club of Covington, KY.

Caroline Fraker, CEBS, HIA, *Senior Vice President and Chief Privacy Officer* - MedBen



Caroline Fraker is currently the Senior Vice President and Chief Privacy Officer for MedBen where she handles regulatory compliance, contractual, and risk management issues, as well as ERISA, ACA, HIPAA, and self-funded plan matters. She has worked in the ERISA and employee benefits field for over 35 years. Caroline graduated from Miami University in 1982 with a B.A. degree in Diplomacy and Foreign Affairs. She received her Health Insurance Associate designation from the Health Insurance Association of America and her Certified Employee Benefits Specialist designation from the International Foundation of Employee Benefit Plans and the Wharton School of the University of Pennsylvania.

She is the Immediate Past Chair of the Board of the Society of Professional Benefits Administrators, serves on the Licking County Chamber of Commerce Government Affairs Committee, and is Vice Chair of the PIMIL Council. She has spent time educating members of Congress on various welfare benefit plan concepts and speaks regularly on health care plan and employee benefit concepts and regulations.

INNOVATOR BIOGRAPHIES



Annual Innovation Conference

Bill Banks, VP, Managed Care - St. Elizabeth Healthcare



William Banks serves as the VP, Managed care/ Revenue Cycle for St. Elizabeth Healthcare in No. KY - a 1,200 bed, 600 physician multi-site healthcare system sponsored by the Diocese of Covington. In this role, he is responsible for price setting, payor relations and the negotiation of all contracts for facility, professional and ancillary services. Prior to joining St. Elizabeth in January, 2009, Banks had a number of roles at Humana and Anthem BCBS; most recently serving as the VP, Network Operations for Humana of Ohio.

Banks holds a Masters degree in Health Administration from Xavier University and a Masters in Applied Economics from the University of Cincinnati. He currently serves as an adjunct professor of Health Economics at the University of Cincinnati, and has served as a Medical Service Corps officer in the US Army.

Mark Morgan, President - SHERRILL MORGAN



In his 30 years at SHERRILL MORGAN, Mark has accumulated a wealth of experience in establishing and managing employee benefit plans. As the founder of SHERRILL MORGAN's group health division, he paved the way in developing a systematic approach to healthcare benefits for governmental clients and has personally managed over 150 of them. He is a licensed Agent and Consultant and per SHERRILL MORGAN policy, is up to date on the latest healthcare rules and regulations. Understanding that an innovative approach is necessary to stay ahead in the healthcare industry, Mark has helped SHERRILL MORGAN to develop its partial self-funding division which allows employers (especially government agencies) to have a measure of control over their healthcare costs.

Mark is a leading proponent for transparency in healthcare costs and is regularly invited to speak at human resource conventions on health benefits and health care reform. Mark is also an active community supporter having served on the Boards of numerous organizations including Kids Helping Kids, the Steinfeld Toy Foundation, and Kentucky Health Purchasing.

Brian Fargus, Vice President of Sales and Marketing - MedBen



Brian Fargus directs MedBen's sales and marketing efforts, including its self-funded services, pharmacy solutions, wellness program, consumer-driven products, analytics, and stop-loss services. He has been in the insurance industry since 1992, working in life insurance, HMO, Medicare Advantage, and brokerage services before joining MedBen. Brian is a graduate of West Liberty University.

INNOVATOR BIOGRAPHIES



Annual Innovation Conference

Jennifer Goff, *VP of Sales - Gravity Diagnostics*



Jennifer Goff is an accomplished healthcare industry executive with extensive experience driving profitability and market share in the laboratory space.

Prior to joining Gravity Diagnostics, Goff spent 11 years with Medical Diagnostic Laboratories, LLC; a \$92M corporation under the umbrella of Genesis Biotechnology Group, serving most recently as their VP of Sales for the Division of Genetics & Oncology. She is results-driven with a proven history in team leadership, account management, business/territory development, and profit/loss accountability.

Jennifer holds a Bachelor's Degree from Western Kentucky University. She currently resides in Lexington, KY with her husband and two children.

Gerry Tolbert, MD, *Physician - Christ Hospital*



Gerry L Tolbert MD is a board-certified Family Physician practicing in Northern Kentucky for the last 7 years. After medical school and public health training at the University of Kentucky, he attended residency at Self Regional Medical Center's Montgomery Center for Family Medicine in Greenwood, SC. Dr. Tolbert is currently active in the American Academy of Family Physicians. He and his wife Sara have three little girls and currently reside in Burlington, KY.



7TH ANNUAL HEALTHCARE INNOVATION CONFERENCE

AGENDA & PRESENTATIONS

Self-funding Saves.

MedBen[®]
health. benefits.

A proud supporter of the Sherrill-Morgan Conference.

Call **888-627-8683** or visit **MedBen.com**

Follow Us (medbentpa)



MedBen Delivers.



7TH ANNUAL HEALTHCARE INNOVATION CONFERENCE

SHERRILL MORGAN

THE LYTLE PARK HOTEL

AGENDA

THURSDAY, OCTOBER 1ST

1:00pm - 1:10pm

Check In / Registration

1:10pm - 1:20pm

Welcome

Mike Williams | SHERRILL MORGAN

1:20pm - 1:25pm

A Word From The Founder

Sherrill Morgan | SHERRILL MORGAN

1:25pm - 1:40pm

WW2 Vet/Color Guard

1:40pm - 2:20pm

Specialty Drugs: Potential Problems for Employers to Watch Out For

Caroline Fraker | MedBen

2:20pm - 2:35pm

Covid-19: The Effect on Hospitals

Bill Banks | St. Elizabeth

2:35pm - 2:45pm

Break

Sponsored by Healthstat

2:45pm - 3:10pm

A Year of Change: New Trends in the Healthcare Industry

Mark Morgan | SHERRILL MORGAN

3:10pm - 3:25pm

Pharmacogenetic Testing Update

Jennifer Goff | Gravity Diagnostics; Brian Fargus | MedBen

3:25pm - 4:15pm

Covid-19: Preparing for the Future from a Physician's Perspective

Dr. Gerry Tolbert | Christ Hospital

4:15pm - 4:30pm

Closing Remarks

Mark Morgan | SHERRILL MORGAN

4:30pm - 6:30pm

Reception at Lytle Park Hotel Rooftop



Specialty Drugs

Potential Problems for Employee
Benefit Plans

Barriers to Controlling Rx Spend

- Affordable Care Act / HIPAA Non-Discrimination
- Increasing Cost of Prescription Drugs
- PBM Requirements/Lack of Formulary Flexibility

Solutions for Employers

- Innovative Formulary and Pharmacy Vendors
- Comparative Effectiveness
- Mail Order Carve-out



Affordable Care Act and Regulations

- Prescriptions are an Essential Health Benefit
- Self-funded plans are not required to cover all EHBs
 - a health plan can exclude **all** prescription coverage
- However, for shared-responsibility purposes, a health plan must cover all inpatient services and all outpatient services (including drugs) and USPSTF A & B preventive drugs

Affordable Care Act and Regulations

- Per CMS/HHS, the ACA requires coverage of at least the following if prescriptions are covered: 1) one drug in every USP therapeutic category and class; or 2) the prescriptions covered in the declared benchmark plan
- Covering drugs in each therapeutic class doesn't mean that those drugs have to be specialty drugs

Affordable Care Act and Regulations

- Even when carving-out or carving-in brand or specialty drugs, the plan must cover all brand name drugs that are USPSTF A & B recommended prescriptions (most notably HIV medications)
- Consider separating medical and Rx plans
- Generic-only plans (separate regulatory approval)

Affordable Care Act and Regulations

- HIPAA Non-Discrimination rules
 - ✓ Similarly-situated individuals
 - ✓ What about orphan drugs?
 - ✓ Specialty or brand carve-ins

©2003 FLORIDA TODAY
caglecartoons.com
PIT
PARKER



partners@medben.com

Increasing Cost of Prescription Drugs

- Since 2014, prescription drug prices have increased by 33%*
- Connection between restrictive out-of-pocket maximums and rising drug prices
- Increases due to evidence-based research, new innovations in medical technology, and novel therapeutic and treatment methods
- Consumerism and marketing

* "Prices for Prescription Drugs Rise Faster Than Any Other Medical Good or Service." – GoodRx September 2020



PBM Requirements/Lack of Formulary Flexibility

- PBMs often require the inclusion of certain brand and specialty medications per their internal rebate contracts or other agreements with pharmaceutical companies
- Transparency is only part of the solution
- Just because a rebate is shared doesn't mean the drug should be on the formulary

PBM Requirements/Lack of Formulary Flexibility

- Watch for inclusion of ‘wasteful’ drugs – drugs that cost more but do not provide greater clinical value
 - ✓ Multi-source drugs
 - ✓ Fixed-dose combination drugs
 - ✓ Over-the-counter (OTC) availability
 - ✓ Me-too drugs

HEP C AWP's - Without Factoring In Discounts OR Rebates

<u>Product</u>	<u>Manuf</u>	<u>Genotype</u>	<u>Daily Dosage</u>	<u>Unit AWP</u>	<u>4 Week AWP Cost</u>	<u>8 week AWP Cost</u>	<u>12 week AWP Cost</u>	<u>Need Ribavirin?</u>
Harvoni 90-400	Gilead	1, 4-6	1	\$1,350.00	\$37,800.00	N/A	\$113,400.00	Sometimes
Sovaldi 400mg	Gilead	1, 4	1	\$1,200.00	\$33,600.00	N/A	\$100,800.00	Sometimes
Viekira Pak	Abbvie	1	4	\$297.57	\$66,655.21	N/A	\$99,982.79	geno 1a - always with RBV
Viekira XR	Abbvie	1	3	\$396.76	\$33,327.60	N/A	\$99,982.79	geno 1a - always with RBV
Technivie Tab	Abbvie	4	2	\$547.52	\$30,661.20	N/A	\$91,983.60	Always with RBV
Epclusa 400/100	Gilead	1 to 6	1	\$1,068.00	\$29,904.00	N/A	\$89,712.00	Sometimes
Vosevi (2d choice)	Gilead	1 to 6	1	\$1,068.00	\$29,904.00	N/A	\$89,712.00	Second line treatment
Olysio 150mg, (always with Sovaldi)	Janssen	1, 4	1	\$948.00	\$26,544.00	N/A	\$79,632.00	Sometimes
Daklinza 60mg, (usual does, always with Sovaldi)	BMS	1, 3	1	\$900.00	\$25,200.00	N/A	\$75,600.00	Sometimes
Mavyret	Abbvie	1 to 6	3	\$188.57	\$15,840.00	\$31,680.00	\$47,519.99	RBV - Free
Zepatier 50-100	Merck	1, 4	1	\$780.00	\$21,840.00	N/A	\$65,520.00	Sometimes

Oracea (Doxycycline 40mg)		
	Units/Fill	List Price (AWP)*
Wasteful Drug		
Oracea (doxycycline 40 mg extended release)	30 pills	\$886.80
Therapeutic Alternative		
Generic Doxycycline (20 mgs twice per day)	60 pills	\$46.20
Savings Per 30-day Claim		\$840.60
* AWP is manufacturers price for a 30 day supply per Wolters Kluver's LexiComp® as of August 15, 2019		



**“This prescription won’t make you feel better
but it will stop your whining and make
everyone else feel better.”**

Solutions for Employers

- Understand your plan's formulary and the underlying rebate structure
- Ask to see rebate and related PBM contracts and ask for contractual guarantees that all available discounts from pharmaceutical manufacturers are disclosed
- Make certain contract provides ready access to data and management reports

Solutions for Employers

- Contract should not be exclusive – health plan must be free to pursue services from multiple vendors
- Look for warranty or representation that PBM does not directly or indirectly own a pharmacy or pharmacy network
- Check for beneficial termination provisions so contract can be terminated without financial penalty

Solutions for Employers

- Consider separating medical & prescription into two separate plans
 - ✓ This may protect the ACA compliance of the medical plan while excluding specialty drugs from the prescription plan
 - ✓ Plan sponsor must weigh extra costs involved with separate plans versus savings on Rx

Solutions for Employers

- Consider implementing a comparative effectiveness – clinically relevant outcomes – approach to covered prescriptions
 - ✓ FDA approval does not equate to clinically relevant or beneficial outcomes
 - ✓ Determine the comparative effectiveness of a drug (how the drug works compared to existing alternatives)

Solutions for Employers

- Allow carve out of certain medications under the plan's mail order benefit tied to a manufacturer's coupon management program
 - ✓ Voluntary enrollment in program
 - ✓ Incentives such as \$0 copays to encourage participation

Questions?

Caroline F. R. Fraker

SENIOR VICE PRESIDENT & CPO

740-522-7386

cfraker@medben.com





St. Elizabeth
PHYSICIANS



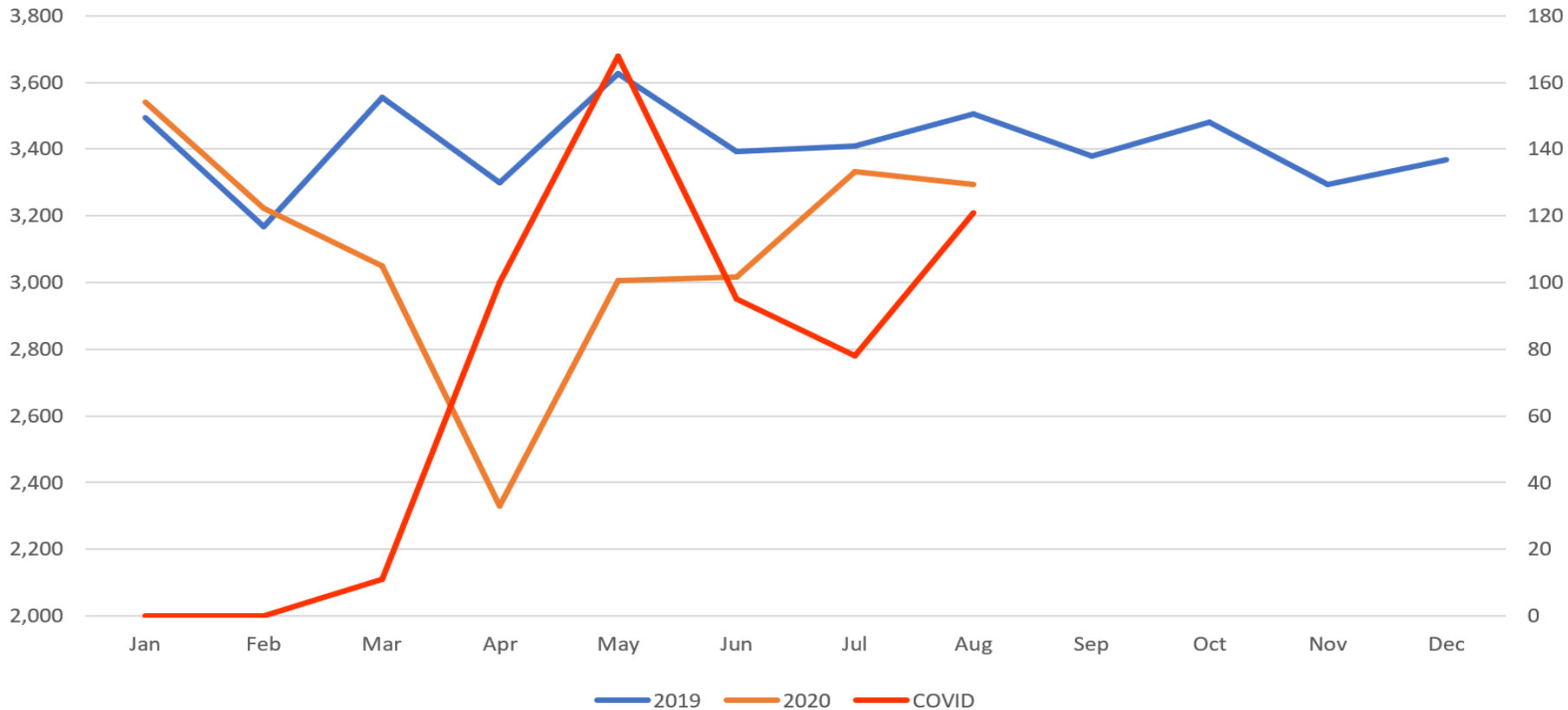
St. Elizabeth
HEALTHCARE

WEATHERING THE COVID STORM IN 2020

Oct 1, 2020

Fall-off of activity

Inpatient Admissions per Month



Capacity Problems? Not Really

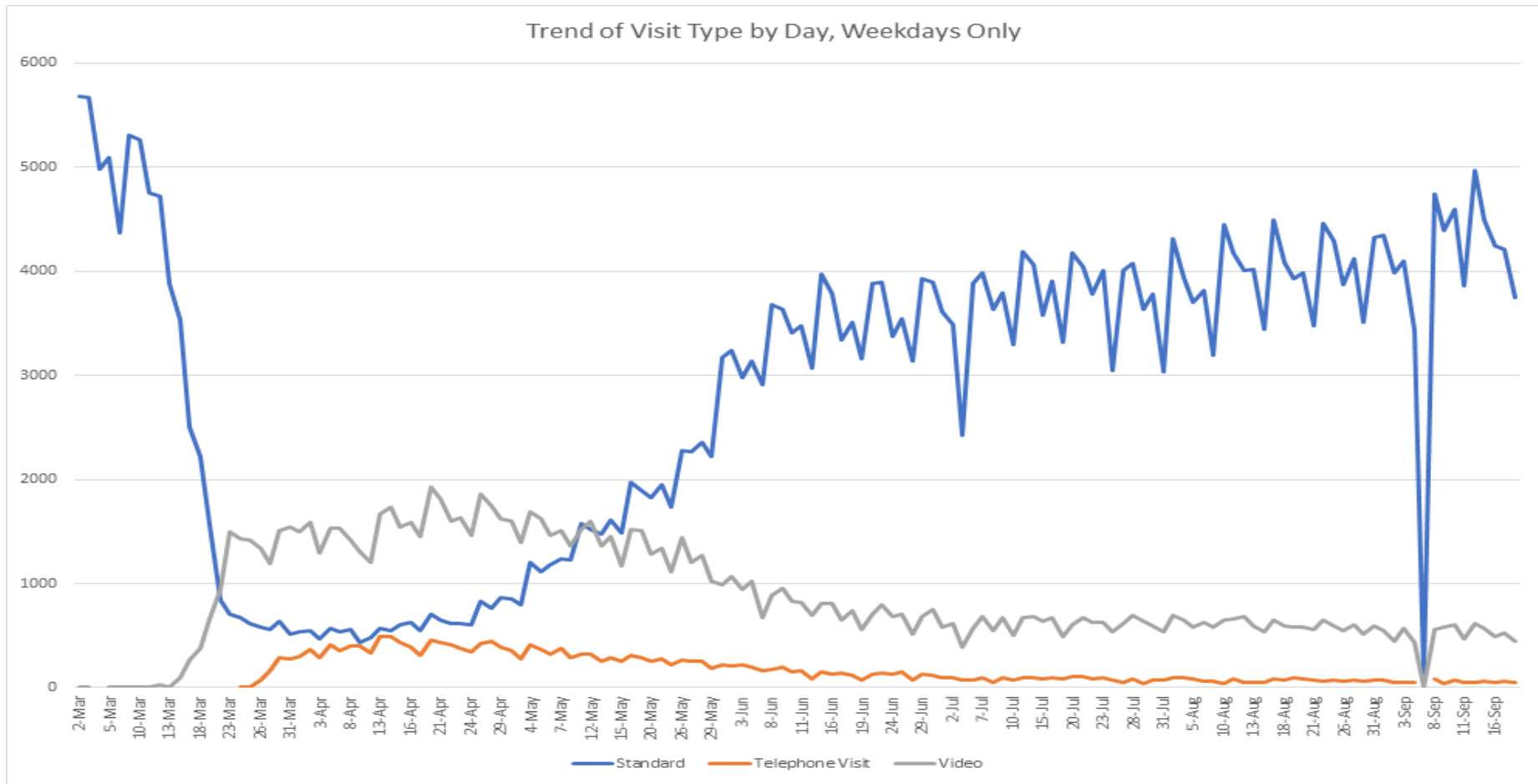
AS OF: May 1,

SYSTEM			
TOTAL BED BREAKDOWN		UTILIZATION %	
TOTAL BED CAPACITY	998	51.3%	
TOTAL BED CENSUS	512		
TOTAL BEDS AVAILABLE	486		
ICU BED BREAKDOWN		UTILIZATION %	
TOTAL ICU BED CAPACITY	173	17.3%	
TOTAL ICU BED CENSUS	30		
TOTAL ICU BEDS AVAILABLE	143		
TOTAL VENT SUPPORT BREAKDOWN		UTILIZATION %	
TOTAL ALL VENTS CAPACITY	173	17.3%	
TOTAL ALL VENTS CENSUS	30		
TOTAL ALL VENTS AVAILABLE	143		
VENTILATOR BREAKDOWN		UTILIZATION %	
TOTAL VENTILATOR CAPACITY	50	24.0%	
TOTAL VENTILATOR CENSUS	12		
TOTAL VENTILATORS AVAILABLE	38		
BIPAP BREAKDOWN		UTILIZATION %	
TOTAL BIPAP CAPACITY	65	27.7%	
TOTAL BIPAP CENSUS	18		
TOTAL BIPAP AVAILABLE	47		
ANESTHESIA MACHINE BREAKDOWN		UTILIZATION %	
TOTAL ANESTHESIA MACHINE CAPACITY	58	0.0%	
TOTAL ANESTHESIA MACHINE CENSUS	0		
TOTAL ANESTHESIA MACHINE AVAILABLE	58		
COVID INPATIENT BREAKDOWN			
TOTAL NON-COVID	395	COVID+ %	PUI %
TOTAL POSITIVE	85	16.6%	6.3%
TOTAL PUI	32		
CRRT BREAKDOWN		UTILIZATION %	
TOTAL CRRT CAPACITY	13	15.4%	
TOTAL CRRT CENSUS	2		
TOTAL CRRT AVAILABLE	0		
PLASMA APHRESIS BREAKDOWN		UTILIZATION %	
TOTAL PLASMA APHRESIS CAPACITY	2	50.0%	
TOTAL PLASMA APHRESIS CENSUS	1		
TOTAL PLASMA APHRESIS AVAILABLE	0		
MORGUE BREAKDOWN		UTILIZATION %	
TOTAL MORGUE CAPACITY	38	7.9%	
TOTAL MORGUE CENSUS	3		
TOTAL MORGUE AVAILABLE	35		

AS OF: September

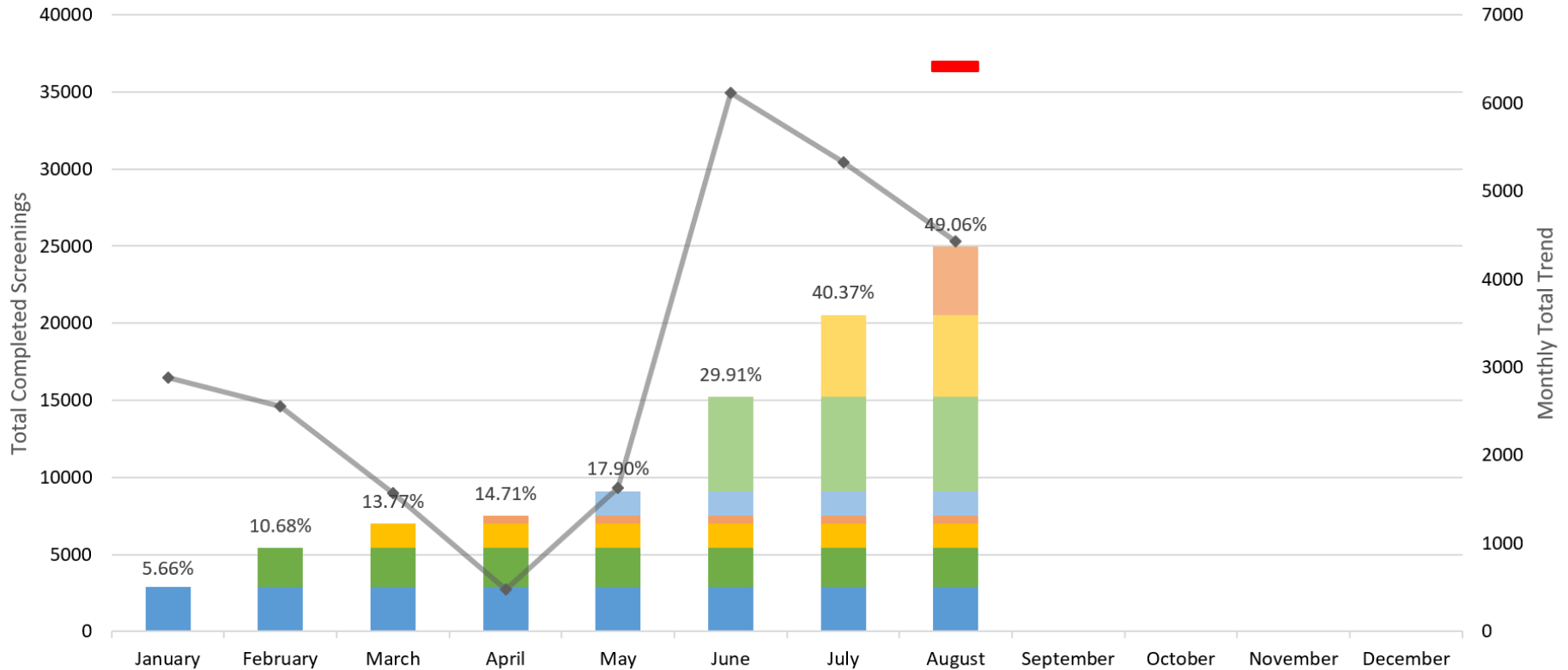
SYSTEM			
TOTAL BED BREAKDOWN		UTILIZATION %	
TOTAL BED CAPACITY	1002	58.5%	
TOTAL BED CENSUS	586		
TOTAL BEDS AVAILABLE	416		
ICU BED BREAKDOWN		UTILIZATION %	
TOTAL ICU BED CAPACITY	173	24.3%	
TOTAL ICU BED CENSUS	42		
TOTAL ICU BEDS AVAILABLE	131		
TOTAL VENT SUPPORT BREAKDOWN		UTILIZATION %	
TOTAL ALL VENTS CAPACITY	173	24.3%	
TOTAL ALL VENTS CENSUS	42		
TOTAL ALL VENTS AVAILABLE	131		
VENTILATOR BREAKDOWN		UTILIZATION %	
TOTAL VENTILATOR CAPACITY	50	24.0%	
TOTAL VENTILATOR CENSUS	12		
TOTAL VENTILATORS AVAILABLE	38		
BIPAP BREAKDOWN		UTILIZATION %	
TOTAL BIPAP CAPACITY	65	46.2%	
TOTAL BIPAP CENSUS	30		
TOTAL BIPAP AVAILABLE	35		
ANESTHESIA MACHINE BREAKDOWN		UTILIZATION %	
TOTAL ANESTHESIA MACHINE CAPACITY	58	0.0%	
TOTAL ANESTHESIA MACHINE CENSUS	0		
TOTAL ANESTHESIA MACHINE AVAILABLE	58		
COVID INPATIENT BREAKDOWN			
TOTAL NON-COVID	565	COVID+ %	PUI %
TOTAL POSITIVE	21	3.6%	0.0%
TOTAL PUI	0		
CRRT BREAKDOWN		UTILIZATION %	
TOTAL CRRT CAPACITY	13	15.4%	
TOTAL CRRT CENSUS	2		
TOTAL CRRT AVAILABLE	0		
PLASMA APHRESIS BREAKDOWN		UTILIZATION %	
TOTAL PLASMA APHRESIS CAPACITY	2	0.0%	
TOTAL PLASMA APHRESIS CENSUS	0		
TOTAL PLASMA APHRESIS AVAILABLE	0		
MORGUE BREAKDOWN		UTILIZATION %	
TOTAL MORGUE CAPACITY	38	10.5%	
TOTAL MORGUE CENSUS	4		
TOTAL MORGUE AVAILABLE	34		

Fall-off of Physician activity

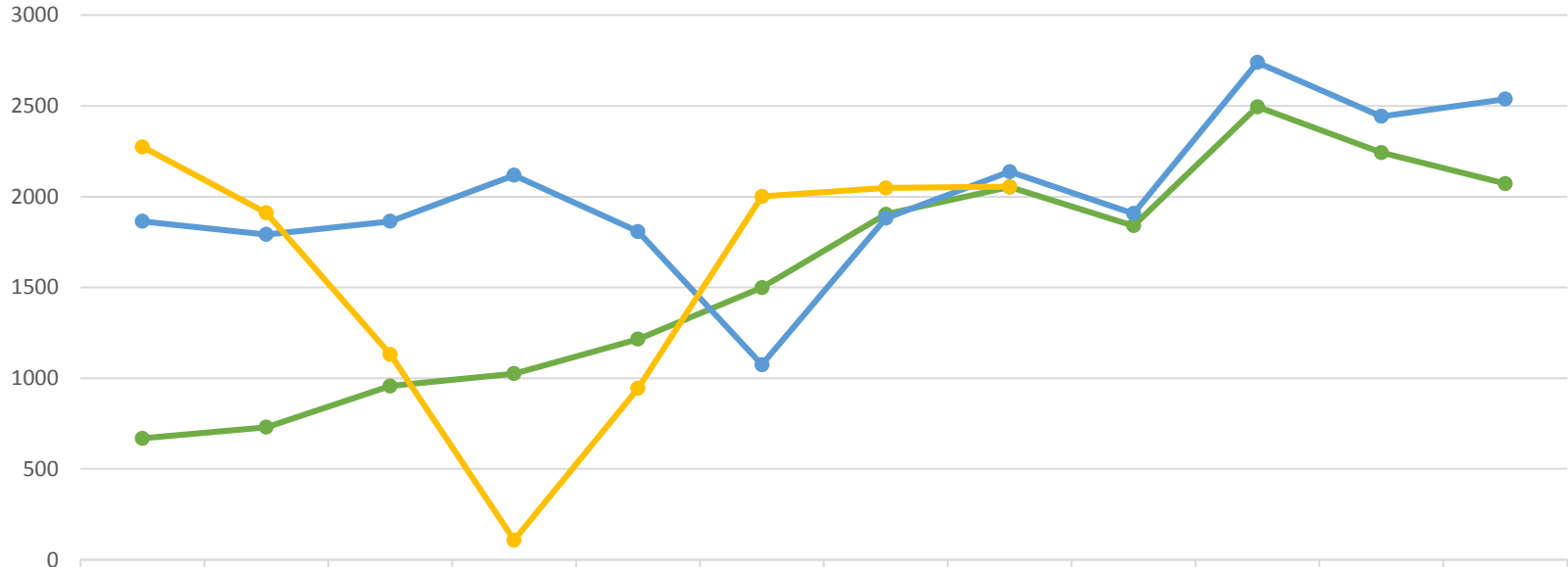


2020 Gap to Benchmark – Annual Wellness

Benchmark 72%



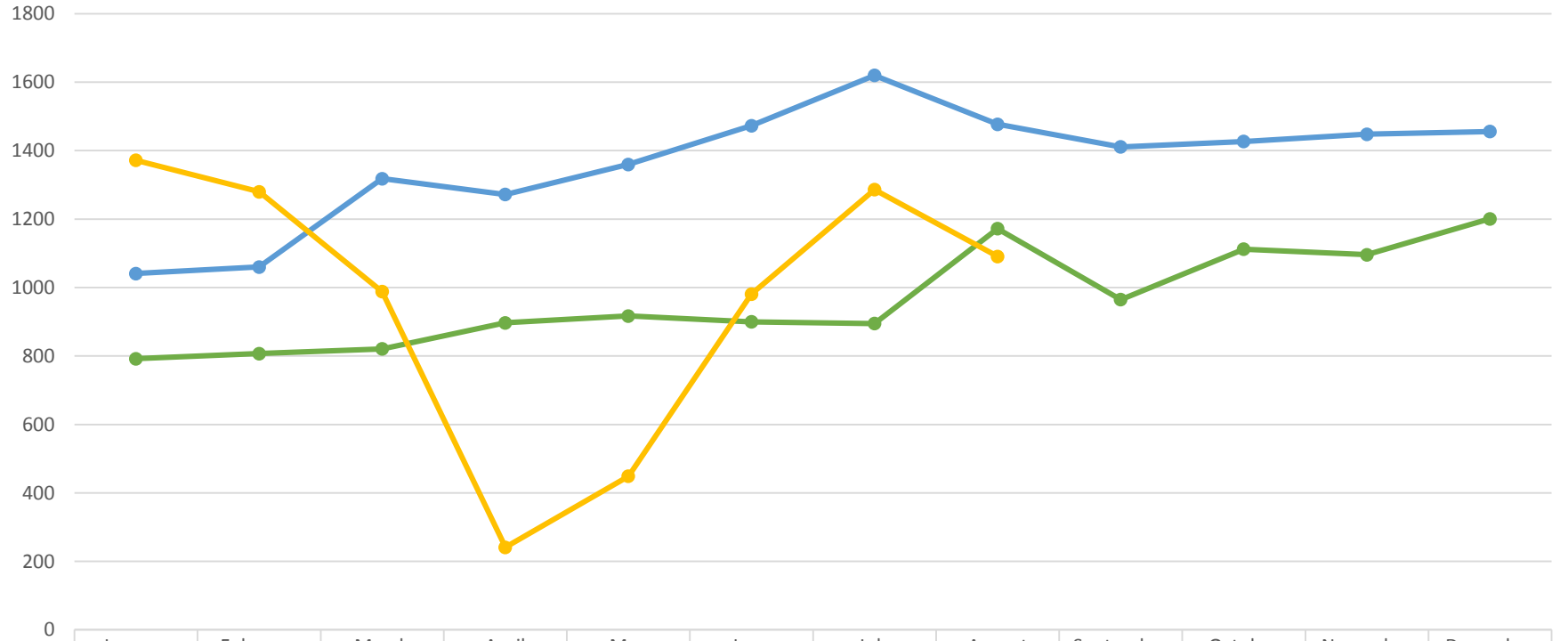
Breast Cancer Screening 2018 - 2020



	January	February	March	April	May	June	July	August	September	October	November	December
2018 Completed	669	730	957	1025	1215	1499	1903	2053	1840	2495	2243	2072
2019 Completed	1864	1792	1864	2118	1808	1074	1881	2138	1907	2739	2442	2537
2020 Completed	2274	1911	1131	108	944	2001	2048	2055				

● 2018 Completed
 ● 2019 Completed
 ● 2020 Completed

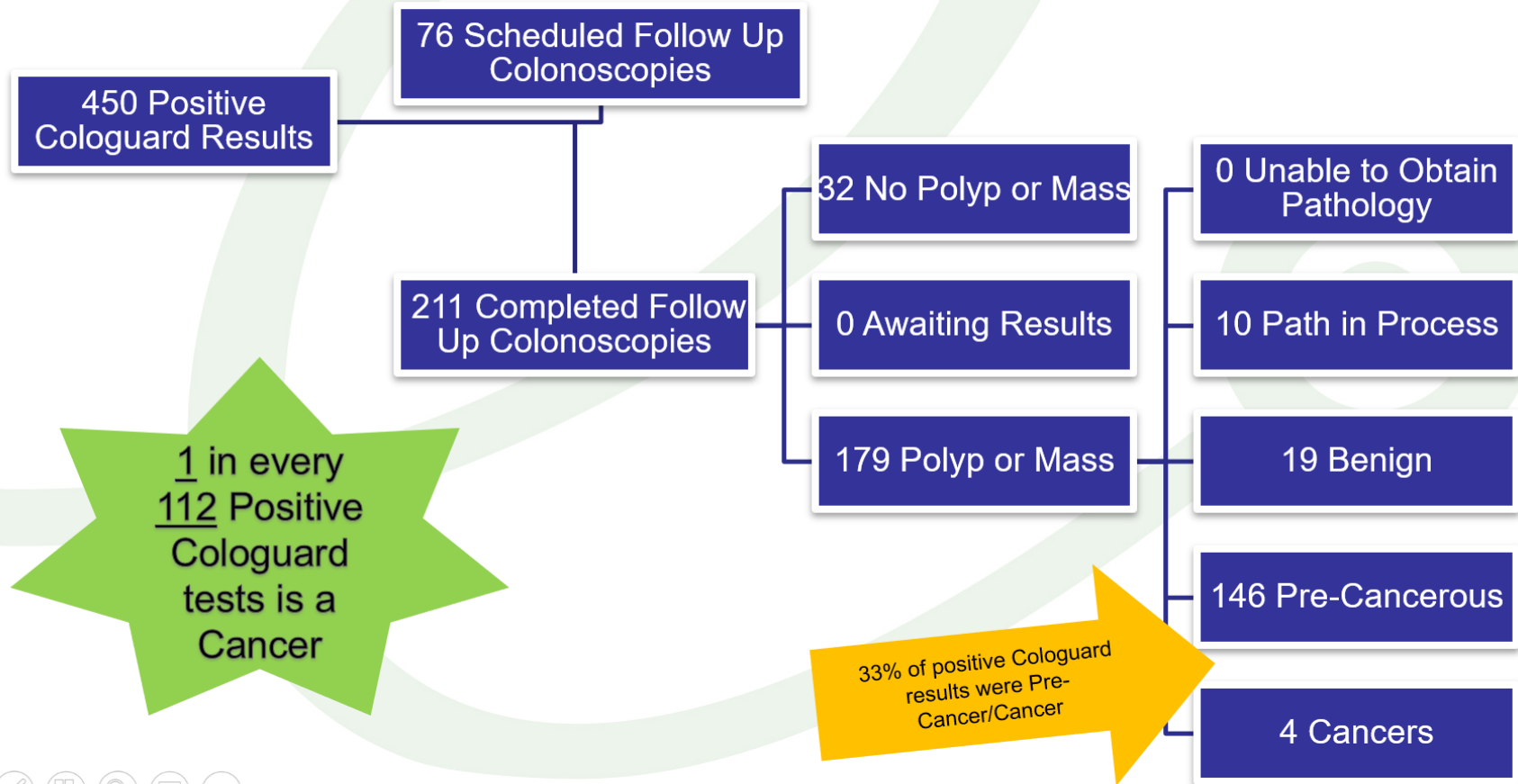
Colon Cancer Screening 2018 - 2020



	January	February	March	April	May	June	July	August	September	October	November	December
2018	792	807	821	897	917	900	895	1172	965	1112	1096	1201
2019	1041	1060	1318	1272	1360	1473	1620	1477	1411	1427	1448	1456
2020	1372	1280	988	241	449	981	1286	1091				

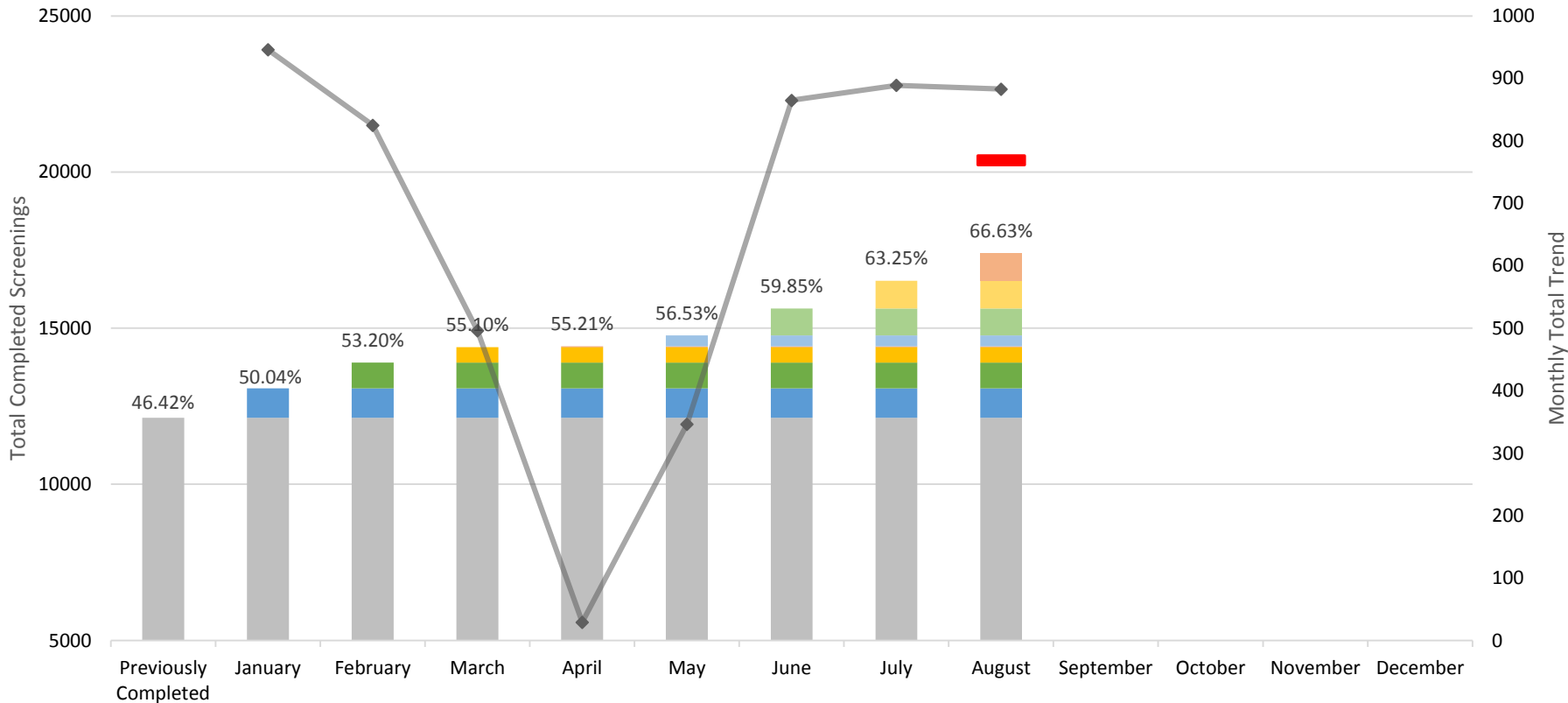
2018 2019 2020

Cologuard's Impact on Our Patients in 2020

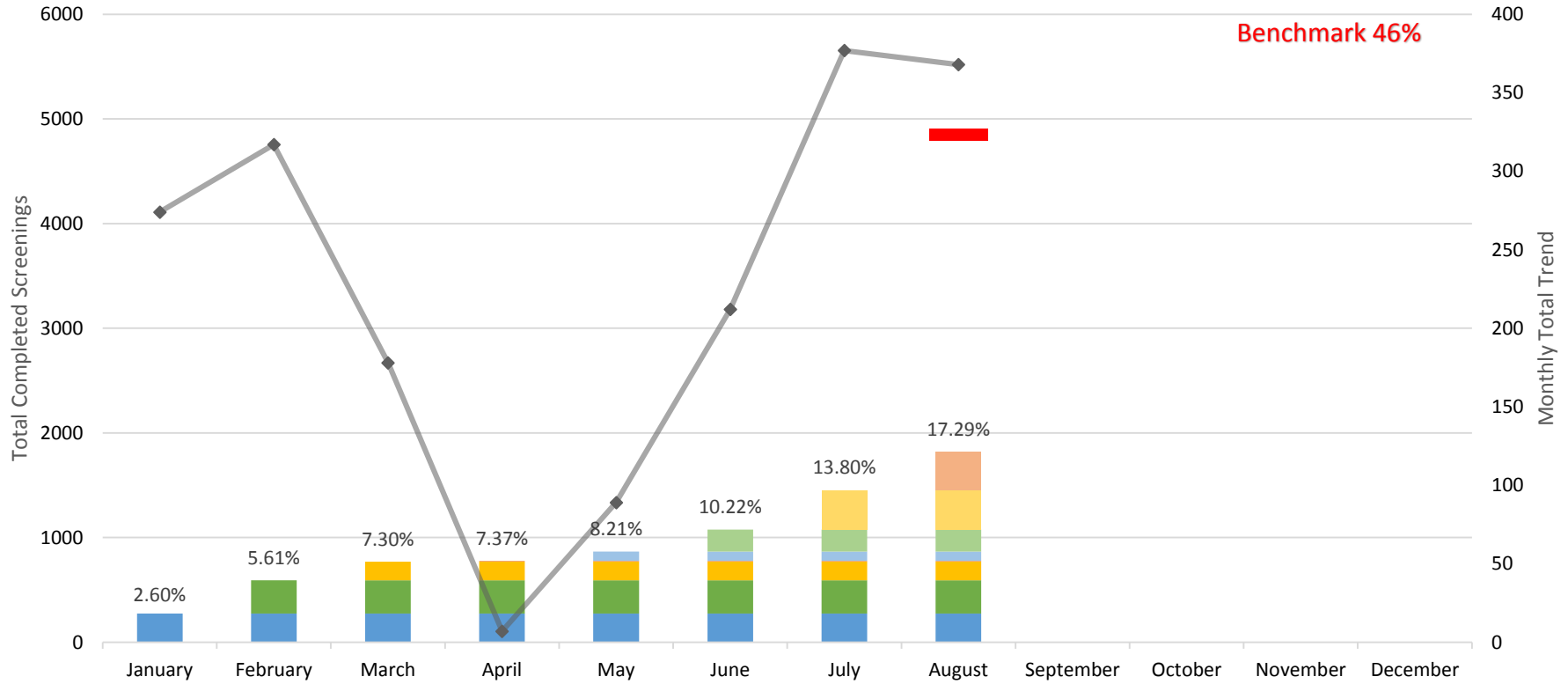


2020 Gap to Benchmark – Diabetic Retinopathy Screening

Benchmark 78%



2020 Gap to Benchmark – Lung Cancer Screening



COMMUNITY WELLNESS

Measure	2017	2018	2019	2020 (Sept YTD)
Medicare Annual Wellness Visits	Not Measured	73%	80%	52%
Colorectal Cancer Screenings	69%	72%	73%	73%
Breast Cancer Screenings	63%	72%	78%	68%
Diabetic Eye Exams	59%	76%	81%	55%
Low Dose CT Screenings	1,965 Screenings	3,585 Screenings	3,840 Screenings	2,360 Screenings

National average is 15-20%

Takes approx. 900 people to increase 1%

Over 17,600 mammograms scheduled through "order up"

1 Vision Threatening Condition found for every 12 Scans

1 Lung Cancer found for every 63 Scans



A Year of Change: New Trends in the Healthcare Industry

Mark Morgan

President, SHERRILL MORGAN



Innovative Healthcare in a Covid World

- Telemedicine
- Rapid Testing
- Pharmaceuticals
- Wellness

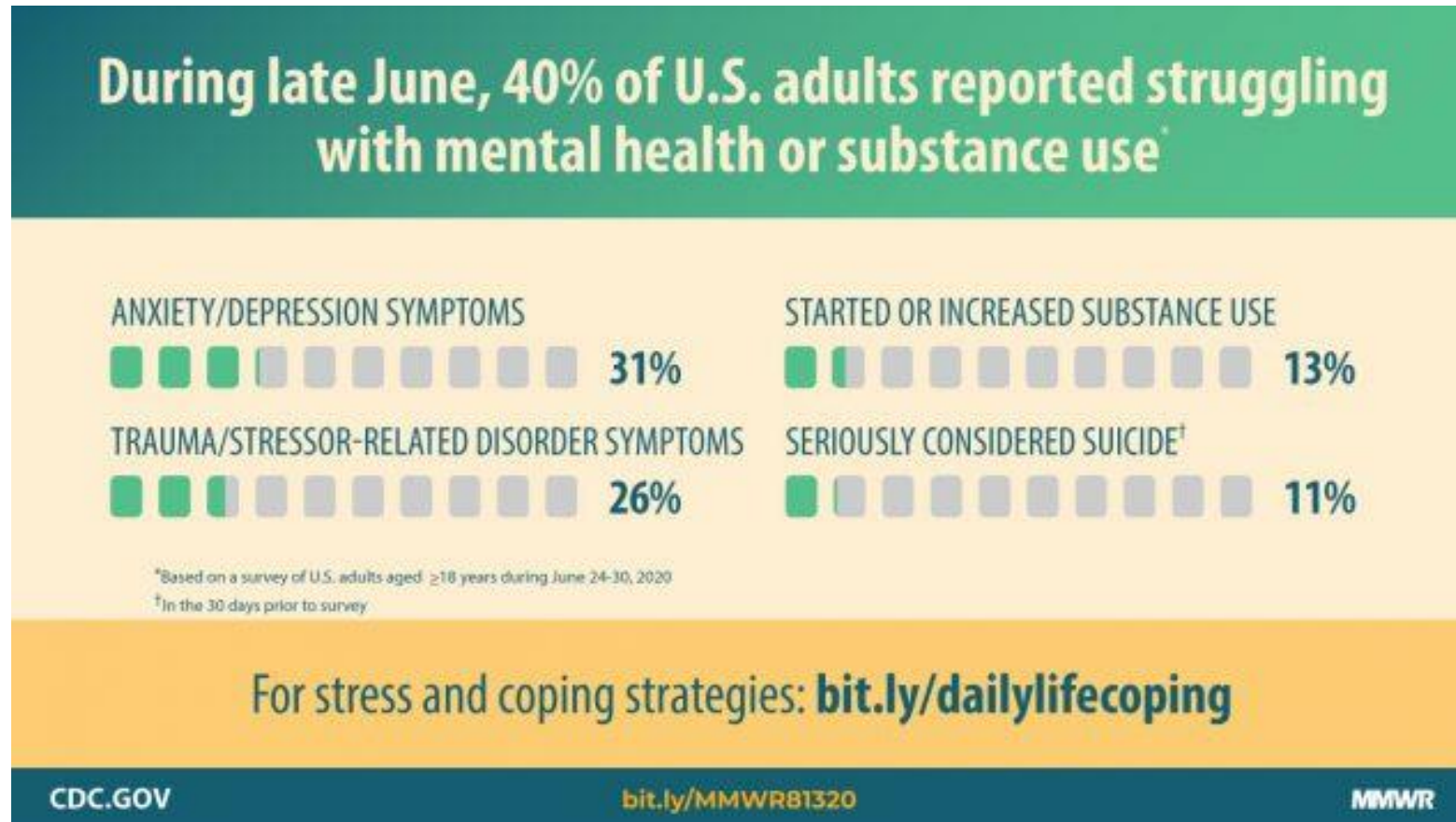




What's the missing piece?

Mental Health

- During June 24–30, 2020, U.S. adults reported considerably elevated adverse mental health conditions associated with COVID-19



Social Interaction Today







Longevity





Longevity

“Socializing and maintaining tight-knit communities also plays a significant role in longevity. The healthiest people in the world don’t eat in front of the TV. They eat with their family and friends. They linger over shared meals because they are enjoyable. They don’t grab a quick bite simply to eat.”

The Longevity Solution: Rediscovering Centuries-Old Secrets to a Healthy, Long Life

Dr. James DiNicolantonio & Dr. Jason Fung





Longevity

“Although these people live throughout the world, with seemingly widely divergent diets and lifestyles, they all share certain characteristics that might help them live longer, fuller lives. These people often smoke less, move more (and at a moderate level), and prioritize family and socializing above all else.”

The Longevity Solution: Rediscovering Centuries-Old Secrets to a Healthy, Long Life

Dr. James DiNicolantonio & Dr. Jason Fung











Questions?

Mark Morgan

859.291.66600

markm@sherrillmorgan.com



Preparing for the Future

A PHYSICIAN PERSPECTIVE

Gerry L Tolbert, MD FAAFP

Pair O' Dimes Shifting



Access

Circuit Ridin' Doctor
Home Office
Digital Clinic



Equity

Balance
Homeostasis
Setpoints



Culture

Education
Entertainment
Poverty, Food Security

What prevents certain populations from achieving the same level of health as other populations?

(HINT: THERE'S NO SINGLE ANSWER)

So Where Do
We Go From
Here?



Redefining the Role of Organized Healthcare



The New Ai

Artificial Intelligence

Virtual vs Augmented



Many To One

Ivory Towers

Specialist Priority



Essential Workers

In person vs Virtual

Point of Communication

Augmented intelligence