



In the early days of disease management, it was not uncommon to see extraordinary – perhaps implausible – return on investment (ROI) and program impact on claims. Nurtur has always stood for integrity and honesty in reporting because we recognized that the trust of our clients and the credibility of our industry were at stake. Now in the wake of healthcare reform, a greater-than-ever emphasis is being placed on transparency in impact reporting.

A New Value Paradigm – What Matters Most?

In keeping with conventional wisdom, the disease management (DM) industry has traditionally measured value in terms of financial ROI. Simply put, every \$1 invested in DM services was expected to produce a commensurate – or preferably greater – reduction in medical claim costs. Emphasis was specifically placed on certain types of cost – disease-specific hospital costs for instance. This was and remains to a certain extent logical from the perspective of the traditional managed healthcare *provider-based* focus of controlling utilization and medical claim costs.

However, as evidenced by the continued rise in healthcare costs, there is a flaw in the conventional logic. The focus, and the value proposition, has largely ignored the fact that claim costs derive from a single person; a single, imperfect human being whose behaviors oftentimes are at the root cause of his or her medical condition and poor health status.

Utilization is only one metric of value. In order to fully and honestly measure program impact, productivity and risk reduction must also be factored into the equation. What's more, the assumptions and metrics applied to each measure must be meaningful for each member population.

At Nurtur, we've built on our legacy of integrity, honesty and trust to develop a value-based methodology and Stepwise Approach that provides a transparent measure of program impact. The benchmark is the "best case" for a population in theoretical "perfect" health exhibiting perfect health behaviors and perfect health-related choices. Of course, no one is perfect. The point is to provide a benchmark for the underlying cost – and there is a cost – of optimal health. This benchmark allows an honest comparison for each measure of program results.



"Every organization is unique and measures success differently based on how they define value. By providing a methodology that allows plan sponsors to create metrics based on what matters most to them, Nurtur is able to demonstrate clarity and transparency around program results."



*Michael J. Maluccio, Senior Vice President,
Sales and Client Service*

While perfect health is by definition unattainable, we are relentlessly committed in our journey in the pursuit of optimal health. Nurtur is proud to be the first health management company to receive Healthcare Transparency Accreditation (H-TAP) from the Population Health Impact Institute (PHII) for our Stepwise Approach.

We invite you to learn more about our value-based Stepwise Approach with the resources listed below in the Quick Links section. For more information please give us a call at 800.293.0056 or send us an [email](#).

quick links	fast facts	web ex
<p>Got life? Request a copy of the new brochure from Nurtur.</p> <p>Stepwise Approach white paper [request]</p> <p>Nurtur Receives Healthcare Transparency Accreditation [pdf]</p> <p>How do you define value? Nurtur reporting capabilities [pdf]</p>	<ul style="list-style-type: none">Learn all there is to know about the latest in value-driven healthcare transparency at www.hhs.gov.	<p>Thanks to everyone who attended our June 24th webinar on <i>How to Build a Culture of Health</i>. To request the presentation materials, click here.</p> <p>Look for information on our third quarter webinar in our next issue of <i>Journey</i>.</p>