

Innovations in Specialty Care: Advancing Quality, Outcomes & Savings in Dermatology

Presented By:



Notes

- All participant lines are muted. To protect your privacy, you will only see your name and the presenters' names in the participant box.
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 - In the Event window, in the Panels drop-down list, select Q & A.
 - Type your question in the Q & A box.
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Introductions



PRESENTER

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Chief Growth Officer
Health Network One



PRESENTER

H. Kelley Riley, MD, MBA

Chief Medical Officer
Health Network One



PRESENTER

Christine Gilroy, MD

Chief Medical Officer
Zerigo Health

Three Takeaways for Today's Webinar



Value-based mechanisms can deliver meaningful cost savings in specialty care.



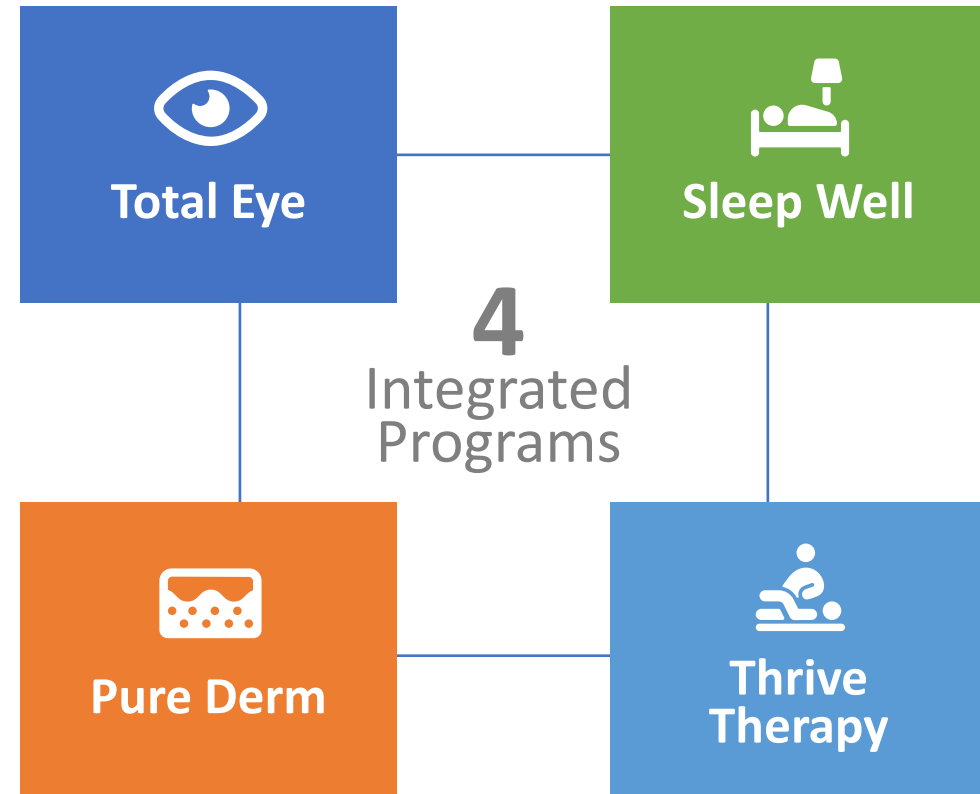
Guideline-driven care pathways can reduce unnecessary utilization and progression to expensive medications.



With dermatology as a scalable blueprint, health plans can apply similar strategies to achieve savings in other high-spend categories.

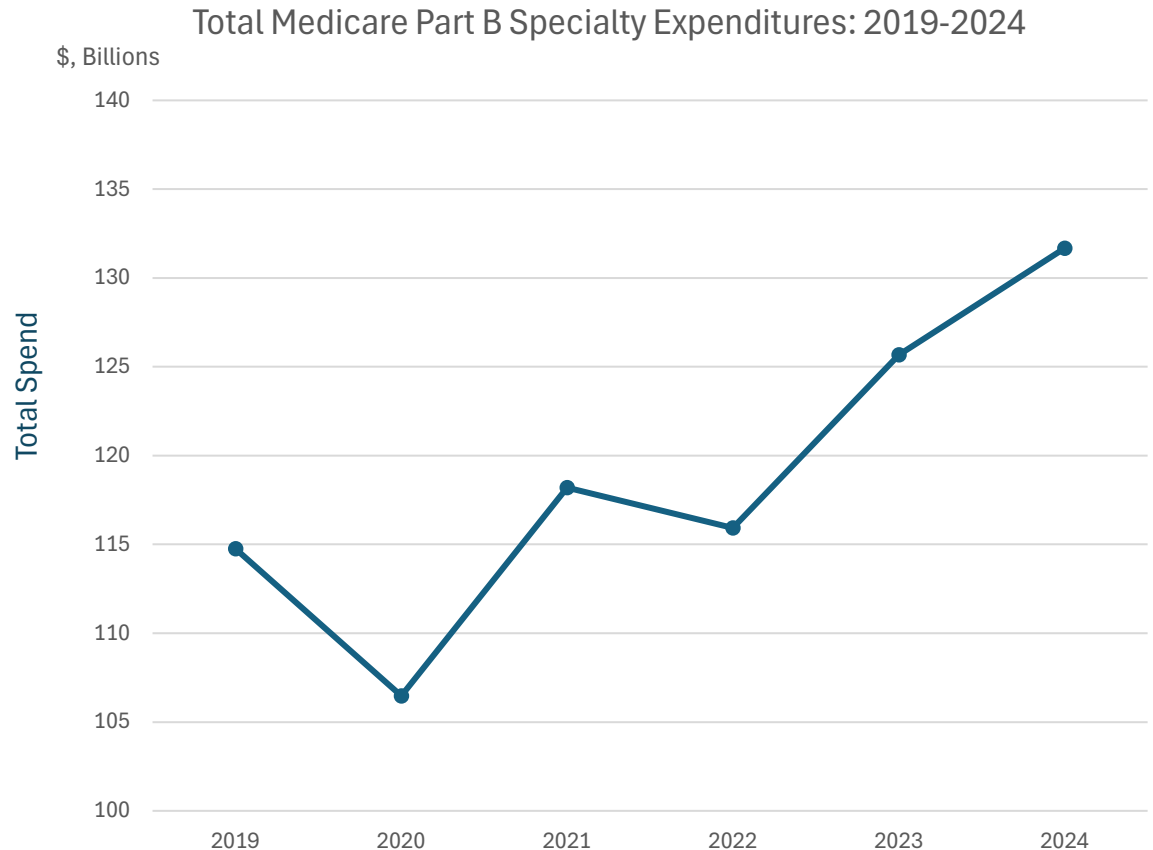
A Value-Based Specialty Management Partner

- “Health plan within a health plan” approach for specialty care
- We align providers, clinical programs, and economics to deliver up to **30% savings**



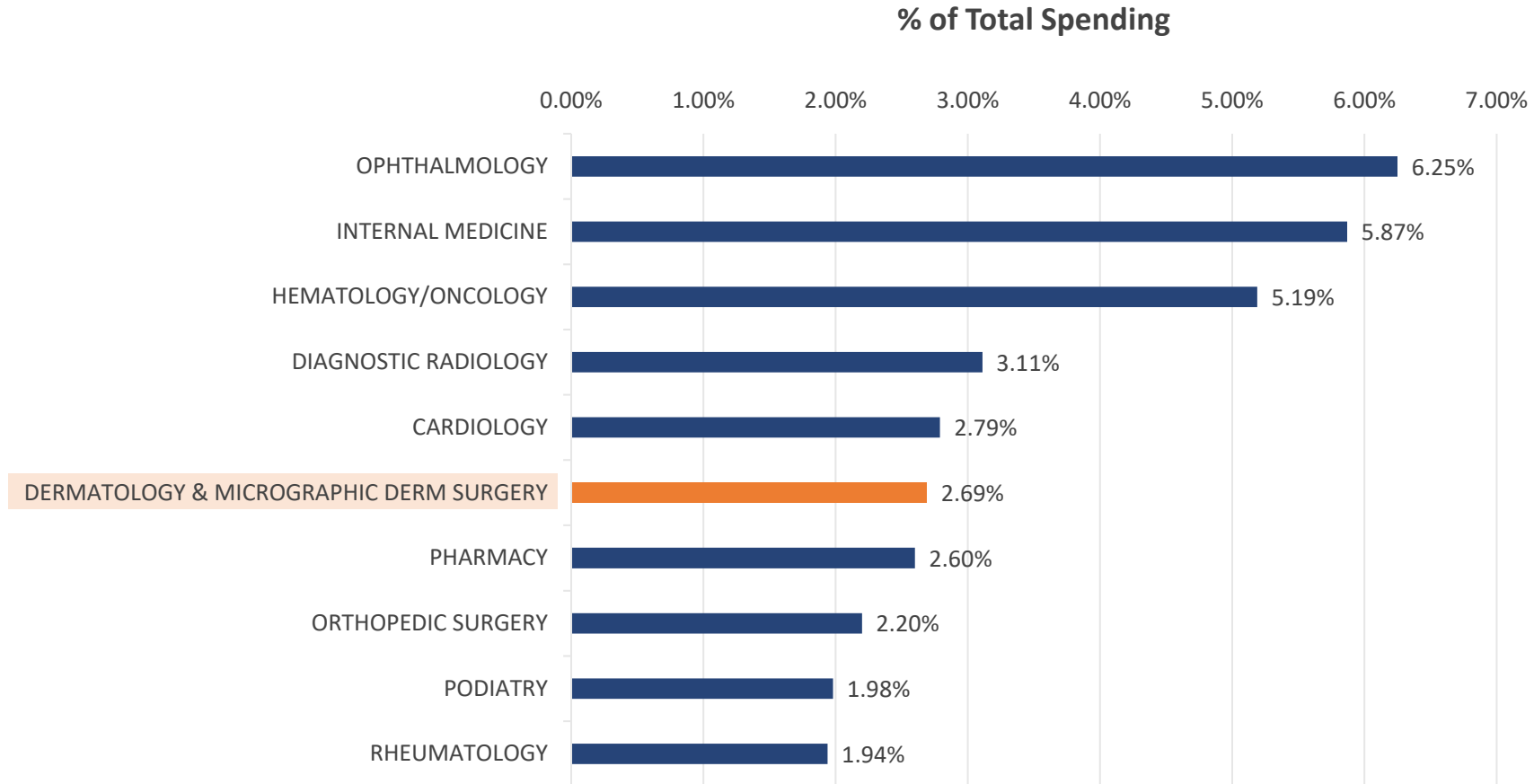
Defining Specialty Care: Expert Services Beyond Primary Care

- Services delivered by non-PCP specialists
- Dermatology, eye care, sleep, and outpatient therapy are high-impact categories
- Specialty categories and associated medications represent the second-largest area of healthcare spending



[Medicare Utilization for Part B; Expenditures and Services by Specialty Reports; CMS](#)

Top 10 Part B Specialty Spend Categories in 2024



[Medicare Utilization for Part B; Expenditures and Services by Specialty Reports; CMS](#)

Key Trends Driving Specialty Care Costs



**Increased utilization
and volume**



**Accelerated
drug spending**

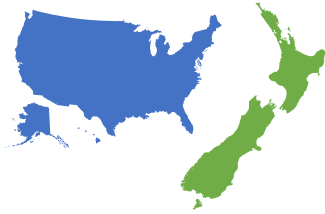


**Shift from bundled
hospital care to
individually billed
outpatient and office-
based services**

[What to Know about Medicare Spending and Financing; KFF](#)

[March 2024 Report to the Congress: Medicare Payment Policy; MedPAC](#)

Direct-to-Consumer Advertising Contributes to Drug Spend



The U.S. and New Zealand are the **only countries** to allow direct-to-consumer (DTC) drug advertising.



DTC advertising has driven **~31% of the increase** in U.S. drug spending since the FDA relaxed restrictions.



Patients who asked physicians for a DTC-advertised drug were **~17 times more likely** to receive a prescription than those who didn't.

[HHS, FDA to Require Full Safety Disclosures in Drug Ads; US Department of Health and Human Services](#)

Dermatology Rising Faster than Other Specialties

\$3.5B in annual Medicare Part B spend

Rising Skin
Cancer Rates

6.1M

Adults treated annually

Costly Specialized
Procedures

60%-70%

More per lesion for Mohs
surgeries than standard
excision

Expensive Biologic and
Biosimilar Treatments

\$40K-\$95K

Cost per member for a
full year of treatment

[Fee comparisons of treatments for nonmelanoma skin cancer in a private practice academic setting. Dermatol Surg.](#)
[Melanoma of the Skin Statistics; CDC](#)

Additional Pressures Compound Dermatology Challenges

Overuse of Biologics & Biosimilars



5x

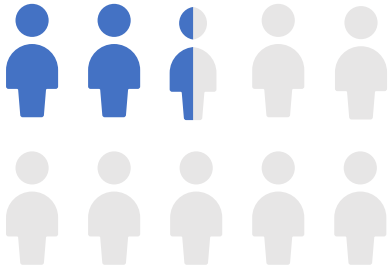
UVB phototherapy treatment **is frequently bypassed** due to difficulty in prescribing and lack of patient support

Extensive Wait Time to See Providers



Members may wait as long as **9 months** to see a provider

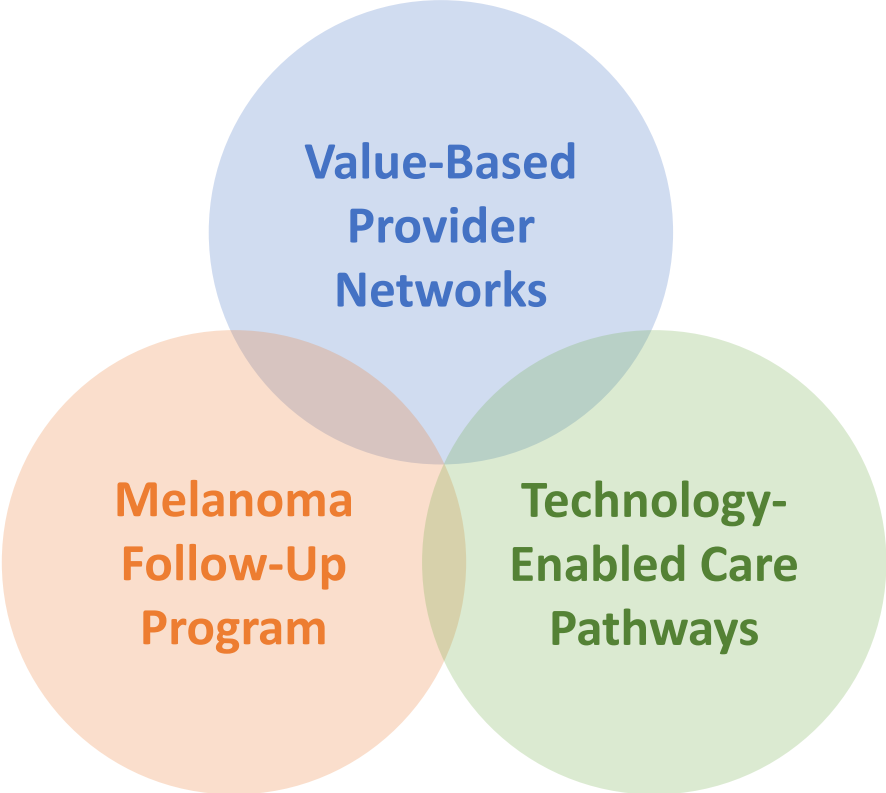
Poor Member Satisfaction with Treatment



Only **28%** of members are satisfied with their current treatment

[Patient Reported Impact of Psoriasis and Desired Treatment Outcomes; Journal of the American Academy of Dermatology](#)

Three Innovations Power a Collective Impact in Dermatology



Value-Based Care

Address inconsistent care, procedural variations, and unmanaged costs



Aligns Incentives with Care Quality and Cost

Rewards providers for delivering the most appropriate care plan based on needs and eliminates waste.



Fosters Clinical Collaboration

Encourages constructive and clinically grounded conversations.



Reduces Administrative Burden

Improves provider retention and lowers cost inefficiencies.

Value-Based Provider Network

Office-based care, a qualified network, real savings



Board Certified Providers

- Dermatologists
- Dermatologists trained in Mohs surgeries

Value-Based Reimbursement

- Mohs surgery case rates
- Fully capitated
- Clear Skin provider payment model

Provider Network Services

- Network design
- Fee schedules and value-based reimbursement models
- Contracting and credentialing
- Call center and complaints
- Member eligibility look-up

Melanoma Follow-Up Program

Address gaps in care, save lives, reduce unnecessary spend

- Melanoma accounts for **more than 5%** of all new cancer diagnoses and carries a high risk of recurrence and progression without timely follow-up
- Members treated for psoriasis and eczema may be at **higher risk** and should have more frequent screenings
- Gaps in post-diagnosis care **increase** clinical risk and costs

Estimated Melanoma Recurrence Risk	
Tumor Category	2-Year Recurrence Risk
T1b	~5%
T4b	~33%

[Risk of Melanoma Recurrence After Diagnosis of a High-Risk Primary Tumor. JAMA Dermatol.](#)

[Cancer Stat Facts: Melanoma of the Skin; National Cancer Institute](#)

[Estimation of surveillance costs for melanoma survivors based on 2025 NCCN guidelines; Journal of the American Academy of Dermatology](#)



How a Follow-Up Program Can Work

Identification of At-Risk Members

- Monthly process to identify at-risk members
- Algorithm identifies members with a diagnosis and no subsequent visits or treatments

Care Coordination to Address Gaps in Care

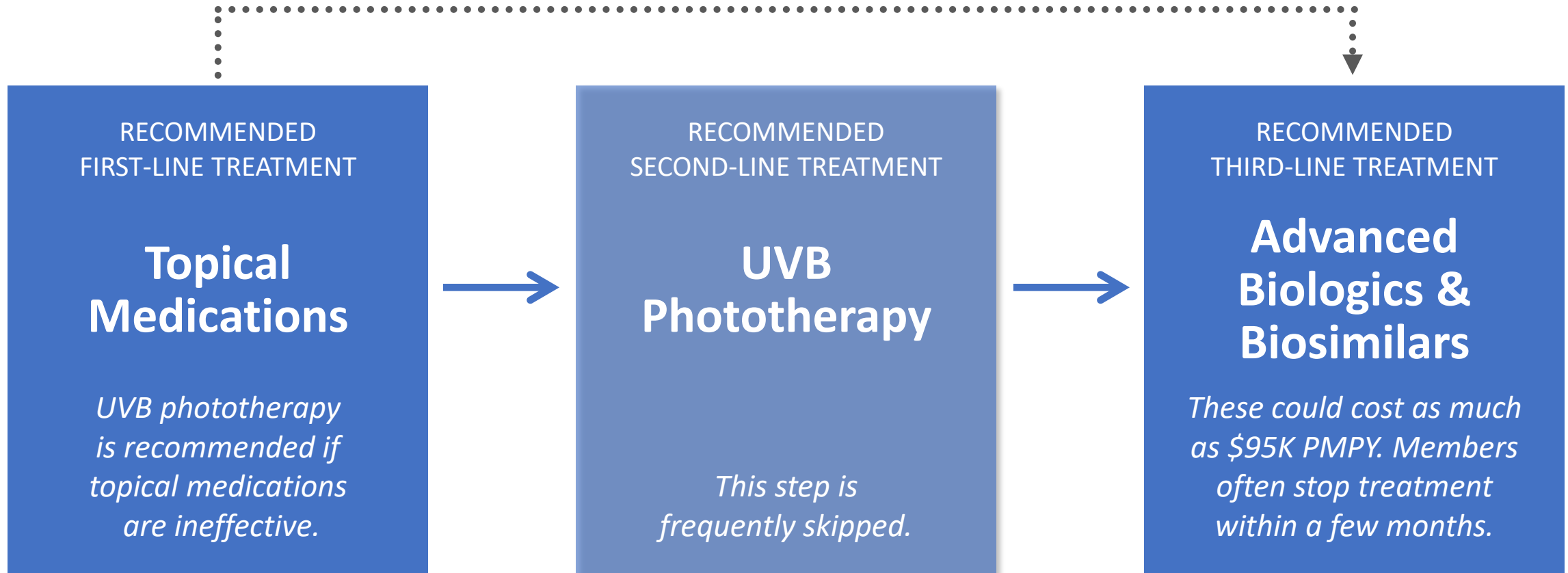
- Communication with dermatologists promotes continuity of care and treatment planning
- Proactive communication with health plan supports member engagement

Improved Outcomes and Reduced Downstream Costs

- Protect member health
- Reduce avoidable costs associated with delayed detection

Guideline-Recommended Technology for Chronic Skin Conditions

Address premature biologic escalation, long wait times, and poor member experience





UVB Phototherapy

The recommended alternative to high-cost specialty medications for psoriasis and eczema

Easy-to-Use Handheld Device

- FDA-cleared
- Cost-effective treatment
- Addresses a broad range of inflammatory mechanisms

Effective At-Home Treatment

- Delivered in days rather than weeks or months
- Includes mobile app with personalized guidance
- 1:1 Clinical support to ensure treatment adherence



75%

Member
Adherence



80%

Clinical
Improvement
in 12 Weeks

Clear Skin in Partnership with Zerigo

UVB Phototherapy



Aligned Provider Model



Seamless Integration



\$10K+
PEMPY* Savings

2:1
ROI Guarantee

Reduced
Administrative Burden

Increased
Member Engagement

* Per engaged member per year

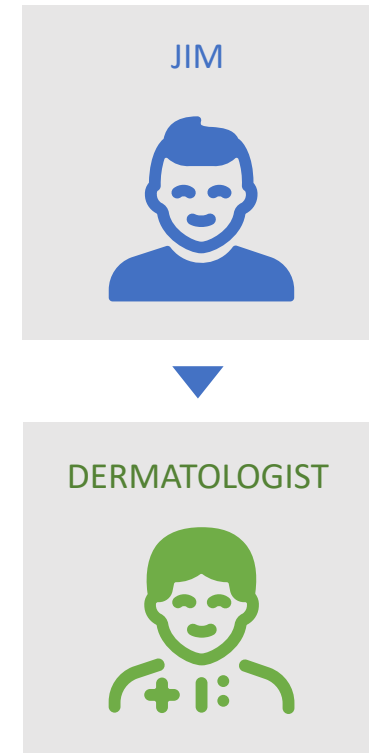
Comprehensive Treatment that Supports Member Needs

Member: Jim, 71

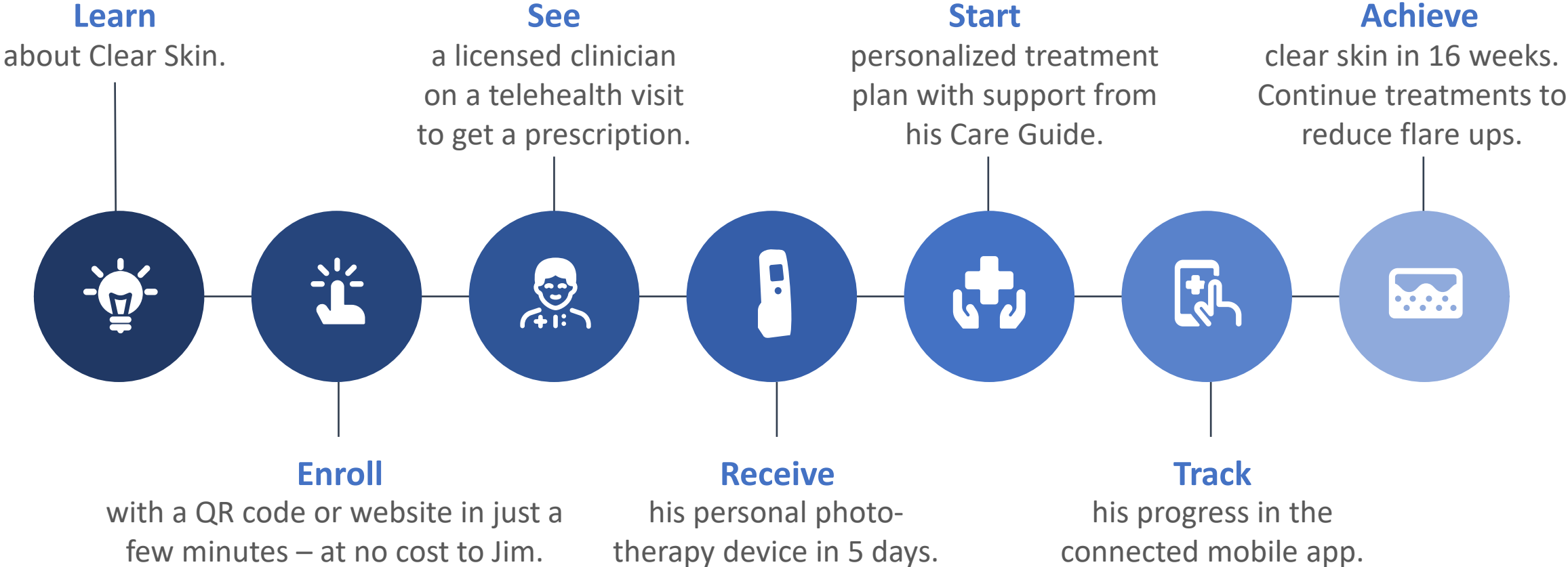
Plan: Medicare Advantage

Concern: Ongoing psoriasis flare ups

- Has struggled with psoriasis for decades
- Visits dermatologist for another flare up
- Mentions side effects of previous medication and stopping treatment
- Asks the dermatologist about a new drug he's seen advertised on television
- Dermatologist recommends at-home UVB phototherapy, available at no cost through Jim's plan



The Member Journey



The Value of an Integrated Specialty Model



More predictable specialty spend



Stronger clinical consistency and oversight

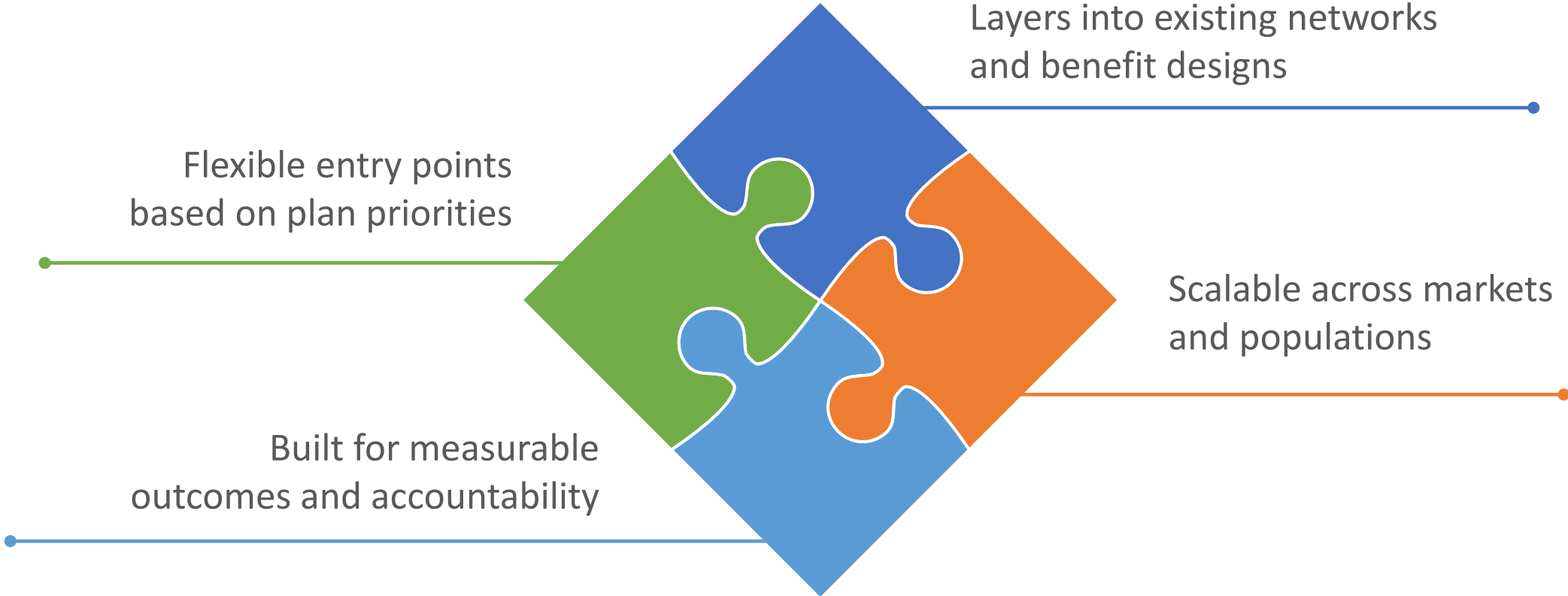


Improved member access and experience



Less administrative complexity across specialty categories

Incorporates Into Existing Health Plan Infrastructure



What's Next in Specialty Management

Value-based models
as a lever for improved
quality and cost control

Evolution to UM
data-driven models that
leverage AI and real-time
clinical data integration

Specialists, PCPs, and digital
tools coordinate to manage
complex conditions earlier

Pharmacy and medical drug
benefits unified into an
integrated specialty strategy

Site-of-care shift to more
cost-effective options,
including home and virtual

AI and other technologies
to help diagnose and treat
medical conditions

Questions?

Use the Q&A function or contact us at
sales@healthnetworkone.com

Explore What's Possible for Your Plan



Assess specialty cost and utilization opportunities



Identify where value-based models can drive impact



Apply lessons from dermatology across specialty care



Scan this QR code to request a custom analysis.

Thank You