



## SME SERIES

Hear from Vālenz® Health and  
Certus Management Group  
Subject Matter Experts in this deep dive  
series on transparency in healthcare.



## Meet our next group of SMEs:



**Amy Gasbarro,**  
**Chief Care Officer**

Amy brings more than 20 years of executive leadership at companies focused on population health and cost-management solutions for self-funded employer group plans.



**Marquis Williams,**  
**Manager of Advocacy**

Marquis' work with the Valenz Care team emphasizes placing the patient at the center of care to improve utilization, member satisfaction and health outcomes.

## Welcome back to the Vālenz® Health SME Series!

The SME Series offers insights on the importance of customer-centric transparency in healthcare and how it helps members understand their care and treatment plans, engage proactively in their wellness, and make better decisions about their health. With deeper transparency into cost, quality and utilization along the member's journey, there are greater opportunities to uncover new solutions that further improve outcomes and drive cost savings for the member and employer.

Please join us at 11:30 a.m. ET on Wednesday, July 12 for our SME Series live conversation with CEO Rob Gelb, as he further challenges the way we think about transparency and encourages customers to take action now for greater value in the future. Mark your calendars for a lively discussion and a Q&A with the audience! You'll join here: [bit.ly/ValenzSME-Live](https://bit.ly/ValenzSME-Live)

## Why is data transparency such an important factor in driving improved member advocacy and care?

**Amy Gasbarro:** Transparency means the ability to access the best and cleanest data possible in terms of cost, quality and patient utilization, so we can provide members with better education and information about the myriad of high-quality options they have. Often, people associate higher costs of care with higher quality, but the data doesn't support that assumption. By having a view into true cost and quality data that's available, we can align better patient outcomes with more cost-effective care, which is a critical component of how the transparency movement is materially impacting the care and services we are delivering today for our patients.

**Marquis Williams:** We also demonstrate transparency by actively listening to members. It's important that we really hear what they need and what they're experiencing. Then we can determine the best possible care solutions or educational opportunity to support their unique situation, because it will change each time we interact with them. Maybe it's something that's not possible yet or with their current plan, so that gives us an opportunity to think outside the box and uncover new solutions. We have to be transparent and engage early and often with members as a resource and bring them along as we make changes during their health journey with us. The conversations we have with members go a long way toward illuminating new solutions for the future and informing how, when and where we can implement small acts of improvement along the way to create a more meaningful member experience and improve health outcomes.

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- Marquis

## **Data transparency is about more than just accessibility – the ability to take full advantage of data-driven insights for improved outcomes and experiences requires deep engagement. Could you tell us more?**

**Amy Gasbarro:** It comes down to our Healthcare Ecosystem Optimization Platform and the way we leverage transparency throughout the entire process. There's so much data and different pieces of information flowing into our ecosystem; we pull it all into one place and analyze that data to guide our decisions. If members don't have access to data, or if they don't know how or when to take advantage of the insights it provides, it's just more noise for them. Engagement is critical to our overall success. We are providing members with access to information they usually don't even know about. Not only that, but we're also educating, engaging and supporting them the entire time, ensuring they understand all aspects of their care. If we are as engaged as possible with the member, we can facilitate and support a high-quality outcome.

**Marquis Williams:** Valenz is very data driven, and the data we are able to harness and share with clients and members empowers them to make the best decisions for themselves about their healthcare. For example, we can share the data we have about healthcare spend to explain how much we've saved with certain providers and services in the past, and this in turn can set the expectations of members correctly. It also can drive more appropriate decisions about the right place to get the care they need for the best possible quality and cost.

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with CEO Rob Gelb on July 12, 2023 at 11:30 a.m ET.

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