

Payer Network Performance Optimization

Advancing payer networks to yield better results

Evolving Market Trends Are Drawing Payer Stakeholders Closer to Day-to-Day Physician Practice Operations

Payer ecosystem stakeholders are being asked to take on an expanded portfolio of assets, services and administrative responsibilities in order • to effectively compete and grow

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- o Emerging reimbursement structures, care coordination models, data analytics platforms, new payer market entrants
- Increasingly, payer market stakeholders are focusing on their vested interest in organizing & optimizing performance across their provider networks

Key Payer Market Trends		
Services	Competitive Landscape	Regulatory
 Migration into practice ownership & on-going management 	 New market entrants vying for share of provider & member market E.g., new ACOs, IPAs, Medicare 	 Responding to an evolving regulatory landscape ACA
• Growing administrative, data analytics and reporting coordination required	ACOplans	 MIPS Growingoutpatient / ASC
between payers, payer-intermediaries and provider networks	 Consolidating physician practice market, most recently accelerated via private equity investment, resulting in 	 approved procedure list Telemedicine regulations Contemplation of relaxed
• At-risk reimbursement models that require robust care coordination planning, oversight and controls	more organized and powerful negotiating counterparts	policies to facilitate care coordination
	 Payer intermediaries desire to retain independence and yet are increasing 	

required to collaborate with the ultimate underwriting payer

Factors Increasingly Contributing to Payer Performance Excellence

Provider Network Growth &	• Defining target provider network size and composition, as well as execution strategies to achieve the same
Development	 Effective corporate development for practice acquisition Sourcing Diligence, transaction structuring and deal execution Post-close integration Targeted de novo initiatives to augment presence in specific specialties though cost effective strategies Provider syndication & recruitment Associate Physician development
Provider Network Management & Performance Optimization	 Robust network-wide operational program Reasonable and clearly defined practice & provider key performance indicator goals Standardized operational program with strong reporting, controls and oversight Organized collaboration between key stakeholders – communication, exchange of lessons learned / best-practice, care coordination Organized, recurring, collaborative & analytically-driven payer contracting partnerships
	 Supporting practice management capabilities that facilitate performance excellence in-line with the target network-wide operational program Operational Oversight & Workflow Standardization Staffing & Talent Management Revenue Cycle Management IT / Data Analytics Marketing & Same Store Growth

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o Customer Service Excellence

Factors Increasingly Contributing to Payer Performance Excellence

Provider Management &	Incentive alignment
Engagement	Inclusion through structured communication channels, meeting schedules and decision-making forums
	 Performance clarity Timely and thoughtful executive summary reporting & analytics Organized initiative rollout training Strong performance auditing with user-friendly communication of results

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SCALE's Services Platform Drives Execution Results **Provider Networks**



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SCALE's Payer Network Performance Optimization



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Provider Network Management

- Strategy development & execution oversight
 - Network-wide operational oversight and standardization
 - Provider engagement
 - Value-based care program implementation
- Supporting practice management services (advisory, execution oversight and / or full-service)
 - IT / Data Analytics
 - o HR
 - Marketing
 - Payer contracting
 - o Revenue cycle

Strategy, Growth & Development

- Provider practice corporate development
 - Practice acquisition
 - o De novo practice development
- Payer-owned MSO development
- Site-of-service development (e.g., ASC)
- Clinical & ancillary service line development
- Independent intermediary communications between key stakeholders – payers, payer intermediaries, providers

SCALE Physician Group at a glance

Our partners represent a broad network

20





Physician Group engagements

Providers across our partners

States our partners operate across

Service line and operational solutions offered by SCALE

54

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Our team's extensive and diverse expertise

31 116 41

Healthcare companies founded by our team

Exits from healthcare companies our team has led

Healthcare c-suite roles our team has held

33

Healthcare private equity funds our team has advised (operating partner)

SCALE partners

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SCALE Prior Experience

Select SCALE team representative experience

Payer contracting and strategy

Payer Leadership

- Regional President of Cigna Healthcare
- Executive Vice President and Chief Operating Officer of AmeriChoice, a UnitedHealth Group company offering healthcare coverage to Medicaid beneficiaries
- CEO of Uniprise, a \$7 billion division of United Health Group,
- Chief Marketing Officer of UnitedHealth Group
- Senior Vice President of Commercial Business at CIGNA Corporation
- CEO of Gettysburg Health Administrators & Mid-Atlantic Managed Care Organization
- Anthem's Staff Vice President of Product Innovations and Development focused on optimizing CareMore's care delivery model
- Optum's Vice President of Risk Enablement Solutions, working with healthcare provider systems on their riskbased program execution

Medicare Advantage & IPA Leadership

- Served as President of HealthSpring, one of the largest Medicare Advantage plans in the United States; the company was acquired by Cigna Corporation.
- CEO of a 150-physician multispecialty provider group and, in this role, transitioned the group to be contracted with multiple Medicare Advantage IPAs
- CEO of an IPA with an employed multispecialty group and, in this role, developed a network of providers to support Medicare Advantage & Commercial risk lives - 30,000 Medicare Advantage lives under risk contract with a network of 1,000 physicians and ancillary services.
- Developed a multispecialty physician platform that ultimately became the foundation of a Medicare Advantage IPA
- Served as CIO at an MSO that serviced IPAs in California's Inland Empire and included comprehensive TPA – Knox-Keene capabilities; flagship client represented over 200 physicians in Redlands, Highland, Yucaipa, Banning and Colton
- Served as CIO and Operations Manager of DCIPA, a physician-led organization and a county contractor of the Oregon Health Plan.
 DCIPA/Architrave provides care to 16,000 Douglas County residents and included a billing company, an electronic health record and over 30 physician practices. DCIPA is a stakeholder in ATRIO, a Medicare Advantage plan and a DME company

ACO Development Case Study

Situation Overview

- Acquired an ACO with Medicare Shared Savings Program participation
- Aggregated a 45-provider group
- Execution Strategy
 - Improved coding to assist risk score benchmarking
 - Closed gaps on and improved strategies around data submission
 - Created payer data ingestion and reporting IT systems through Tableau and distributed reports to all participants through use of secure SharePoint platform
 - Configured Salesforce and provider relationship management platform
 - Created a new complementary provider group de novo as an additional participant in the ACO – grew to 40 providers

Results

- Executed ACO contracts with Horizon BCBS, Aetna, United and Cigna
- Distributed shared saving to provider participants in Year 4

Select SCALE team prior leadership highlights

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Our team's prior Medicare Advantage, IPA, and Payor leadership experience

- President of HealthSpring.
 - One of the largest Medicare Advantage plans in the United States. The company was acquired by Cigna Corporation.
- CEO of a 150-physician multispecialty provider group.
 Transitioned the group to be contracted with multiple Medicare Advantage IPAs.
- Developed a multispecialty physician platform that ultimately became the foundation of a Medicare Advantage IPA.
- CIO at an MSO that serviced IPAs in California's Inland Empire and included comprehensive TPA Knox-Keene capabilities.
 - Flagship client represented over 200 physicians in Redlands, Highland, Yucaipa, Banning and Colton.
- Executive Vice President and Chief Operating Officer of AmeriChoice.
 A UnitedHealth Group company offering healthcare coverage to Medicaid beneficiaries.
- Regional President of Cigna Healthcare.
- Staff Vice President of Product Innovations and Development at Anthem.
 - Focused on optimizing CareMore's care delivery model.
- Vice President of Risk Enablement Solutions at Optum.
 - Worked with healthcare provider systems on their risk-based program execution and related services for ACOs and ACO-like organizations across all lines of business.

HealthSpring.









The SCALE Team

Chief Advisor, National Payer Strategy

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Tracy Bahl

Tracy Bahl is an Operating Partner, National Payor Strategy at SCALE Physician Group.

Tracy brings over 20 years of senior leadership experience in the healthcare industry to SCALE. Most recently, he was the President & CEO of OneOncology, a partnership of independent community oncology practices with over 242 oncology providers and 134 care sites across the country.

Previously, Tracy was the Executive Vice President of Health Plans at CVS where he was responsible for growth, profitability and performance of the company's business serving health plans, insurance companies and other health care payers. He was also a former Special Advisor to General Atlantic Partners, a \$17 billion global growth equity investment firm, where he worked with the healthcare team to identify, pursue, evaluate, execute, and close investments in the global healthcare services sector.

Tracy held the positions of CEO at Uniprise, a \$7 billion division of UnitedHealth Group, Chief Marketing Officer at UnitedHealth Group, and Senior Vice President of Commercial Business at CIGNA Corporation.

Tracy received his BA in Business, Health, and Exercise Science from Gustavus Adolphus College, and MBAs from Columbia Business School and London Business School.

Chief Advisor, Managed Care & Payer Networks

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Robert Dondes

Robert Dondes is the Chief Advisor of Managed Care & Payer Networks at SCALE Physician Group.

Robert brings over 30 years of senior healthcare management expertise to his role at SCALE. He is the President of Concert LLC at UPMC Pinnacle in Harrisburg, PA, an integrated health alliance. He was recruited by the CEO to turn around relationships with payors, renegotiate insurance carrier contracts, and collaborate with clinical leadership teams to improve and exceed quality metrics. Subsequently he built a denovo clinically integrated network (CIN) among two health systems (UPMC Pinnacle and UPMC Susquehanna) along with regional primary care and specialty physicians to deliver at–risk high quality healthcare services for the region.

Prior to UPMC Pinnacle, Robert held CEO positions concurrently for two companies, Gettysburg Health Administrators, Inc. and Mid-Atlantic Managed Care Organizations, jointly owned by private investors (family office). He directed revenue diversification efforts for both organizations and built balance sheets to attract acquirers. Previously Robert was President & CEO of Health Central, Inc., CEO of Toledo Health Plan at Healthwise of America, Inc., and Founding Principal & COO of Wellcare Management Group.

Robert graduated from the University of Michigan with a BS in Integrated Pre-Medical. He received his MD in Medical Studies from the University of Michigan Medical School, and his PhD in Biochemistry and Toxicology. He served on the Board of Directors at PMSCO, Council of Healthcare Advisors, and currently serves as a Board Member for Home Helpers (HH Franchising Inc.).

Chief Advisor, Executive Payor Strategy & Corporate Health Clinics



Mike Mirt

Mike Mirt is the Chief Advisor of Executive Payor Strategy & Corporate Health Clinics at Scale Physician Group.

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Mike brings more than 40 years of leadership experience in the healthcare industry.

Recently, Mike was Executive Chairman of Premise Health. Previously, he was President of HealthSpring, one of the largest Medicare Advantage plans in the United States. The company was acquired by Cigna Corporation. Prior to that, Mike was Executive Vice President and Chief Operating Officer of AmeriChoice, a UnitedHealth Group company offering healthcare coverage to Medicaid beneficiaries. He is also the former regional President of Cigna Healthcare.

Mike currently serves on the Board of the Interfaith Dental Clinic. He served on the board of New Century Health and the Down Syndrome Association of Middle Tennessee. Mike received both his bachelor's and master's degrees in healthcare sciences from Wichita State University.

Chief Advisor, Primary Care, Medicare Advantage, ER Staffing & Hospital-Based Physician Services Programs



Mike Reed

Mike Reed is a Chief Advisor of Primary Care, Medicare Advantage, ER Staffing & Hospital-Based Physician Services Programs at Scale Physician Group.

Mike brings more than 35 years of experience in health care leadership, having served roles as a hospital administrator, as well as a physician practice, population management market, healthcare M&A and healthcare business development executive.

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Mike recently served as Head of Strategy and Business Development at The Oncology Institute. Prior to joining The Oncology Institute, Mike served as the Chief Growth Officer at Titanium, the Chief Development Officer for Alteon Health (a private equity owned emergency medicine/hospitalist company), the President of HealthCare partners of Nevada, president and chief executive officer of TeamHealth Hospital Medicine in Sunrise, Florida. His career also includes serving as the president of Florida Acute Care Specialists in Sunrise, Florida, chief operating officer and chief development officer of Pinnacle Health System in Las Vegas.

Mike received a Master of Public Health in health service management and hospital administration from the University of California Los Angeles. He also earned a bachelor's degree in health services management from California State University Dominguez Hills, and an associate's degree in prosthetics and orthotics from Cerritos College in Cerritos, California.

Chief Advisor, Payor Contracting Strategy

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Suniti Ponkshe

Suniti Ponkshe is the Chief Advisor of Payor Contracting Strategy at Scale Physician Group.

Suniti is a Partner at the Newport Board Group, a multidisciplinary expert network advisory services firm. Previously, Suniti served as Anthem's Staff Vice President of Product Innovations and Development focused on optimizing CareMore's care delivery model.

Prior to that, she was Optum's Vice President of Risk Enablement Solutions. In this role, Suniti worked with healthcare provider systems on their risk-based program execution and related services for ACOs and ACO-like organizations in all lines of business. She also worked with several health systems across the country in Medicaid transformation initiatives such as DSRIP, value-based payments and others.

During her career, Suniti served as Managing Director of Health and Public Services at Accenture, as well as Associate Partner of IBM Global Business Services' healthcare practice and CIO for large health systems and start-ups.

Suniti has worked as a consultant for CMS, advising on various components of the Affordable Care Act implementation. She also worked as a consultant for The Office of the National Coordinator (ONC) for Health Information Technology, supporting various programs, including Electronic Health Record Certification, Meaningful Use; SHARP research, and various other health IT policies and programs. Suniti attended Texas Tech University and the University of Bombay.

Chief Advisor, Executive Search

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Jeff Kahn

Jeff Kahn is the Chief Advisor of Executive Search at Scale Physician Group.

Jeff is the Founder and CEO of TEAMWORx Health, an executive search firm focused solely on the healthcare sector, and clients include private equity and venture capital sponsors, public corporations, and non-profit entities.

A deep passion for healthcare and connecting great people has helped Jeff create a vast network of relationships across the healthcare sector. As a talent scout and a dedicated student of business philosophies, clients entrust him to help make some of their most critical decisions regarding the construct of their leadership teams, and candidates rely on his unbiased counsel as they navigate their careers.

Prior to TEAMWORx, Jeff was the Founder and CEO of Continuum Search, a national boutique retained search firm, and prior to that was a Partner in a retained search firm based in Boulder, Colorado. Jeff began his career as an attorney, providing clients with legal counsel regarding securities, finance, mergers, acquisitions, and other business matters.

Jeff is active in local and national non-profit organizations focusing on healthcare, education, and public policy; he is on the Ambassador Board for Project C.U.R.E., and was a 2-term Board Director of the American Diabetes Association.

Jeff earned his BA from Washington University in St. Louis, his JD from the Chicago-Kent College of Law, and is a Member of the Colorado Bar (inactive).

Chief Advisor, IT & Data Strategy

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David Kovel

David Kovel is the Chief Advisor of IT & Data Strategy at SCALE Physician Group.

David currently leads the information systems technology department as CIO for Continuum Health Alliance, a management services organization. He oversees all of Continuum's technology services, operations, and applications, while supervising strategic planning to ensure that Continuum and its healthcare clients are at the forefront of technological developments that maximize service and efficiency.

A seasoned healthcare technology practitioner, David has served as a senior executive for a number of health care and related organizations. As the interim CIO and senior technology leader for several physician, he has led provider organizations across the country in a variety of markets. He brings deep expertise in technology architecture, information systems planning, strategic technology deployment, operational and business process improvement, application development and implementation, business sourcing services integration, organization development.

David earned his undergraduate degree from the University of Maryland and holds a Master of Information Systems Management from UMBC. He is a Certified Professional in Health Care Information and Management Systems (CPHIMS) and served on the technology faculty at the Carey Business School of the Johns Hopkins University, teaching Carey MBA students.

Chief Advisor, Human Resource Solutions

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Sandy Seay

Sandy Seay is the Chief Advisor of Human Resource Solutions at Scale Physician Group.

Sandy is Chairman of Seay Management Consultants, a full service Human Resources Management firm that has been in operation since 1966 and has more than 400 clients located throughout the United States.

Seay Management Consultants helps clients comply with state and federal employment regulations, as well as develop the policies, procedures manuals and documents employers need to hire and retain employees.

Sandy has held senior HR positions with Burlington Industries, American Hospital Supply Corporation, Roanoke Memorial Hospitals and SESCO Management Consultants.

He is a frequent speaker at management conferences and seminars and has conducted management development workshops throughout the United States and in three foreign countries. Sandy is also the author of a host of articles and management guides in the field of Human Resources Management and Labor Relations.

Among other leadership positions, Sandy has served on the Governor's Advisory Council on Business and Education for the State of Florida, the Human Resources Committee of the Florida Chamber of Commerce, the Board of Directors of the Central Florida Chapter of the Fellowship of Christian Athletes, as well as is past President of the Orlando Rotary Club and currently serves on the Board of Directors of the Holocaust Memorial Resource and Education Center, the Virginia Tech Corps of Cadets Alumni Association, the VPI Cotillion Club Alumni Association and the Distinguished Alumni Board of the English Department at Virginia Tech.

Chief Advisor, Revenue Cycle Management

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Robert Trenczer

Robert "Bobby" Trenczer is the Chief Advisor of Revenue Cycle Management at Scale Physician Group.

Bobby has served as President of CSI Medical Billing for the past 14 years. In this role, Bobby has achieved mastery of billing for over 30 specialties, practice management systems and EHRs. He has developed a portfolio of custom tools to help CSI Medical Billing's clients achieve enhanced RCM performance, including a claim scrubbing software to maximize first-time throughput, process automation and workflow tracking. Bobby has implemented Meaningful Use, MACRA/MIPS for clients resulting in physician practice bonuses and cost avoidance, as well as executed PQRS and MIPS reporting for cost avoidance for non-EHR clients.

Prior to CSI Medical Billing, Bobby served as a quality control engineer at Ford Motor Company for 6 years, specializing in scheduling, logistics, and process automation. In this role, Bobby achieved over \$10M in savings from operations and quality improvements, as well as oversaw a 300% improvement in warehouse delivery timing. Bobby also earned a 6-Sigma Blackbelt.

Bobby attended MIT, as well as the U.S. Military Academy at West Point.

SCALE's deep bench of seasoned & diverse healthcare expertise

Platform development & operations execution team





Roy Bejarano Co-Founder & CEO

Jason Schifman Co-Founder & President

David Friend Chief Advisor, Restructuring













Robert Trenczer Chief Advisor, Revenue Cycle Management





Chief Advisor, Executive Payor Strategy



Daniel Maimin Chief Advisor, Marketing Strategies



Sandy Seay Chief Advisor, Human Resource Solutions



Kylie Luff Senior Advisor, Human Resource Solutions



Ernest A. Varvoutis. III





Rob Popdan

Jack Carrier Development



Jonathan Kron Operating Partner, SCALE Europe



Europe

Susan Silhan

Vice President, Marketing

& Communications

Parbinder Kaur Vice President, Platform Vice President, Platform Development, SCALE Development, SCALE Europe





Operating Partner, Hospital Systems

Bill Ingram

Vice President, Platform Development







Analyst, Platform

Development











Chief Advisor, Payor

Contracting Strategy

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SCALE's deep bench of seasoned & diverse healthcare expertise

Clinical service line advisor team

Larry Crist

Chief Advisor,

Urgent Care

Keith F. Safian,

MBA, FACHE

Chief Advisor,

Healthcare System

Strateau



Marcello Celentano Chief Advisor, **Ophthalmology** Provider Platforms



Gregory Levitin, M.D., F.A.C.S. Chief Advisor, ENT Provider Platforms



David Reese Chief Advisor, Infusion & Pharma Services



Dr. Warren Melamed **Richard Loewenstein** Chief Advisor, Dental Chief Advisor, Behavioral Health **Provider Platforms** Platforms



Mark Sapner

Chief Advisor,

Telemedicine &

Remote Care

Dolivory

Bob DeCresce

Chief Advisor,

Pathology

Sean Mullen Chief Advisor, Vascular Platforms





Adam Nielsen Chief Advisor, Home, Health & Hospice Platforms



Steve Straus Chief Advisor, **Ophthalmology** and Dermatology Provider Platforms



Dr. Jordan Stewart Chief Advisor, Podiatry Provider Platforms



Steve Fiore

Chief Advisor,

Orthopedic

Provider Platforms

Nicholas Pachuda

Chief Advisor, Medical

Devices



Charles Trunz Chief Advisor, Hospital Relations & Urgent Care



James Usdan Chief Advisor, Dental Provider Platforms & Physical Rehab





Steven Graubart Chief Advisor, Micro Hospitals and Operating Partner, Texas **Provider Platforms**



Gilbert Leistner Chief Advisor, Telehealth & Telemedicine



Janice Pyrce Chief Advisor, Behavioral Health Platforms















Laurie East Chief Advisor, Pediatric Provider

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