

The background of the page features a faint, light gray illustration of a hand holding a globe. The hand is positioned at the top, with fingers gently gripping the globe. The globe shows the outlines of continents and is surrounded by several concentric, wavy lines that create a sense of motion or a ripple effect, extending downwards across the page.

# MSIP

Marketplace Solutions  
and Incentives Project

## **Violence Reduction Program**

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## The Value to Health Plans of MSIP Program

**MSIP is the first of its kind non-profit violence-reduction program funded to work specifically with health plans.**

Our unique approach provides coordinated supportive services to health plan members who are involved in or at risk of violent events, either as perpetrators or victims of violence. To do so, we work directly in high crime neighborhoods with children, adults, families, and those transitioning out of jail.

For the "feet-on-the-street" component of the service, MSIP contracts with Youth Advocate Programs (YAP), which has successfully provided prevention programs to youth, adults and families since 1975 in communities across 18 states. **Safety Engagement Coordinators (SECs)** connect face-to-face as well as through other communications (text, phone, video chat)

**Existing violence-reduction programs are not designed with the unique needs of health plans in mind.** That is why our program begins with an analysis of each specific health plans' data, after which a health plan can best

evaluate the cost advantages of deploying a full program, and MSIP can offer a contractually committed return on investment.

By focusing on the medical costs of gun violence, we are additionally positioned to work with other types of violence in the same areas of program operation. MSIP projects that combined medical costs are readily three to four times the costs of gun-related claims alone. However, when looking just at gun violence costs, the national numbers are disturbingly large and growing, approaching or exceeding \$200B when one considers estimates that include all costs, not just medical.

As noted by the Annals of Internal Medicine<sup>1</sup>, when compared with patients with non-firearm-related hospitalizations, patients with firearm-related hospitalizations (FRH) are at inordinately higher risk for additional firearm-related hospitalizations. Critically, the Annals of Internal Medicine also noted: **Currently, physicians discharge patients after an FRH with little, if any, plan to avoid the next round of violence.**



<sup>1</sup> www.annals.org, 24 February 2015



## Marketplace Differentiation

Demonstrated commitment to community safety through innovative programming that provides marketplace differentiation. Government and public recognition of contribution to addressing complex member health challenges related to violence in the community.



## Financial Return

### 12-18 months

#### Nearer Term ROI

No need to add any new service or benefit categories – MSIP establishes program costs according to the size and scope of the health plan's cost exposures, and sets a minimum 1:1 ROI threshold in the near term (**12-18 months**). There are varied mechanisms to support the ROI, including upside/downside claims-based models, fees at risk, and withhold arrangements.

### 18 months and thereafter

#### Longer Term Impact

The majority of the near-term cost savings that cover the program costs are due to the better management, care coordination, and mentoring of these members. Over time (**18 months and thereafter**), the prevention and outreach create added savings, and, with data tracking, MSIP is able to assume greater risk, including possible sub-capitation and reinsurance options.

To learn more, please visit us at [www.msipproject.org](http://www.msipproject.org)  
or call us at 202-599-8447, ext. 5