

Managed care: A potential game changer

At a time when everyone is looking at containing their costs, giving ultimate control to the employer to put the breaks on the expenditure is a welcomed approach, says **Mark Adams**, CEO, Anglo Arabian Healthcare.

The move towards investing in high value-adding sectors appears to be paying dividends for some healthcare providers in the United Arab Emirates (UAE). With a portfolio approaching 40 healthcare assets located across the UAE, Anglo Arabian Healthcare (AAH) has successfully navigated an innovative growth strategy to become one of the most clinically respected healthcare providers in the UAE.

The expansion of AAH healthcare assets to include a partnership with the renowned Health Bay Polyclinic group in Dubai and the opening of Amina Hospital in Ajman made 2015 another exciting year for the healthcare management group. But it is AAH's new Zenith Health & Wellness Managed Care programme that truly differentiates it from the 2,500 other providers in the market as a potential game changer.

A Responsible Ecosystem

With more than 35 years experience in healthcare management, AAH Founder and CEO Mark Adams understands, from both the payer and provider perspective, what is required to establish a healthcare business that ensures efficient and effective services to everyone, regardless of their financial circumstances.

"AAH was established at the end of 2011 with the aim of building a business that was designed to be future proof," explains Adams. "The idea was to create a corporate social responsibility ecosystem that looks after everyone without compromising on quality of care."

Today, the total insured market in the UAE is about 5 million people and, with 45 insurance health companies fighting for a market share, most of them are losing 20-50% on every policy they sell. Especially in the Northern Emirates, where none of the insurance providers have any real scale, purchasing power is being aggregated with 3rd party administrators.

As Adams' explains, "With the market rolling out mandatory health insurance, it means that healthcare losses could actually grow. Insurance providers in the UAE will be forced take strong action with healthcare providers to consolidate the market forces over the next five years."

Checks & Balances

With this in mind, AAH began a strategic partnership with Willis Towers Watson, a leading international advisory, broking and solutions firms, to develop the Zenith Health & Wellness Managed Care programme which is built on an operating model that provides good care to patients while adopting checks and balances to control the baseline spend in order to cope with 5-10% annual rate of global medical inflation.

"Typically, we would look at a clients' historic claims spend and work as a gatekeeper to reduce unnecessary consultations and to get the best price in the market for diagnostics," says Adams. "There is also the potential to save up to 50% on drug costs by using generic vs. branded pharmaceuticals."

The Zenith programme is designed to give ultimate control to the employer to put the breaks on the expenditure. "This is this kind of fresh thinking that the whole market will follow if you are seen to be truly driving a fair level of healthcare," notes Adams.

A Happy and Healthy Life

In line with the Dubai Plan 2021 for early intervention and screening, the Zenith programme also tackles Health & Wellness and Occupational Health by encouraging corporates to establish a more long-term relationship with insurers and to map out a Health & Wellness plans for their employees.

"If you can have a tripartite strategy that involves rigorous cost control, employee education, and the provision of a good



Mark Adams, CEO of Anglo Arabian Healthcare.

physical working environment, then that is your holy grail in terms of creating something that works," Adams says.

At a time when everyone is looking at containing their costs, the Zenith programme offers many exciting benefits. "If adopting these strategies means an potential 25% overall reduction in claims costs for corporations, then re-investing 5% into educating their employees on preventative healthcare means that they are still actually saving while educating patients to live longer lives," adds Adams. ●