

Tech, Time and Teams: Three Keys to Success for Sustainable Value-Based Care Adoption

It's a tricky time for today's healthcare organizations. Fee-for-service payment models are still in full swing, but many providers are also moving toward value-based reimbursement that rewards quality over volume. One challenge is that some organizations are data rich but don't have the ability to draw actionable insights. They need to know what data matters and then surface it at the point of care and into the hands of people who can use it to improve outcomes and reduce costs.

During a recent roundtable, industry experts discussed how organizations can move the needle on value-based care by collecting the right data, forming collaborative teams and improving workflows to increase efficiency. Technology supports a value-based workflow only when the workflow itself has been optimized first. Participants agreed that technology can worsen an already-existing process.

Here are three critical questions that surfaced and need to be answered to help ensure success with value-based programs.



WHAT IS THE RIGHT DATA FOR VALUE-BASED CARE?

Data can be elusive. The right data mix has to be timely, accurate and specific. Participants noted that organizations should assess both clinical and claims data and do so within an 18-month period; filter out data that does not map to risk-based models; and be sure that data fully aligns with quality priorities.

Organizations can also leverage this same data during the COVID-19 pandemic to identify patients at risk for COVID-19 infections and hospitalizations. For example, participants said they used HCC data to identify patients who might benefit from home medication delivery or home meal delivery. They also used it to prioritize subpopulations for vaccines and identify candidates for monoclonal antibody treatments.

Focusing on accurate and complete coding is critical and it can help healthcare organizations simultaneously navigate the complex waters of fee-for-service and value-based payment models.

"If you risk adjust effectively and code effectively, you can be successful in both worlds and not cause your CFO to bristle when you're trying to decrease volumes in the ER,"
said a physician and medical director of a large midwest hospital-owned physician group.



WHO SHOULD BE PART OF THE VALUE-BASED CARE TEAM?

Value-based care isn't the responsibility of one person or even one department. It's the culmination of work performed by physicians, care managers, care coordinators, social workers, medical assistants, quality, compliance, revenue cycle, and many others who play a role in pre-visit planning, in-hospital care, patient portal registration, post-discharge care and referrals. It also includes any external resources necessary to offload the work and make the care team successful overall.

Since physicians are a mission critical part of the team, physician compensation models are another important component to success. Physician incentive management and education can be a potential benefit to encourage adoption for moving from FFS to VBC.

“When people think about value-based care programs, they think of the physician immediately,” said a roundtable participant, who is a senior director of quality and value-based care for a large academic medical system. *“We like to think of it as a hub and spoke model. The physician is only one person, and they only have so much time and bandwidth. They can’t do everything that’s required to really achieve value-based care.”*

To enable success, participants said they automated certain tasks so staff members could work at the top of the licenses. They also focused on change management and helped staff understand how their actions (or inactions) directly contributed to (or detracted from) value-based care. Finally, they obtained executive support and identified a physician champion who could explain how value-based care supports providers in their goal to keep patients healthy.



What is the right workflow for value-based care?

Although there is no one-size-fits-all solution, workflows that support value-based care have one thing in common: Clinical insights and actionable data at the point of care so providers and others can improve care in real time. Point-of-care technology is most helpful when it’s truly integrated into the electronic medical record (EMR) and embedded into the physician’s preferred workflow either as a feature within the EMR itself or directly integrated into the physician’s browser for easy access. Physicians shouldn’t need to log onto a separate system to access actionable data.

The takeaways

These three universal truths about value-based care surfaced:

- 1. It shouldn’t burden physicians but rather support them in improving patient outcomes.**
- 2. It isn’t a physician-only initiative. It truly takes an entire organization to achieve it. Organization-wide adoption will achieve next level performance.**
- 3. It isn’t a ‘one and done’ initiative. It’s an iterative, data-driven process that requires ongoing change management.**

Public health emergencies like COVID-19 have highlighted the need for accurate and complete data to identify and mitigate patients’ health risks. As value-based care models continue to evolve, the importance of data cannot be understated. It’s not about any data—it’s about having the right data, at the right time, in the hands of the right people who know how to use it in efficient workflows to identify risk, provide high-quality patient care and engage patients in their health like never before.

CONTACT US: info@curationhealthcare.com

ABOUT CURATION HEALTH

Curation Health was founded by a team of healthcare veterans and clinicians to help providers and health plans navigate and scale from fee-for-service to value-based care. Our advanced clinical decision support platform for value-based care drives more accurate risk adjustment and quality program performance by curating and delivering relevant, real time insights to the clinician and care team.

With Curation Health, clinicians enjoy a more simplified, precise clinical documentation improvement process—while also ensuring that the full value of patient care is captured in real time. We take pride in combining the flexibility and speed of a startup with decades of leadership experience and know-how from roles in leading services companies

including Clinovations, Evolent Health and The Advisory Board Company. For more information on Curation Health, visit: www.curationhealthcare.com.