Partnering to Achieve Improved Care Coordination, Reduced Costs

Innovative solutions and data help drive coordination between medical management and providers.

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—Thomas Lynn, MD
CMO, Value Based Care
Conifer Health Solutions
Frisco, Texas

In a dynamic healthcare world, staying ahead of changes and evolving to meet the challenges of new care models and consumer-oriented care delivery—all while managing costs—is the new reality for organizations today. For physician hospital organizations, the task is not only meeting these challenges for their own organizations, but also helping their stakeholders adapt and succeed in this ever-changing healthcare climate. That means assisting those stakeholders in successfully managing their employee populations' health and enabling them to proactively and cost-effectively deliver value-based care across the care continuum.

Physician hospital organizations in risk-bearing relationships with employers, either directly or via payers, must partner with participants in their provider networks to help them understand utilization patterns under their health plans. This applies whether the employers are self-insured or have commercial plans. These companies then develop guidelines for medical management programs, including ways to help employers lower costs and optimize the benefit packages made available to their employees.

Like many healthcare organizations today, one regional, nonprofit PHO has been expanding its focus to include value-based initiatives, improved care coordination and population health management. For assistance, the organization turned to technology tools—specifically, a medical management and data analytics system that generates customized reports around population health management effectiveness and cost.

Bringing Value Through Good Data

To help its provider organizations cost-effectively improve value and the health of the populations they serve, the nonprofit PHO needs to be able to supply its stakeholders with insightful reports. While the PHO has always had access to the data in the Conifer Health systems it has used since partnering with the organization in the early 2000s, two new tools are helping its provider partners dig even deeper into the data to better identify health patterns within their populations, track spending and, ultimately, deliver better care while controlling costs.

Enabling these activities are Conifer's ConiferCore® Outcomes Optimization and ConiferCore® Population Health Intelligence solutions. Both are based on a specialized medical management and data analytics system.

The ConiferCore Population Health Intelligence technology suite helps the nonprofit PHO review the providers in its network while providing population overviews to help identify at-risk individuals and target care programs.

"The system incorporates data from multiple sources and enables employers to prepare for budget demands and adjust their benefits based on the information received," says Thomas Lynn, MD, CMO, Value Based Care, Conifer Health Solutions. "The technology helps benefit administrators review the providers they have within their network. It also provides population overviews and identifies the need for particular programs or outreach so employers can focus educational attention on different segments of the population."

Fully integrated with the Population Health Intelligence platform, the ConiferCore Outcomes Optimization system enables care managers and clinical staff to drive effective interventions based on the data received from the Population Health platform, according to Lynn. Both solutions are designed to provide end users with best practices in care management. The nonprofit PHO is finding success using the systems for employer utilization trend reports and also for tracking clinical quality outcomes.

Meaningful Data Enhances Cost Management

The technology solutions help providers bring in information about the care patients receive outside their own facilities, providing a fuller picture of patients' health and opening up lines of communication between providers and patients. "Within the data, we have gaps-in-care analysis that allows providers to have conversations with individuals about their health," Lynn says. "We can congratulate them for doing a great job or tweak their knowledge and help them set goals to achieve optimal management of the conditions with which they're afflicted."

The nonprofit PHO's stakeholders benefit from the meaningful data about their populations' health, which in turn helps with cost management. The innovative technologies and actionable data afforded by partnering with Conifer Health will continue to benefit this nonprofit PHO in its quest to bring streamlined, value-based care to its provider partners and the communities it serves.

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