Non-profit MissionPoint Health Partners was founded in 2011 by Saint Thomas Health, a member of Ascension Health, the largest Catholic and non-profit health system in the nation. Shortly after the Affordable Care Act (ACA) became law, in 2012 MissionPoint Health Partners (MissionPoint) became one of the first dedicated accountable care organizations (or ACO) - voluntary groups of doctors, hospitals, and other health care providers, collaborating to provide high-quality care to their populations of patients. ACO’s were established by the ACA with a mandate to reward better care at a lower cost through incentive payments based on 33 quality and cost reduction metrics for shared savings. According to the Centers for Medicare and Medicaid Services, ACO organizations are rapidly growing and are serving about 14% of the U.S. population as of early 2014.

MissionPoint includes five major hospitals and more than 100 outpatient locations with 1,600 physicians in a clinically integrated network. They also offer services such as home health, outpatient surgery, diagnostic imaging, sleep studies, skilled nursing and hospice services for Medicare, Medicaid and Commercial populations. They needed an agile technology solution to construct an operational platform that would provide efficiency in recruiting targeted care providers, payers, and employers. The solution also needed to interactively manage the care process throughout the continuum of care and document positive patient outcomes at every touch point. MissionPoint called upon the services of award winning, Nashville-based Cloud Alliance Partner Virsys12 to build and refine the Salesforce platform to provide a flexible and robust ACO-specific solution. The resulting secure technology framework provides seamless integrations to 3rd party and multiple Salesforce solutions, allowing MissionPoint to strategically manage its business, save money, adhere to ACO reporting requirements, document its successes, and scale effectively. MissionPoint’s efforts decreased overall costs of care by more than 12% from 2012 to 2013.
Physician and Member Recruitment

The extraordinary mandate to identify, recruit, align and manage previously independent providers across many health disciplines required technology customizations and solutions that did not previously exist. Effective physician and specialist recruitment required advance knowledge of the care needs of their patients (referred to as “Members” by an ACO) by targeted geographic area. Educating both the care providers and the Member population on the benefits of working under this new ‘well care’ paradigm required ongoing and consistent communication, a true relationship-building HIPPAA-compliant platform to securely share PHI.

Delivering Quality Care and Service to Patients

Additionally, managing Members’ health involved ongoing interactivity between care providers and Members regarding quality of care, issue resolution and satisfaction levels. Both groups needed access to information on demand from any device. Participation in the ACO was not to be a temporary relationship, but one to last a lifetime. The relationship had to be tracked and measured and adapted continuously as target benchmarks for shared savings continue to evolve as measured by the Medicare Shared Savings Program (MSSP).

Virsys12 worked with MissionPoint over 24 months to customize, test and leverage a variety of Salesforce tools, along with 3rd party applications, allowing streamlined process automation, data integrity and seamless integrations for a robust and scalable solution for the ACO challenge. Potential employer groups were identified, targeted and recruited utilizing the Salesforce tool Data.com, along with the Sales Cloud. In order to identify areas of opportunity for additional growth, Member health needs were compared with provider specialist availability utilizing a map overlay to identify areas lacking coverage by location utilizing Map Anything, a Geo-centric user interface for Salesforce. This feature allowed Members to actively search for PCP’s or specialists within the MissionPoint network. Physician contracts, fee schedules and locations were made available in real time for MissionPoint’s Provider Relations team in compliance with ACO requirements.

MissionPoint was able to deliver exceptional customer service by creating a single view of patient inquiries about care and other issues while tracking response times, resolutions and overall customer satisfaction using Communities for campaigns and for reminders such as annual physicals or vaccinations. Combinations of these tools allowed for ongoing education and communication to Members while providing MissionPoint valuable data to drive strategic business decisions that improved the bottom line. “Salesforce is our go-to platform, allowing the Member Services team to precisely track our Member communications and evaluate where we need to focus our Member engagement. We asked Virsys12 to customize Salesforce for optimal customer activity and issue management because in MissionPoint’s population health management model, our data drives action,” says Betsy Dooley, Director of Member Activation for MissionPoint.

PARTICIPATION IN THE ACO WAS NOT TO BE A TEMPORARY RELATIONSHIP, BUT ONE TO LAST A LIFETIME.
Scaling the ACO Model Efficiently

MissionPoint has been able to replicate the ACO operational platform created with Virsys12 for additional regional locations in Evansville, IN, and Jacksonville, FL, investing only 5% of the original time and money spent on this technology product to adapt for each new region’s specific requirements.

Growth in Member and Physician Recruitment

The immediate benefit to the bottom line resulting from scaling at such an affordable pace allows MissionPoint to successfully manage a member population, now in excess of 100,000 Members. Total covered lives is well over 387% greater than the original group of 15,000. An additional anticipated 106% growth in new Members is now in the pipeline. The original number of physicians and ancillary groups participating increased 157% from day one. MissionPoint has tracked 180% growth in member touches and 123% growth in reported member issues or cases resolved allowing for lower re-admittance rates.

Real-Time Data Insights to Drive Strategic Decisions and Improve Quality of Care

MissionPoint’s single, centralized source of historical and real time data customized by Virsys12 for this ACO business model allows for smarter strategic decisions and faster, more reliable reporting. As of today, MissionPoint has collaborated with its clinically integrated network of 1,600 physicians, representing more than 60 specialties and sub-specialties, to reduce its avoidable admissions rate for Saint Thomas Health’s employee population from 4.5% to 2.23% and greatly reduce its emergency department (ED) revisits at Saint Thomas Health facilities. Both accomplishments are highly reflective of better patient outcomes, a cornerstone of the ACA. “All parts of the system are incentivized to help a patient get better,” says, Jason Dinger, PhD, chief executive officer of MissionPoint. “It takes the whole system to do that. Our initial experience has shown that a lot of our savings come from working on real-life needs that patients have.”
We know the operational and data requirements of managing an ACO can put demands on your time and resources. That’s why Virsys12™ has combined our technology and healthcare expertise, along with 24 months of real world testing, to create a single-source technology platform for ACO management. Let us save you time and money in managing your ACO so you can focus on delivering affordable, high quality, patient-centered care.

Your Integrated Data Platform

V12 ACO™ App is a customized collaboration hub built with Force.com tools for Salesforce. It will help you run your ACO more efficiently and serve your members and physician network better than ever before.

V12 ACO will empower your organization to:

• Improve financial outcomes by lowering administrative costs.
• Dramatically improve data integrity throughout all networks – members, physicians and employees.
• Elevate real-time analytic reporting to make better strategic decisions.
• Increase the quality of delivery with a direct impact on patient satisfaction survey results.
• Implement your ACO technology 50% faster and more effectively.
• Improve physician relations while achieving the “triple aim” of a better care experience, improved patient health and reduced operational costs.

Contact us today to learn how V12 ACO can help simplify the complexity of your ACO management.

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VIRSYS12 is an award-winning, Nashville-based technology consultancy focused on healthcare. As one of Tennessee’s largest certified Salesforce.com Cloud Alliance Partners, our executive team offers clients nationwide over 50 years of business success and we excel in lean process with creative, high-touch service… guaranteed. Learn more about us at virsys12.com.