

## CASE STUDY: Greenville Health Systems Launches ACO in 90 Days With V12 ACO

### Academic health system launches their first Accountable Care Organization (ACO)

Greenville Health System (GHS) is an academic health system and the largest not-for-profit healthcare delivery system in South Carolina. It is home to 15 medical residency and fellowship programs and the University of South Carolina School of Medicine Greenville. **MyHealth First Network** (MyHFN) is GHS's newly launched Accountable Care Organization (ACO), now incorporating 68 affiliated provider groups with 2000 physicians across 11 counties, and growing.

### ACO complexity demands more sophisticated technology

GHS needed a core operational technology platform for the ACO in place quickly at the launch of **MyHFN**. The staff relied mostly on Microsoft Office products such as Excel, Access, and paper-based processes to capture the physician network and demographic data necessary to operate and provide reporting. In preparation for MyHFN, GHS searched for a centralized, comprehensive technology solution to administer reporting and handle the complexities inherent in operating an ACO. Needs ranged from managing the physician network and tracking provider groups and contracts to managing members, their data, regular communication, and support of all constituents.

MyHealth First was designed to serve both Medicare and self-insured member populations and it needed to fully integrate with the GHS website. GHS saw this as an opportunity to eliminate data silos and time-consuming processes. The pressure was on to find a technology platform that would not only meet these objectives but also provide the foundation for long-term operational stability and success for thousands of members who would be relying on a fully functional ACO for coordinated, value-based care.



GREENVILLE  
HEALTH SYSTEM



Operational in **90 DAYS**

**75%** reduction in time for provider directory updates

**90%** reduction to produce the provider directory

**70%** improvement in accuracy of member and physician data

### Virsys12 and V12 ACO accelerate the decision-making process

As Greenville explored potential technology platforms for maximizing efficiency and data accuracy within MyHFN, it hoped to find a model that could be replicated in other areas of GHS to provide the same cost saving benefits. Salesforce, with its robust capabilities and flexible, cloud-based products, was an early favorite. GHS was introduced to Virsys12, a Silver Salesforce Consulting Partner that specializes in healthcare. In late 2014, Virsys12 presented the Greenville leadership team with their newly released V12 ACO®, a Salesforce application developed specifically for ACO management, and the decision was clear.

**“The Virsys12 team brought tremendous industry experience and best practices specific to healthcare and the business of building an ACO. We recognized their ability to customize many features specific to our own model and it has had a high impact on our process.”**

**John Supra**

Vice President, Clinical Operations  
Greenville Health Systems

**Virsys12 ACO expertise bridges technology and need, quickly**

Virsys12 implemented their proprietary V12 ACO application in January of 2015 and the MyHealth First Network ACO was operational for their initial population group in 90 days. The implementation also included deployment of Sales Cloud, Chatter and Salesforce’s mobile features, as well as the Drawloop app and custom solutions to allow MyHFN to automate complicated reports.

Within the 90-day timeframe, more than 30,000 Medicare member lives and 1,200+ active physicians and provider group contracts were incorporated into the MyHFN system. The platform is now used for total ACO operational management as well as health system community/employer outreach. Care coordinators use the system to track patient/member issues and case management. Integration with the GHS website allows for provider directory access.

**Efficiencies and accuracy skyrocket**

V12 ACO enabled the total elimination of the provider application process resulting in a 100% reduction in administrative time. Other dramatic improvements included a 75% reduction in time for provider directory updates, a 90% reduction to produce the provider directory, and a 70% improvement in accuracy of member and physician data.

Organizational agility and effectiveness has improved. Increased analytics and integration with diverse 3rd party groups in the network provides better data for decisions. Time needed to manage data for reporting has decreased—a significant benefit considering the amount of reporting required for CMS reimbursement. GHS also attributes the increased number of physician affiliations and contracts post launch to Virsys12’s successful implementation of the technology platform.

“V12 ACO provides a total ACO management solution for our team,” says Supra. “It has made an immediate impact on our ACO in record time.”

GHS, its patients, providers and the community at large are only beginning to see benefits of this operational platform. Building on the success of the MyHFN launch, the model is now being replicated to create another separate ACO network owned by GHS. And Virsys12 is by their side.

**V12 ACO provided the capability for MyHFN to:**

- Manage provider network: tracking contracts, individual provider participation, fee schedules
- Track opportunity pipeline for the provider network: business development, employer outreach, marketing
- Manage two member networks (Medicare, Self-Insured)
- Communicate with physicians and members: track interactions and issues
- Manage 3rd party integrations including Dataloader.io and DemandTools
- Provide analytic dashboards and reporting for decision makers: out of the box solutions