

# MissionPoint

HEALTH PARTNERS

## Early Leader in Accountable Care Organizations

MissionPoint Health Partners (MissionPoint) was founded in 2011 by Saint Thomas Health. St Thomas is a member of Ascension Health - the nation's largest nonprofit health system and the largest Catholic health system in the world. In 2012, shortly after the Affordable Care Act (ACA) became law, MissionPoint became one of the earliest dedicated accountable care organizations (ACOs), a voluntary group of doctors, hospitals and other health care providers collaborating to provide high-quality care to their patient populations. It was a path filled with issues, insights and ultimately, innovation.

## Challenges: Recruitment, Quality Care and Payments

The complexity of building an ACO required identifying, recruiting, aligning and managing previously independent providers across many health disciplines, as well as technology customizations and solutions that did not previously exist. To effectively recruit physicians and specialists, MissionPoint needed advance knowledge of the care requirements of patients (referred to as "members" by an ACO) by targeted geographic area. In addition, educating both the care providers and the members on the benefits of this new "well care" paradigm required ongoing and consistent communication. As a result, MissionPoint needed a true relationship-building, HIPAA-compliant platform for securely sharing protected health information (PHI).

Because ongoing interaction between care providers and members regarding quality of care, issue resolution

**12%** year one overall cost reduction

**250,000** lives now managed

**157%** increased physicians & ancillary groups

and satisfaction levels is essential to managing members' health, both groups would need on-demand access to information from any device. The relationship would also have to be continuously tracked, measured and adapted as Medicare Shared Savings Program (MSSP) target benchmarks for shared savings continue to evolve. To accomplish all these goals, MissionPoint found a trusted partner in Salesforce Gold Consulting Partner Virsys12.

## Solution: V12 Network + Salesforce

Virsys12 worked with MissionPoint over a period of 24 months to customize, test and apply a variety of Salesforce tools. Ultimately, through its V12 Network application, Virsys12 enabled streamlined process automation, data integrity and seamless integrations, delivering a robust, scalable ACO solution. Third-party tools such as Data.com and Sales Cloud were also integrated with V12 Network, allowing potential employer groups to be identified, targeted and recruited. MapAnything, a Geo-centric user interface allowed MissionPoint to compare member health with provider specialist availability. Physician contracts, fee schedules and locations were also

made available in real time for MissionPoint's Provider Relations team. The combination of these tools provided MissionPoint with valuable data to drive strategic business decisions that improved the bottom line.

"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.

### Year One: Exponential Growth, 12% Decreased Costs

With V12 Network as its operational platform, 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. MissionPoint tracked 180% growth in member touches and 123% growth in reported member issues or cases resolved, leading to lower re-admittance rates.

Managing the recruitment process and provider networks was critical as well. The original number of physicians and ancillary groups participating increased 157% from day one. The clearest testament to V12

### V12 Network provided the capability for MissionPoint to:

- Manage provider network: tracking contracts, individual provider participation, fee schedules
- Track opportunity pipeline for the provider network: business development, employer outreach, marketing
- Scale effectively to 17 networks and 6 markets
- Manage 3rd party integrations
- Provide real-time analytic dashboards and reporting for decisions

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### Michael Gardner

VP, Business Development  
MissionPoint Health Partners

Network's effectiveness is the 12% decrease in overall costs reported in the first year of implementation.

### Scalable at 5% Original Investment

MissionPoint is now using the V12 Network operational platform in five new markets, requiring only 5% of the initial time and money invested to adapt to each new region's specific requirements.

Today, MissionPoint successfully manages a population of more than 250,000 members—an increase in total covered lives of more than 1567% compared to the original group of 15,000—and it continues to grow.

According to Michael Gardner, MissionPoint's executive managing the initial engagement with Virsys12, "The partnership with Virsys12 (and using V12 Network) allowed MissionPoint to scale rapidly and effectively during a time of very high growth. The use of scalable and repeatable technology and processes and the specific functionality provided by Virsys12 to manage our provider groups, physicians and members make it possible to expand with minimal incremental technology cost each time we enter a new market."

MissionPoint's single, centralized source of historical and real-time data, customized by Virsys12 through V12 Network, allows for smarter strategic decisions and faster, more reliable reporting for shared savings. Most of all, supporting MissionPoint's mission to help members achieve their best health.