



*AnnMarie Merta*

## CEO Spotlight

### **The Slow Transition to Value-Driven Care: A Necessary Progression**

As we continue to navigate the complex landscape of healthcare, it is imperative to understand and adapt to the ongoing transformations affecting our industry. Fee-for-service (FFS) concepts have been the standard for decades, but as healthcare expenditures grow to consume a larger portion of GDP, the burden on society has become increasingly evident. This recognition has spurred a gradual yet determined shift towards fee-for-value (FFV) accountable care, aimed at enhancing the quality of care while managing costs effectively.

The transition to FFV is undoubtedly challenging. It encompasses significant barriers including cost containment struggles and adjustments to fee schedules. These hurdles require thoughtful strategies and persistence to overcome. At BridgepointMD, we are acutely aware of these challenges and are committed to facilitating a smoother transition for all stakeholders involved. We recognize that specialty practices are at varying stages in this journey—some are already adept at implementing value-based care models, while others are just beginning to explore these concepts.

Our approach at BridgepointMD has evolved to meet these diverse needs. We have developed strategies that optimize FFS processes to benefit both patients and practices, serving as an initial step towards more comprehensive value-based care models. These steps are designed to provide a more manageable path to change, easing the transition for those less acquainted with value-based concepts. We are now progressing towards implementing simple VBC solutions and, eventually, expanding to more complex, holistic models.

We are excited about the potential of these initiatives to transform care delivery, and we are dedicated to providing continuous support and insights to help each specialty succeed during this pivotal period. Thank you for your ongoing commitment to excellence and innovation.

## A Narrative on Barriers to Change

### **The Human Elements Erecting Barriers to Change: Perception, Resistance, Guarded Acceptance**

*A Multi-part Series*

There are very few things that one can rely on to be constant over time. “Change” is one such constant. However, individuals, and society in general, deal with change differently dependent on their history, learnings, and beliefs. In addition, how a particular changing element affects each person directly influences our responses. To best understand our reactions to change, we must first review the complexities of “perception,” a foundational element that drives how we interpret the world around us.

One simple way to describe the concept of perception is to look at the functional anatomy of vision. The cells that make up the retina receive visual input in the form of rays of light. After a cascade of chemical processing steps, modified information is sent to the visual cortex of the brain for interpretation. While the chemistry and mechanics of this complex process are defined, the interpretive capacity of the brain is far less clear. What we see, or more accurately what we interpret to be within our visual field, is a combination of direct visual input further influenced by our previous experiences, interpretations, and relationships that our brain remembers.

For example, everyone learns the colors and knows how to distinguish between blue, red, and green. We know which colors are which because we learned them to be so, not because our brain intuitively knows which color is which. If someone were to change the names associated with each of these colors and learned them over extended time, they would likely see a red object and call it blue if that were the change.

However, and perhaps more interestingly, we all do not all “see” the same shade of blue as the same because our visual systems are slightly different, and we have differing past experiential learning. We interpret colors and shades relative to their immediate surroundings as we recall past experiences as opposed to absolute reality, skewing our interpretive perception.

A similar premise can be applied to our perception of change and can illustrate why we erect barriers to avoid the impact of change...

*Part two of the series will focus on the pace of change and why we resist*

## Achievement Corner



### CarepointMD First Client's Rapid Achievement Provides a Roadmap for Success

BridgepointMD is excited to announce that our first client launched CarepointMD in their practice and has been engaging patients for over a month. Patient registration proceeded at a historically rapid pace because of up-front planning and strategic process implementation. This multi-pronged approach takes place during a narrow 4–6-week window prior to patient outreach that ultimately leads to long-term success. Here is an overview of factors that contributed to the successful launch.

#### Streamlined Sales Process: Aligning with the Goals of our Client

- Provide better, more holistic care for patients
- Enhance the physician (practice)/patient relationship by providing concierge-like personalized care services
- Improve patient satisfaction and build patient loyalty
- Engage in solutions that positively impact quality performance metrics and associated incentives
- Create a new recurring revenue stream to offset fee schedule changes

#### Sales Insights: Understanding Client Attributes and Needs

- Our first client is an independent urology practice with 6 physicians and 3 advanced practice clinicians with highly engaged patients
- Clinicians and staff understand that providing care navigation services can improve urological outcomes, quality performance, and overall patient care extending beyond urology
- Practice has an urgent need to address shortcomings in care navigation of non-urologic conditions
- Practice has been attributed a disproportionate volume of Medicare beneficiaries for quality performance reporting program. Practice is concerned that patient attribution criteria could negatively impact group/physician MIPS scores and attainment of quality-based incentives

#### Closing the Deal: Most Compelling Features

- Operational model requires limited additional practice engagement, and in some cases, workload may be reduced (e.g. less calls to clinic for inquiries that can be addressed in CarepointMD interactions)
- CarepointMD service providers (nurses) help link patients with local primary care providers better suited to address non-urologic issues, assist in scheduling initial appointments, and address additional social determinants

- of health such as transportation, housing, and medication availability and adherence
- Positive impact on patient satisfaction, helping form long-lasting close relationships with patients
- Daily email updates on care navigation activities that encourage staff to close gaps in care
- Providing a solution for disproportionate Medicare patient attribution to quality performance programs

#### Speedy and Efficient Implementation

- One thirty-minute call per week
- Simple implementation project plan provided to client
- Focus on ensuring rapid patient engagement and registration
  - Ensure nurses properly pronounce clinician names
  - Clinicians record 'ringless voicemail' for to each eligible patient to drive engagement from a familiar voice
  - Create CarepointMD patient contact to be an extension of the practice including practice designations, logos, caller ID, etc.
  - Add CarepointMD service information to practice website
  - Co-brand marketing materials for practice

#### Dynamic Results: First Month Quick Stats

- Rapid patient engagement = 1,541 enrolled, additional 4,016 eligible
- Immediate ROI - nearly \$30K first month practice revenue
- Over \$300K annual projected practice revenue (conservative estimate) based on eligible patient pool

Establishing the necessary foundational pillars for success through implementation of a well-designed operational plan that includes clear and concise communication, engagement of practice/physicians in patient outreach, and a patient-focused approach are essential to rapid success. The CarepointMD team is dedicated to replicating this approach for every client in the hope of achieving similar outcomes.



Visit our new **BLOG** section on the BridgepointMD website:  
[www.bridgepointmd.com/blog](http://www.bridgepointmd.com/blog)



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