



Connections

- a BridgepointMD publication – advancing specialists within value-based care -

December 2023

Volume 1 Edition 2



Jim Gera

A Message from our Chairman of the Board

We continue to be enthusiastic about the future at BridgepointMD. What we have accomplished in a relatively short period of time is nothing short of exceptional.

To capitalize on our success and continue to catapult the company into the future, I am pleased to announce the appointment of **AnnMarie Merta** as CEO and **Josh Neal** as Chief Commercial Officer for BridgepointMD. Both AnnMarie and Josh bring skill sets that further enhance and build out the remarkable leadership team we continue to assemble. AnnMarie is a healthcare executive with deep expertise in value-based care spanning both payer and provider solutions.

Josh will lead BridgepointMD's go-to-market and commercial growth efforts, anchored by our leading national value-based specialty network. Josh brings 15 years of healthcare strategy consulting, commercialization, and partnership development experience with national/regional payors, value-based IDNs/provider organizations, and early-stage start-ups.

Peter Lougee remains with us as President, assisting AnnMarie with leading our team, focusing on continuing to stand up the company, new business development, talent acquisition and management, client management, satisfaction and retention and overall tactical operational stability.

We continue to be excited about the current and future opportunities and know a network of highly engaged physicians can accomplish anything. Feel free to reach out to any of us here at BridgepointMD at any time.

On the Horizon – Chronic Care Mgt.

Four out of ten people in the US suffer from 2 or more chronic diseases, with these diseases being the leading cause of death & disability in the US, creating an estimated global economic burden projected at \$47 trillion by 2030.

To that end, BridgepointMD will be providing a chronic care management service line called **CarepointMD™** to better coordinate and manage chronic care for those of our network practices that chose to offer this service to their patients.

Stay tuned for more information coming in Q1 2024.



AnnMarie Merta

CEO Corner

I am honored to join and lead an organization focused on specialist care. BridgepointMD has assembled an impressive talent to bring programs and resources to you and your practices. As we continue the development of our strategic roadmap it is important to keep key industry perspectives in front of us. So, why should specialists embrace value-based care (VBC)....

In the rapidly evolving healthcare landscape, specialists like you play a pivotal role in shaping the future of patient care. Traditional value-based care models show enrollment and savings in ACO's is plateauing, questioning the value of the traditional PCP-centric value-based care programs. To achieve greater impact in cost, quality, and outcomes, government, and private payers as well as risk-bearing provider organizations recognize the need to evolve beyond existing PCP-led programs. This evolution demands a push towards risk through creative risk-sharing models and strategic partnerships that afford specialists an opportunity to contribute significantly. Engaging specialists under value-based incentive models has been identified as a crucial strategy to further success. Our aging population continues to drive dynamics as they look to specialists earlier in their care journey, projecting an increase in specialty utilization, spending, and further taxing access to care.

BridgepointMD recommends a proactive approach to capitalize on the evolving market. This starts with targeting select conditions and providers, developing scalable VBC model concepts, aligning data and operations, and evolving existing PCP-led models.

Your participation as a specialist in VBC is not just an opportunity; it is a necessity for the success of the evolving healthcare landscape. Thank you in advance for your dedication to being an integral part of healthcare transformation and advancing patient care.

Be sure to check out our website at:

www.bridgepointmd.com

