

BridgepointMD Connections

Bridging the complexities encountered in shifting to value-based care

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AnnMarie Merta

CEO Spotlight

A Year of Progress and Transformation at BridgepointMD

As I conclude my first year with BridgepointMD the only constant is change and we are evolving with those changes. It's clear that healthcare continues to undergo the fundamental transformation—shifting from a focus on volume to value. This change aligns perfectly with our mission at BridgepointMD, where we're committed to supporting specialist providers in navigating this evolving landscape. Our goal is to meet you where you are and optimize your revenue under the current FFS and pay for performance environments, then begin preparing practices for eventual engagement in at-risk contracts for defined episodes of care. We are watching BPCI activity decrease and programs like MIPS evolve into a mandatory process. MIPS Value Pathways (MVPs) represent a streamlined, more cohesive approach to measuring performance and quality, placing an emphasis on outcomes that matter most to patients. This new direction promotes higher-quality care while attempting to reduce administrative burden for providers. We are at the forefront of supporting providers as they transition to MVPs through tailored consulting, education, and robust data analytics. CarepointMD, our patient navigation solution, enhances a practice's opportunity for improved results with both MIPS and MVP. Our goal continues to be to bring you solutions to help your practice thrive.

Meet Our New Colleagues



Sally Engelman, MPH
VP, Strategic Growth and Development



Steve Irwin, MBA, COPM-C
VP, Sales and Marketing

Introducing HubpointMD



HubpointMD is a set of technology-driven business solutions that use claims data analytics, predictive modeling, episode grouper logic, and SaaS-based technology to drive innovation in healthcare delivery and payment reform for specialist physicians and practices. Each solution is designed to address specific needs or gaps for specialists to outpace regulatory and quality performance reform. Let us show you how you can benefit from each solution individually or gain a greater advantage by linking several solutions together. This set of interrelated technology-enabled solutions includes:

HubpointMD:MI - Market Intelligence

Provides specialist physician practices with the data and insights necessary to successfully navigate their journey through the evolving landscape of value-based healthcare.

HubpointMD:EoC - Episodes of Care

Evaluates and constructs various types of procedural and conditional episodes of care using a developing industry standard episode grouper logic to provide actionable insights into episode design and contract structure.

HubpointMD:MVP – MIPS Value Pathways

Provides strategic direction, data analyses, insights, and recommendations for specialist physician practices seeking to participate in the Medicare Incentive Payment System Value Pathways (MVP), part of the CMS Quality Payment Program (QPP).

HubpointMD:WL – WiseLink

An intelligent referral tool and workflow that provides actionable insights to inform high-value, high-quality referrals.

HubpointMD:Adv – Advisory

Advisory solutions and data analyses that equip practices for payer negotiations by bridging the data asymmetry gap.

Let us show you how you can benefit from our matrix or solutions.

Call to Action

We are currently recruiting for positions on the BridgepointMD Advisory Committee. There are roles for both physician and non-physician thought leaders who can assist BridgepointMD in strategic development and planning, to ensure we are on the path that best fits the needs of specialty practices as the healthcare landscape evolves. While several seats have been filled, others remain open. Should you be interested in serving on the Advisory Committee or know of someone that could be an ideal fit, please let us know by contacting us at info@bridgepointmd.com.

Strategic Partnership



The Marsh McClellan Agency (MMA) is a full-service brokerage providing business and private client insurance, employee benefits, surety, and retirement services to

businesses and individuals throughout the country, including healthcare organizations. We have partnered with the St. Louis division of MMA, and they are prepared to offer selections from their portfolio of insurance products that address the needs of our specialty physician clients and help preserve revenue. The products are available to any practice in the US regardless of location, since product distribution is national. MMA prides itself on delivering tailored solutions to help organizations adapt and thrive in a rapidly evolving environment.

Through our partnership, Marsh McLennan and BridgepointMD are joining forces to bring our collective solution to a broader audience than each is capable of reaching independently. The insurance solutions they have constructed for physician practices are strategically designed to offer better services and coverage than the industry standards at a lower cost to the client, a mantra that bears distinct similarities to that of BridgepointMD. Contact us to open a conversation and determine if an opportunity exists with your organization.

For more info contact us at info@bridgepointmd.com.



Be sure to follow us on LinkedIn for the latest, up to date information on value-based care.

<https://www.linkedin.com/company/bridgepointmd>

Founders Corner



Specialist-Centric Value-Based Programs Update

CMS continues to roll out projects to engage specialists within value-based care. A summary of recently announced projects is below:

Making Care Primary (MCP): A 10.5-year multi-payer population health model active in 8 states designed to strengthen primary care coordination with specialists through; 1) access to specialist claims-based performance episode total cost of care data for value-based referral transparency; 2) incentives for primary care to engage specialists within e-consults; and 3) establish specialist payments for Ambulatory Co-Management (ACM) care coordination. MCP may replace the current Medicare Shared Savings Program (MSSP) ACO models because of a different incentive structure and a shift toward a fully prospective payment system.

MIPS Value Pathways (MVPs): CMS's next generation value-based arm within the Quality Payment Program (QPP) that operates MIPS and several Alternative Payment Models (APMs) for specialists. Specialists not engaged in an Advanced APM (*BPCI-A, EOM, KCC*) will have to choose either MIPS or MVP reporting in 2025 with traditional MIPS being sunset by 2028. In addition to self-reported quality measures, MVP will use automatic claims-based performance analysis for total cost-of-care benchmarking of specialist performance for all specialties (same as MCP). MVP also includes specialty-specific episode-of-care performance measures which will expand each year. 2025 MVP episodes include colon and rectal resection, cataract removal, renal/ureteral stones, prostate cancer, screening colonoscopy, lumpectomy/mastectomy, lumbar spinal fusion, inguinal hernia repair, hip & knee arthroplasty, cardiac PCI, and STEMI. MVP emphasizes patient risk documentation within comorbidities using mapped Hierarchical Condition Codes (HCCs) to risk stratify cost-of-care and expands patient care navigation and coordination measures for longitudinal care improvement.

Quality measures lag cost measures within all these programs. Specialty Academies and Societies need to continue to define excellence in care within their scope-of-practice for CMS to consider in future year models.