Rural Strategies for Transitioning to Value-based Purchasing and Population Health

2016 Financial Leadership Summit Findings
SRHT HELP Webinar
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The Center
The National Rural Health Resource Center (The Center) is a nonprofit organization dedicated to sustaining and improving health care in rural communities. As the nation’s leading technical assistance and knowledge center in rural health, The Center focuses on five core areas:

- Transition to Value and Population Health
- Collaboration and Partnership
- Performance Improvement
- Health information Technology
- Workforce
Presentation Objectives

- Present findings from 2016 Financial Leadership Summit
- Discuss forces driving market changes and transition challenges of small rural hospitals
- Share strategies developed by the panelists that support rural hospitals
- Provide and discuss hospital examples of strategies
- Build awareness of available tools and resources that support rural hospitals for population health
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Purpose: To identify strategies and actions that rural hospital leaders and providers should consider as they transition to Value-Based Purchasing (VBP) and population health management

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Market Forces Driving Health Care Industry Towards Population Health

• IHI Triple Aim
  ◦ Improve the quality of care and patient experience
  ◦ Improve the health of populations
  ◦ Reduce the per capita cost of health care

• Affordable Care Act (ACA)
• CMS Better Care, Smarter Spending, Healthier People initiative
• Centers for Medicare and Medicaid Innovation (CMMI)
  ◦ Ongoing development and testing of new health care payment and delivery models that improve quality and health care delivery system
Alternative Payment Model Targets

Target percentage of payments in ‘FFS linked to quality’ and ‘alternative payment models’ by 2016 and 2018

- Alternative payment models (Categories 3-4)
- FFS linked to quality (Categories 2-4)
- All Medicare FFS (Categories 1-4)

**2011**
- Historical Performance:
  - 0%
  - ~70%

**2014**
- Goals:
  - ~20%
  - >80%

**2016**
- Goals:
  - 30%
  - 85%

**2018**
- Goals:
  - 50%
  - 90%
Other Market Forces Driving Health Care Industry Towards Population Health

• Commercial insurance plans with large deductibles
• Reductions in Medicare, Medicaid and insurance payments
• Elimination of Disproportionate Share Hospital (DSH) Payments
• Public reporting requirements that increase transparency of quality indicators
• Incentives and penalties based on quality
Forces Impeding Rural Hospitals

• Limited resources for expertise
• Lack of board awareness of population health
• Competition from larger systems with their own insurance product
• Inability to access, manage and share EHR data
• Unrecognized value of quality of care provided on financial statements
Drivers and Challenges

MARKET DRIVING FORCES

- SIM Grants and CMMI Models
- ACOs and Alternative Payment Models
- MACRA, MIPS and Quality Incentives
- State Medicaid Payments and CCOs
- Network Initiatives
- Awareness of Population Health
- Reductions in FFS Payments

TRANSITION CHALLENGES

- Leadership Awareness and Education
- Reimbursement Reductions
- Data Access and Management
- Bifurcated Payment Models
- Confusion Due to Transition Process
- Physician Recruitment and Retention
- Patient Engagement and Compliance
- Current Financial Reporting rules

Transition to Value Based System and Population Health
Transition Strategies

• Developed by panelists based on 2 frameworks

  ◦ **Performance Excellence (PE) Blueprint**
    Modified Baldridge Framework
  ◦ **Transition Implementation Framework**
    Produced by Stroudwater Associates
Performance Excellence (PE) Framework

- Strategic Planning
- Workforce
- Leadership
- Impact and Outcomes
- Community, Customers and Population Health
- Processes for Improved Outcomes
- Measurement, Feedback and Knowledge Management

Modified from Baldrige Performance Excellence Framework
Strategy Timeframes

• Panelists divided strategies into 3 timeframes
  ◦ Immediate (Within the next 18 months)
  ◦ Short-term (18 months to 36 months)
  ◦ Long-term (36 months to 60 months)
Immediate Strategies

• Improve Financial, Clinical and Operational Efficiency
• Engage and Educate Leaders and Staff
• Educate and Partner with Physicians and other Primary Care Providers
Short-term Strategies

• Align with Community Health Needs
• Identify Available Population Health Resources
• Develop Care Transition Teams
• Collect, Manage and Act on Patient Data
Long-term Strategies

• Collaborate with Other Rural hospitals and Larger, Regional Health Systems
• Document Hospital Outcomes and Demonstrate Value
Questions for Consideration

*(Type your answer in the Chat Box)*

- What are the most important financial strategies that a rural hospital can pursue to successfully transition to value-based payments and sustain services?

- What opportunities exist for rural hospitals to close the gap to achieve these key strategies?
Success Stories and Lessons Learned

• Care transition teams
• Community Needs Assessment
• Executive Team Morning Huddles
• Focus on Community Wellness and Population Health
• Network with other providers
• Improve Efficiencies
• LEAN Implementation
• Network Development, Leadership Education
• Quality Improvement
With regards to the identified key strategies, are there other successful models and examples for rural hospitals to utilize?
Resources Needed to Transition to Population Health

- Hospital grant resources such as Small Rural Hospital Improvement Program and Health Center Control Network Grants
- Regional, state and national financial benchmarks
- Case studies to share impact of strategies
- Materials and best practices on change processes
- Effective communication methods
- Targeted 10 to 15 minute videos for boards and medical staff
- Methods to partner with physician leadership and champions
Resources Needed to Transition to Population Health

- Examples of physician contracts with incentives with relative value units (RVUs) plus quality indicators
- Technical assistance through CMMI initiatives
- Follow-up support after workshops – example, Small Rural Hospital Transitions (SRHT) Project
- Access to data and ability to mine health care data
- Network development
- SRHT outcomes
- Key performance indicators
- Flex needs assessments for population health
Questions for Consideration

(Type your answer in the Chat Box)

What other resources could state Flex, rural hospital programs and rural health networks provide to better support rural hospitals so that they can successfully implement these key financial strategies?
Conclusions

• There are an important set of basic strategies that rural hospital leaders can use to achieve success in the emerging value-based population health reimbursement system

There is no elevator to success. You have to take the stairs.
Conclusions

• Rural hospitals need to improve financial, clinical and operational efficiency in the current volume-based environment

• The implementation of the ACA and the goal of achieving the “Triple Aim” is rapidly introducing value-based purchasing and population health

• Rural hospitals that are able to create networks of shared information and care, safeguard their future by improving patient outcomes and reducing the overall cost of care
Download The Report

The PDF Financial Leadership Summit Report is available on the Financial Leadership Summit webpage.
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