



NATIONAL
RURAL HEALTH
RESOURCE CENTER

The Rural Bridge to Value and Population Health

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The Center's Purpose

The National Rural Health Resource Center (The Center) is a non-profit organization dedicated to improving health care in rural communities. As the nation's leading technical assistance and knowledge center in rural health, we focus on five core areas:

- Transition to Value and Population Health
- Collaboration and Partnership
- Performance Improvement
- Health Information Technology
- Workforce



It's Changing!



Institute for Healthcare Improvement (IHI) Triple Aim

- Better health
- Better care
- Lower cost

CMS Health Care Transformation Vision

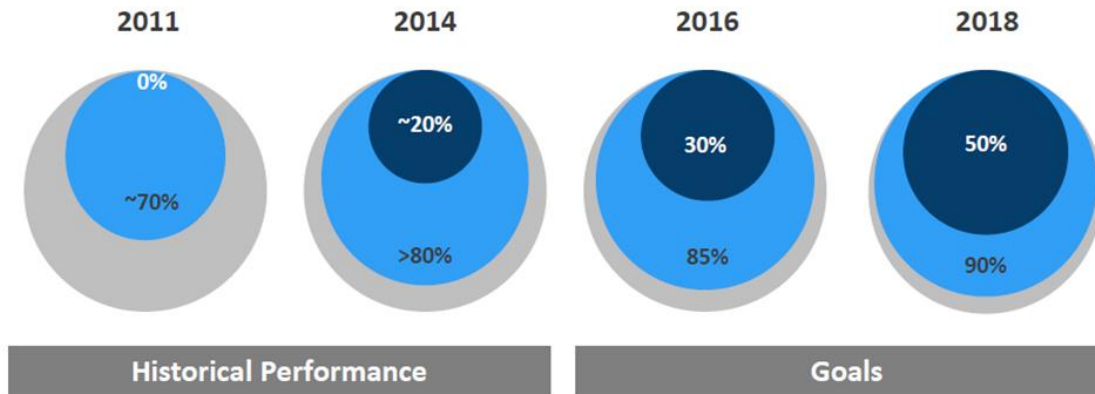
- Better Care
- Smarter Spending
- Healthier People



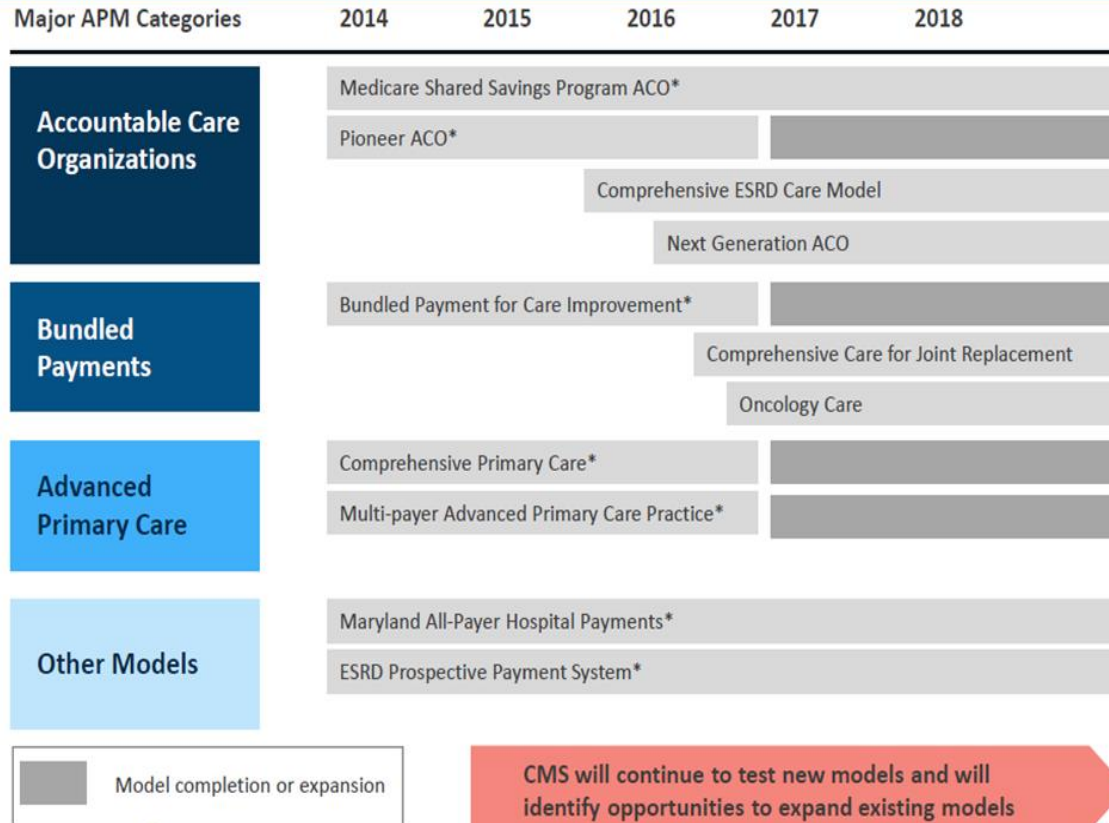
Alternative Payment Model Targets

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)



HHS/CMS will achieve Goal 1 through alternative payment models where providers are accountable for both cost and quality



The Office of the National Coordinator for Health Information Technology

* MSSP started in 2012, Pioneer started in 2012, BPCI started in 2013, CPC started in 2012, MAPCP started in 2011, Maryland All Payer started in 2014 ESRD PPS started in 2011



Accountable Care Organizations (ACOs)

Accountable Care Organizations:

- A mechanism to monetize value by increasing quality and reducing cost
- A group of health care providers that takes responsibility for the cost and quality of care for a group of patients or individuals



Accountable Care Organizations (ACOs)

- Rapid growth
 - August 2012: 154
 - January 2015: 747
 - January 2016: 1,000+ (41 new in rural)
 - July 2016: 1,000+ in Transforming Clinical Practice Initiative (TCPI)
- Both hospital and physician led
- Medicare and private insurance models



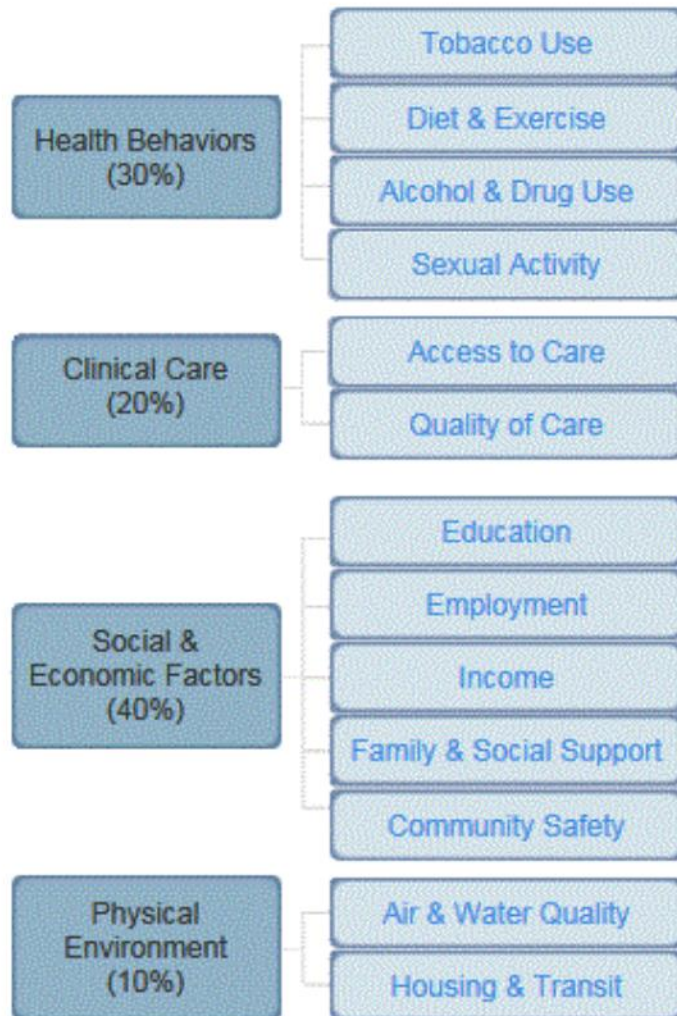
ACO Results

According to a 2014 Leavitt Partners survey for Modern Healthcare magazine:

- \$417 million in savings
- 19% improvement in quality
- 2013 growth in health spending lowest since 1960



Population Health has Many Determinants



Rural Health Value, [*Understanding the Social Determinants of Health: A Self-Guided Learning Module for Rural Health Care Teams*](#)



Population Health has Many Partners



Rural Reasons for Optimism

- Revenue stream of the future tied to primary care providers
- Lower beneficiary costs in rural
- Critical access hospitals (CAHs), rural health clinics (RHCs), and federally qualified health centers (FQHCs) have reimbursement advantages in the old payment system
- Rural can change more quickly
- Rural is more community-based



The Challenge: Crossing the Shaky Bridge



Leadership

- Educate & align key leaders:
 - Boards
 - Providers
 - CEO/CFO/CNO/Managers
- Develop a compelling strategic plan to achieve value



Collaboration/ Partnerships

- Partner with:
 - Primary care providers
 - Other/community services
 - Businesses
 - Payers?
- Join Networks/Systems
- Engage Community and Patients



Maximize Finances/Quality

- Maximize financial and quality performance
- Optimize revenue cycle management, coding and cost accounting
- Improve customer satisfaction and quality
- Develop Lean processes



Care Management

- Develop care coordination capabilities
- Redesign care processes
- Focus on high cost patients
- Focus on chronic illness management



Information Management

- Develop access to shared patient databases
- Gain access to in-depth data analysis
- Use information to improve value of services
- Use information to improve patient outcomes



Technology

- Develop effective:
 - Telehealth applications
 - Websites and social media
 - Handheld technology applications
 - Educational technology



Workforce Preparation

- Help staff understand the “why” of change
- Develop a culture of continuous improvement
- Teach staff new value-based and population health skills and knowledge
- Maximize teamwork and customer focused services



Population Health Management

- Develop new wellness and disease prevention services – start with hospital staff
- Engage and enlist partnerships with patients and their families
- Lead/join initiatives to address community health needs and issues



The Destination...

A health system that links health care with community stakeholders, to create a network of organizations working together to improve population health



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What Rural Providers can do Now

- Determine the most important things to do now to prepare for ACOs and other value models
- Determine where providers are now in preparation for value – readiness
- Develop strategies to bridge the gap between current and future payment systems
- Work together to maximize efficiency and shared volume
- Participate in value-based models





“Even if you’re on the right track,
you’ll get run over if you just sit there.”
-Will Rogers



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