

How to Build Risk Adjustment into your Value-Based Care Strategy

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THE RISE
ASSOCIATION

We are a network of health care professionals addressing the challenges posed by the emerging landscape of value-based care and government health care reform.

OUR MISSION

Our mission is to provide a community for like-minded professionals to come together for networking, education, and industry collaboration to stay ahead and advance their careers.

ONE ASSOCIATION
THREE COMMUNITIES



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ASK YOUR QUESTIONS IN OUR DISCUSSION BOARD

Today's presentation agenda

- ① Health Plan Challenges to Integrating Risk Adjustment
- ② Focus Areas for Your Value-Based Care Program
- ③ Strategies for Maturing VBC Programs & Risk Adjustment
- ④ Key takeaways and audience Q&A



Do Health Plans have the right analytic tools needed to manage their Risk Adjustment Programs?

Advanced Analytics



Comprehensive data including SDoH



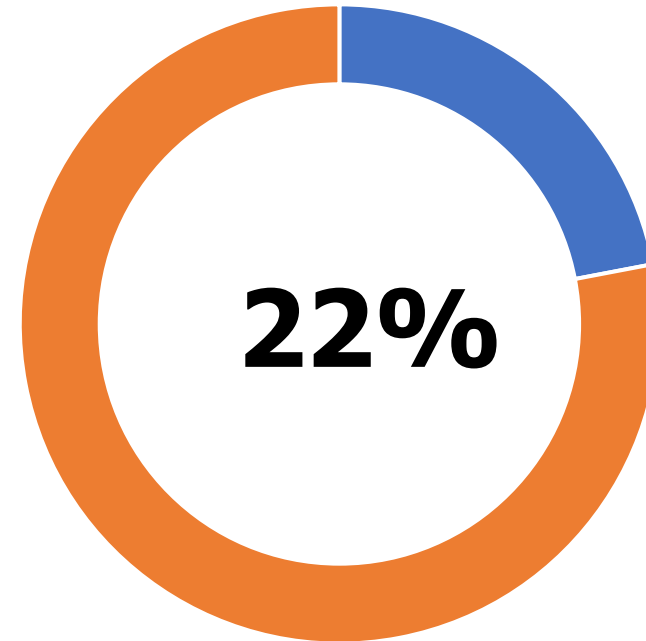
Next best action capability



Identification based on high probability of success



ROI Estimation

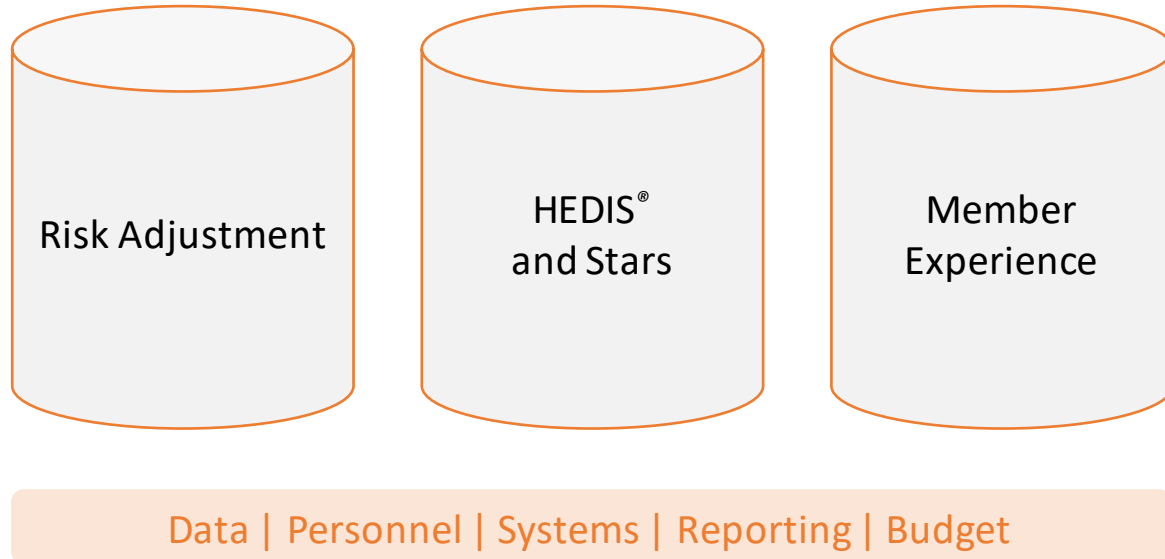


In a recent study done by Cotiviti only 22% of the respondents indicated having all of the risk adjustment advanced analytics capabilities



Disparate programs are not aligned

Operating in silos

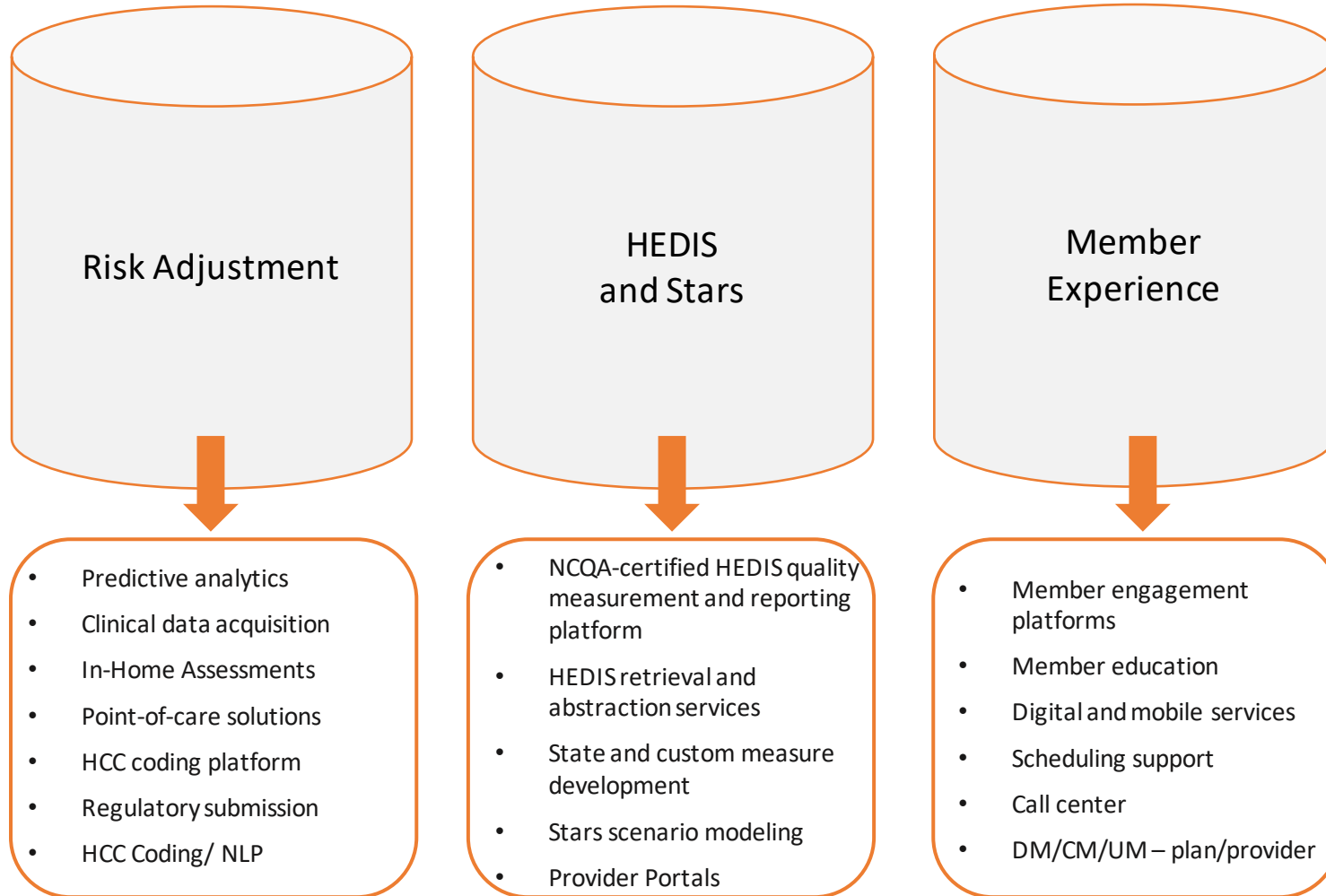


INDUSTRY OBSTACLES

Member Fatigue

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Multiple vendors complicate operations



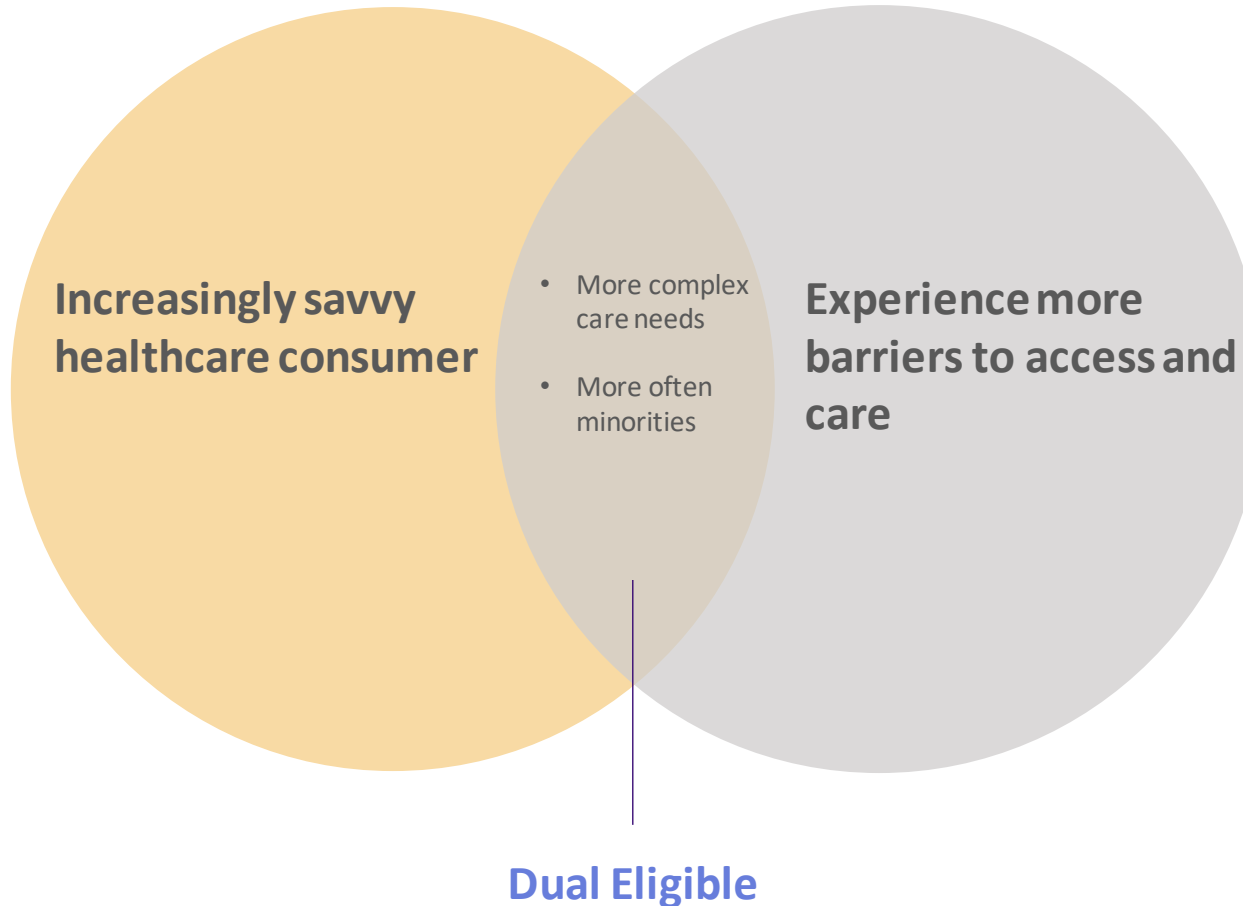
INDUSTRY OBSTACLES

Intelligent
member targeting

Evolving member preferences and behaviors

Medicare Advantage

Medicaid



- Members are interested in personalized outreach from payers
- Increasing competition – more payers offering more plan options – more confusion
- Now More comfortable with technology, telehealth, digital solutions
- Star ratings are a top feature as members shop around for the best MA plan

- State-specific regulations and benefits
- Greater health disparities such as Limited income, lack of transportation
- Obstacles such as lack of trust in the healthcare system
- Complex care requires help navigating a fragmented healthcare system
- Limited access to high-quality care creating greater health disparities

Key areas to focus



DATA ACQUISITION & PRECISION ANALYTICS

- Do you currently have a comprehensive data strategy
- Do you have data and insights to enable decision making?



UPFRONT PROVIDER COLLABORATION & SUPPORT

- Do you have alignment with providers and health systems
- How do you support providers early in the care journey to enable shared savings



PERSONALIZED MEMBER ENGAGEMENT

- Do you have a strategy to administer holistic member care?
- What tools do you have to provide your member with a superior experience?

Create Your Roadmap

	Baseline	Best Practice	Innovative
DATA	<ul style="list-style-type: none"> • Mostly claims data (medical, pharmacy, institutional) • Regulatory data • Structured data 	<ul style="list-style-type: none"> • Medical records from EHR • Health Assessments • Lab data • Past interactions 	<ul style="list-style-type: none"> • SDoH and supplemental • Behavioral data sets – personas • Consumer data • Provider contracting data • Wearables/Digital Solutions • Non-structured data
TECHNOLOGY	<ul style="list-style-type: none"> • Retrospective analytics • Ad-hoc reports • Basic prospective targeting • Program data silos 	<ul style="list-style-type: none"> • Prospective analytics • NLP-driven capture • Advanced analytics and reporting • Program data connections 	<ul style="list-style-type: none"> • Prescriptive next best action • Interoperability • Member-level risk/quality attributes library
PROCESSES	<ul style="list-style-type: none"> • Quarterly data refreshes • Record Retrieval/Coding • Manual processes • Limited engagement through portals 	<ul style="list-style-type: none"> • Automated processes • Monthly data refreshes • Omnichannel engagement focused on digital 	<ul style="list-style-type: none"> • Real-time data feeds (PA automation/ADT trans) • Strong governance • Creative/personalized engagement strategies • Propensity modeling • Value-based care payments

Proceed Up the Maturity Curve



Reactionary & Repetitive

- Largely Retrospective with limited NLP or warehouse capabilities
- Fragmented processes
- Prospective limited to IHAs
- Multiple member touchpoints

Data Savvy

- Searchable EMRs, health data repository
- Availability of robust analytics and reporting
- Infrastructure to support data sharing between risk and quality programs

Insights driving Innovation

- Shared clinical insights through member-level data governance
- Predictive algorithms based on historical interactions
- Network contracting data for upside risk
- Business intelligence tools

Program Optimizers

- Value-based care strategy
- Contracts include downside risk
- Personalized and digital member interventions
- Health system Interoperability (push/pull)
- MI processes

RISK ADJUSTMENT EXCELLENCE

Key Takeaways

- Intelligent member targeting is critical with precision engagement tactics and behind-the-scenes management
- Improved provider collaboration through data and analytics will ultimately improve member care and outcomes
- Align processes and programs to enable provider success
- Streamline internal processes across multiple programs, LOBs, etc. to create synergies, greater efficiencies, improved effectiveness and better outcomes for patient, provider, payer

THANK YOU



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