



## PHO Customer's "Easy Button" Approach to Empower Value-based Care in Rural Communities

### Background

The customer featured in this Storyline is a not-for-profit Physician Hospital Organization (PHO) founded in 1996 and consists of over 750 physicians and ancillary providers, as well as 8 hospitals. They are dedicated to creating value for their customers, payers, employers, and communities by fostering collaboration and addressing the unique challenges of rural healthcare. Guided by their mission to navigate the complexities of healthcare, their vision is to help its members transition to value-based care by engaging both its hospitals and providers in implementing programs that improve population health, control costs, and elevate healthcare quality for the communities they serve.

### Situation

Committed to improving rural healthcare, this customer sought a robust platform that addressed the critical challenges rural healthcare faces. They needed to partner with payers to improve patient outcomes and implement reimbursement strategies that reward care teams who reduce high-cost care utilization, such as ER and inpatient care. The solution also needed to enable the real-time identification of wellness visit due dates on a rolling calendar basis, accurate identification of patients without visits in a defined lookback (leveraging CCDA and claims data), and collate claims and clinical data to identify patients with open care gaps.

A key functionality needed with this solution was a reliable mechanism that shared clinical data with payers, to efficiently create care gap closure and result in financial reimbursement for quality performance across diverse, overlapping contract metrics. Additionally, the platform needed capabilities to identify rising-risk populations through a defined logic and populate a care management grid for proactive care interventions. Maintaining a patient-centric model was critical to facilitating efficient care delivery across the continuum of care. This approach needed to include Transitional Care Management, streamlined primary care communication, and effective referral management to close specialty care referral loops. Additionally, the platform needed to accurately filter information by organization, location, contract, practice, and provider.

### Solution

To support our customer in advancing its mission and aligning with its strategy and vision for improving population health, The Garage's platform Bridge was selected in 2022. Utilizing Bridge, they address key healthcare priorities and challenges while staying true to their mission. Bridge has empowered this PHO to focus on the people, processes, and technology by providing a unified population health management solution to serve as its backbone to achieve the Quintuple Aim:



lower costs of care, better care for the patient, improved health of communities, sustainable service models for care teams, and equitable access to care for all. This approach, achieved through the combination of integrating their network with Bridge's infrastructure, drives operational efficiencies, improves decision-making capabilities, and implements scalable, patient-centric care models that addresses the unique needs of the rural communities they serve.

## Outcome

Using the Bridge platform and its data warehouse, this customer has improved their care management initiatives, amplified their provider and patient outreach outcomes, and now has the ability to expand partnerships with other entities to create a broader impact. Bridge embodies an "EASY Button" philosophy, simplifying complex processes and empowering customers to deliver effective and accessible value-based care (VBC) services, while increasing organizational productivity, reducing unnecessary costs, and improving overall contract management efforts.

*"Improving health outcomes in rural communities would be much more difficult without the ability to leverage the power of a tool like The Bridge across communities that wouldn't otherwise have the resources to make value-based care easy."*

– Chief Medical Officer

Interested in learning how The Garage can empower your organization?  
Request more information [here](#).