

# Partnering to deliver value-based care through CIN/ACO

**Customer**

Wellvana Health, Nashville, Tennessee

**Industry**

Healthcare

**Providers**

Over 300 independent physicians

**Goal**

Create a CIN/ACO to serve Medicare patients with value-based care

**Website**

[www.wellvana.com](http://www.wellvana.com)

[www.wellvana.com/san-antonio](http://www.wellvana.com/san-antonio)

**About Wellvana**

Wellvana is a clinically integrated model, providing the required infrastructure to enable independent medical providers to collaborate to improve healthcare quality, cost, and patient experience.

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**About Sharecare**

Unified solutions designed to improve population health, enhance the patient experience, reduce costs, increase revenue and improve work-life for providers, payors, and patients. [sharecare.com](http://sharecare.com)



## THE CHALLENGE

Organize independent providers to build a clinically integrated network (CIN)/accountable care organization (ACO) that serve Medicare patients with value-based care.

**Wellvana was founded on a vision of helping independent healthcare providers move from fee-for-service to value-based care by providing the infrastructure and the tools needed for these providers to retain their independence and thrive in this new environment.**

While it holds the promise of better patient care and higher reimbursement, value-based care involves using data, technology, and processes that can feel burdensome to busy independent providers. These smaller practices have often tried multiple systems promising to pave the way to value-based care, but without proper training, these systems went unused. Independent providers are focused on patient care and results, not data and systems. Wellvana needed to help these doctors see that, with the Wellvana CIN/ACO, they could focus more on their patients and mobilize their resources in service of their patients more efficiently and effectively.

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## THE SOLUTION



Use data, technology, peer-to-peer comparisons, and training to create consensus among disparate providers.

Sharecare Value-Based Care services helped Wellvana organize a physician network by bringing together a technology platform and Sharecare's deep understanding of population health costs, historical performance, and what success looks like using a value-based strategy. These enabled Wellvana to create consensus around quality measures. Sharecare helped Wellvana build a single data set from multiple sources to surface the data and create agreement among a group of independent providers using multiple systems.

Critically, Sharecare built trust with the providers through an approach where the focus was on what issues were most important for the doctors and staff, rather than focusing immediately on selling technology or services.

The next step was to assist the busy providers by creating a value-based transition plan, which included educating the providers and staff. Sharecare broke out each component of the project to make implementation easier for the doctors. Once an easy-to-manage process and training framework was in place, Sharecare went on to work with the rest of the staff: scribes, nurses, MA, and the front desk. The Sharecare difference was their leverage of existing provider workflows to achieve broad adoption for the doctors. The collaboration between the provider and Sharecare created a valued partnership between Wellvana/Sharecare and the providers, rather than just a vendor relationship.

One-on-one technology and workflow training provided by Sharecare eased the adoption of the new analytic systems. Peer-to-peer comparison data helped providers understand where they had gaps in care – this was what drove the doctors to stick with the process.

For doctors, focusing on patient care is their highest priority, so reducing the administrative burden and moving it away from the doctor was a crucial part of the Sharecare solution: the right technology, supporting the right processes, delivered with the right training freed the doctors to focus on patient care, improving quality while reducing cost.

“The powerful thing about working with Sharecare was their creativity in finding solutions. With Sharecare, we had a true working partnership with the practice. That’s what doctors want – they want a trusted partner who can reduce the administrative burden and move it away from the doctor.”

**Michael Platek**  
Chief Strategy Officer, Wellvana



## THE RESULTS

A strong CIN/ACO delivering higher quality care with lower cost, and higher in-network referral rates.

36+ months after forming their CIN/ACO, Wellvana now has network participants in eight states. Wellvana has demonstrated quality scores improved by 14% over the network and improved patient satisfaction scores in the 95 percentiles. Referrals within the network increased from 30% to 70% in the CIN network. The Wellvana group in Arizona saw over \$2M in savings payments. Overall, the network has seen patient growth and less revenue leakage. This CIN partnership added a \$2 million value that was able to be reinvested in the provider network. Their current contracts include 45 at-risk Medicare Advantage contracts; Wellvana gained an additional \$8 million from investors in December 2020 which translated into an \$85 million valuation of Wellvana.

14%

Quality scores improvement

95%

Patient satisfaction scores

40%

Increase in network referrals

2M

Added value reinvested

8M

Gained from investors

85M

Total valuation

## THE FUTURE

Expand geographic footprint and reach out to self-insured employers and payors beyond Medicare.

With the success of the initial CIN/ACO serving Medicare patients, Wellvana has now set its sights on expanding this initial network beyond the current eight states it covers currently. In addition, the team at Wellvana has had success expanding the platform and processes developed in creating the CIN/ACO to value-based contracts with commercial payors, and with self-insured employers.



Sharecare offers the strength of trusted individual solutions, with options to bundle each component and create unified actionable metrics that drive intelligent decision support for the entire healthcare ecosystem. **All together better.**

- Value-based Care Solutions
- Health Information Management
- Payment Integrity
- Clinical Solutions
- Patient Engagement Platform

## WHY SHARECARE?



### People

Sharecare takes a partnership approach and brings creative solutions to program management services.



### Technology

The Sharecare Value-based Care Population Health and Quality Measure Attainment platform shows providers what they need to close gaps in patient care and maximize value-based reimbursement.



### Expertise

Deep knowledge of population health data, historical performance, EHR systems and payor reimbursement systems lead to improved care and better reimbursement.



### Physician training

One-on-one training and real-world coaching make systems work – and stick!