




# Maximizing ACO REACH Success With Innovative Technology

Starting from January 1, 2023, the ACO REACH Model has launched its inaugural performance year with a focus on advancing health equity initiatives for accountable care organizations (ACOs). The program aims to improve the quality of care and health outcomes for underserved patients, while simultaneously reducing their health disparities.

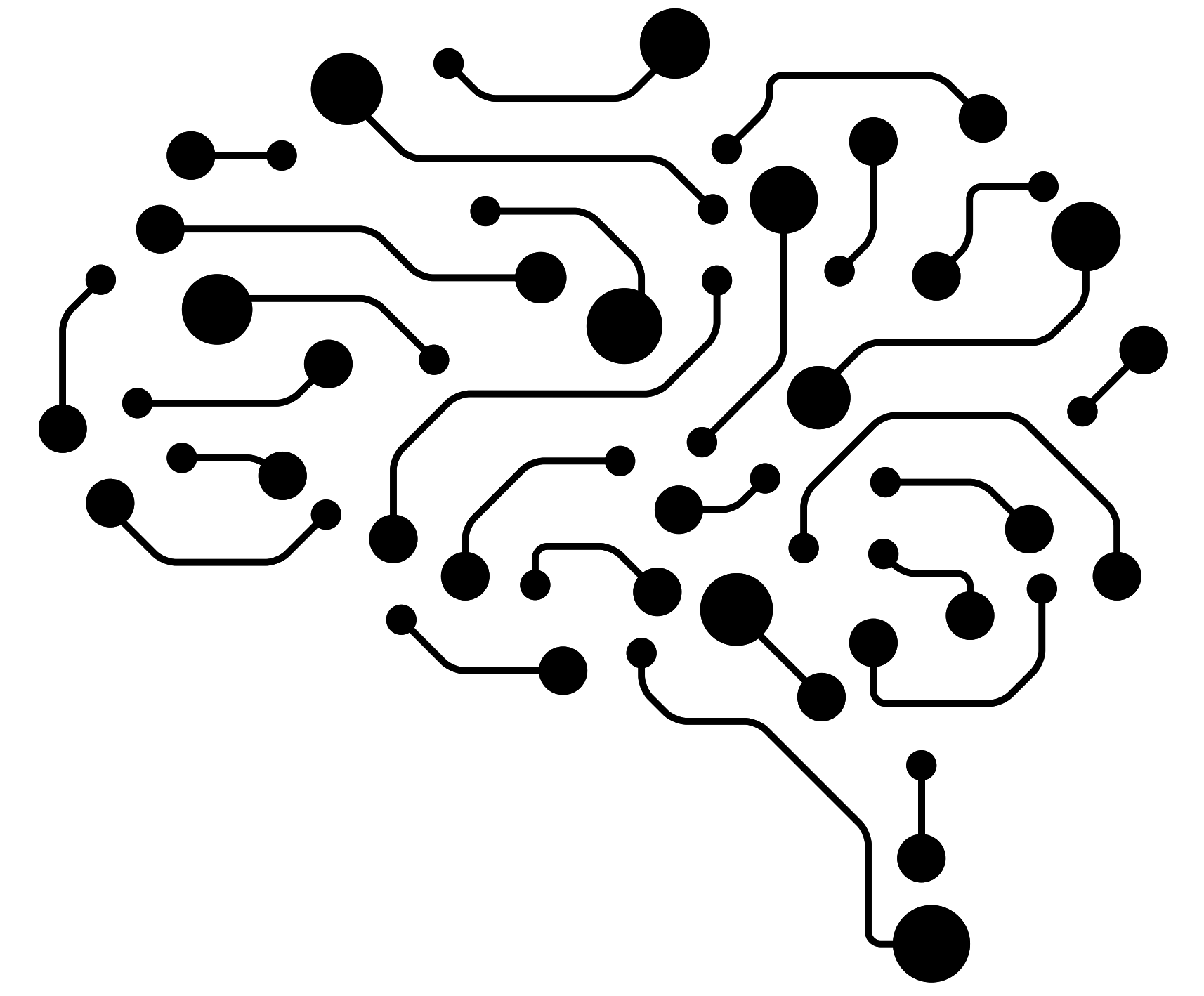
ACO REACH provides primary care providers with a unique opportunity to increase revenue from caring for original Medicare patients. This, in turn, enables them to invest back into their patients, staff, and practices, leading to overall growth. To achieve the program's goals, REACH ACOs must have a well-defined strategy to minimize avoidable utilization, improve quality scores, and ensure safe care transitions. Achieving this objective requires a robust Health IT system that can support all ACO REACH requirements.



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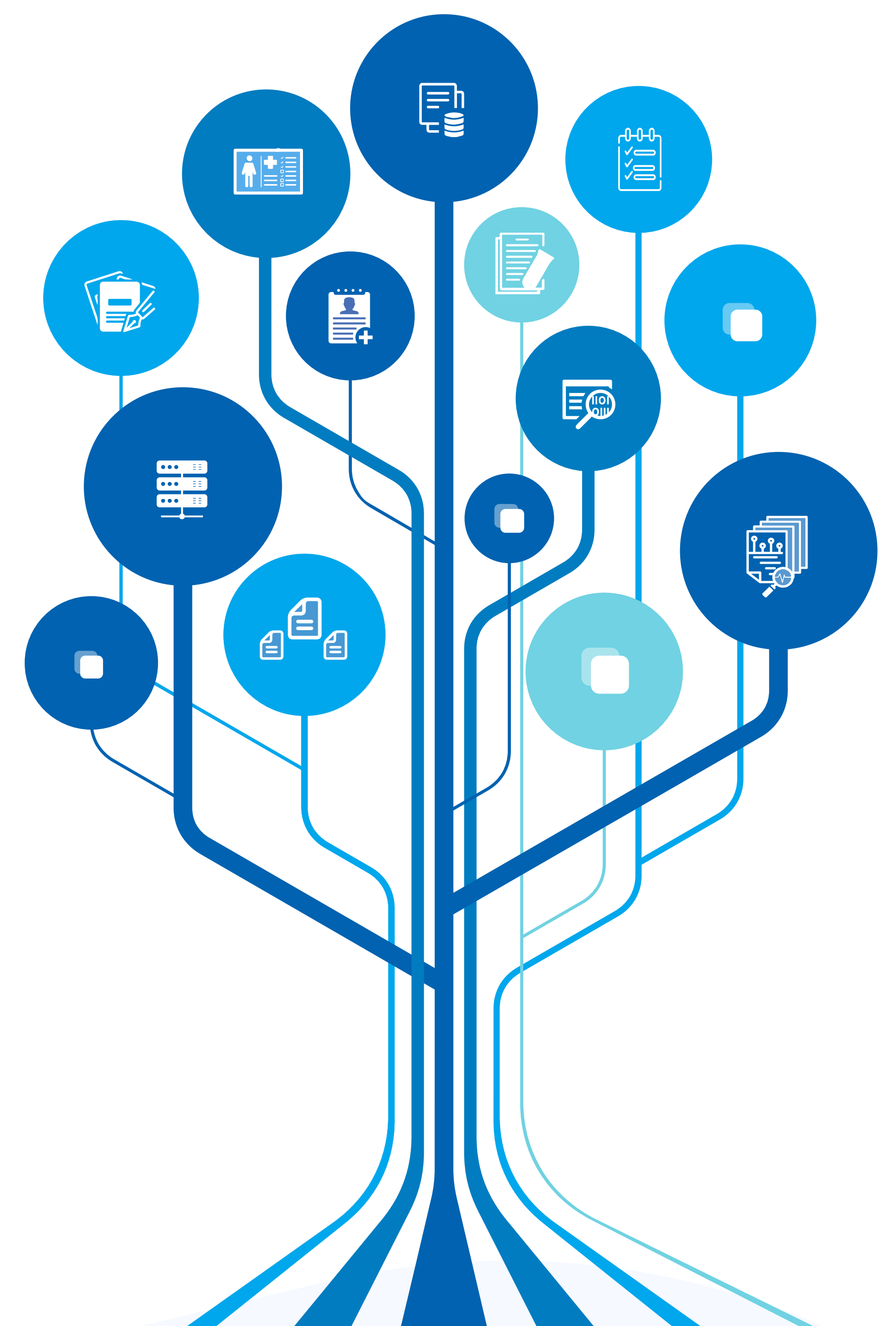
## Use Innovative Technology To Fuel For ACO REACH Success

Right now, what is essential is the availability of a strong technology solution that can assist ACOs in recognizing and controlling risks for their most vulnerable patients. This will require the utilization of Artificial Intelligence to dismantle data silos and eliminate gaps in care with meaningful & actionable data, which will ultimately enhance care coordination. Unfortunately, there aren't many comprehensive technology solutions in the market that can provide support for the full spectrum of ACO REACH requirements.

To achieve success in ACO REACH, organizations must have a full suite of technologies, including advanced data management capabilities, detailed analytics, population health management tools, multi-channel patient engagement, and care management solutions. These technologies should be comprehensive enough to manage all aspects of care delivery, including risk stratification, risk adjustment, quality reporting, patient engagement, and care coordination, among others.

### ► Unified Data Model

Effective value-based care (VBC) platforms rely heavily on advanced data architecture. Such an architecture can ingest data from multiple sources such as CMS, the Area Deprivation Index (ADI), social determinants of health (SDoH), electronic health records (EHRs), laboratories, third-party care entities, and more. The data is standardized and normalized, creating a dynamic longitudinal patient record. Analyzing this record with artificial intelligence (AI), machine learning (ML), and natural language processing (NLP) to extract insights for care management, delivery, and reporting can further increase efficiency and reduce staff burden. The single longitudinal patient record can give all stakeholders a comprehensive 360-degree view of beneficiaries at any given point in time.



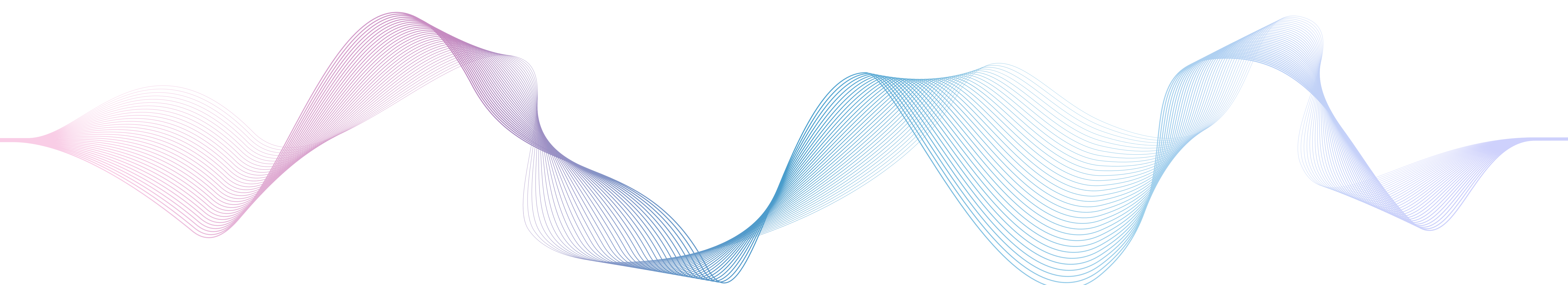
To prioritize health equity and increase access to high-quality care for underserved populations, REACH ACOs must take advantage of a data architecture that can help **identify high-risk patients, gaps in care, HCC risk scores, and coding improvement opportunities for all beneficiaries**. Siloed data compilation and analysis are no longer viable options given the current climate of inflation and staff shortages.

## ► Leverage Sophisticated Data Analytics To Derive Value

To successfully address health disparities in their communities, ACOs must have a comprehensive understanding of social determinants of health (SDOH). Advanced Analytics solutions can be particularly helpful in this regard, as they can present insights and predictive analytics based on individual demographics and SDOH data to mitigate SDOH risks that affect chronic conditions. These insights are especially important for ACOs, as their financial benchmarks will be higher when they serve the most socially and economically at-risk patients. Conversely, ACOs that serve the least at-risk patients will have lower benchmarks .

A typical ACO may have 20 EHR, HIE, ADT and SDOH data feeds in addition to the CCLF data provided by CMS that need to be ingested and managed on an ongoing basis. Moreover these data streams change all the time, some times on a monthly or even weekly basis, therefore, extracting, cleaning up, normalizing, and integrating this complex data is not an easy task. This is further complicated by the fact that most vendors will claim that this is a core expertise for them when in fact even the largest vendors have repeatedly failed at this task.

Moreover, data analysis enables ACOs to identify high-performing providers and facilities and perform cost analysis to reduce care costs while maximizing patient outcomes. This is why many healthcare organizations struggle to make meaningful decisions with the data they have. To ensure success in ACO REACH, ACOs should consider using advanced analytics tools (such as data lakes, data fabric, time series data bases etc.) for these analyses.





## ► Population Health Management

An effective population health management model brings together all the data and insights, allowing ACOs to focus on care management and coordination initiatives to manage chronic conditions, improve the quality of care, control leakage, and improve operational efficiencies. ACOs need the ability to easily create highly targeted cohorts, seamlessly access insights, risk scores and other relevant information. They also need state of the art prescriptive and generative AI tools to help develop care plans and manage patient engagement ensuring that appropriate resources are focused on those who need them the most, with the aim of achieving the best results for the patient and reducing staff work load. Providers also need these insights and alerts at the point of care to ensure effective care delivery. Capabilities such as AI supported 3rd generation care management and patient engagement can help deliver the best care while engaging patients through targeted outreach to improve their experience.

## Embrace The Right Approach

A key challenge is that almost all REACH ACOS have embedded several point solutions that together attempt to tackle the vast requirements. This increases the need for multiple systems and data integration which results in increased complexity, cost, staff shortages and burnout. More importantly using systems that do not have a true integrated solution across Data Management, Care Coordination, Revenue Cycle Management, Quality Management, Cost and Utilization Management and Risk Adjustment results in significantly numbers of missed opportunities for improving care and financial performance.

Organizations need to seek out solutions that are both integrated and comprehensive, not only addressing technology gaps, but also offering a functional ecosystem for managing ACO REACH. An integrated solution that is truly comprehensive should combine advanced data management with artificial intelligence capabilities to provide results across various elements of the ACO REACH Program.

Additionally, it should be easy to expand and adapt to meet the evolving demands of the value-based healthcare landscape.



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