![HealthValue Associates logo — Operationalizing Value-Based Care]

Samples of Success – Healthcare Technology

Commercialization of a Federated Global Healthcare Data, Analytics, and Insight Sharing Platform

Provided marketing and business development, go-to-market strategy, sales enablement, consultative sales, and client/user collaboration services for a SaaS informatics company seeking to launch a federated, cloud-based global healthcare data network, analytics, and insight sharing platform. Also supported platform and solution architecture, business architecture, and articulation of the network's value proposition. Led data procurement and developed participation and data sharing agreements with healthcare data providers. Created licensing models and contracts with health plans, healthcare IT vendors, and life science companies seeking access to the network's comprehensive real-world data. Provided advanced analytic tools and customized studies supporting clinical trial design and recruitment, treatment process innovation, outcomes improvement, and health economics/value analysis.

Solution for Tracking Outcomes, Risk, and Cost Across Multiple Value-Based Contracts

Designed and developed a series of automated relational dashboards for a population health management solutions vendor to assess population quality, risk, and cost, to efficiently inform provider and payer CFOs and CMOs on performance status, and to engage physicians and care teams with minimal impact on their workflows. The dashboards provided snapshot, trend, comparative, and drill-down information views of care processes, outcomes, risk, and cost – with links to corresponding patient lists. The indicators and algorithms supported the prediction of clinical and operational performance and the potential financial impact across multiple value-based contracts and performance improvement programs having different quality/cost targets, risk levels (upside and downside), and payment structures.

Solution and Services for Assessing Adherence to Evidence-Based Best Practices and Care Pathways

Led the design and development of novel digital health tools and best-practice decision support services for a healthcare consulting firm's solution for medical practices, hospitals, health systems, and decision support vendors. The solution provided a means to analyze, score, and report the extent to which physicians, surgeons, and care teams adhere to evidence-based best practices, clinical/surgical pathways, and care plans. These solutions and associated services provide opportunities to correlate processes of care to outcomes and cost and to provide additional performance metrics for awarding value-based payments.

Marketing and Promotion of e-Training Solutions for PCMH Practices and Population Health Management

Helped a CME-oriented e-learning and certification solutions vendor to adapt and promote its e-learning platform for training and evaluation of physicians and care teams. The e-training platform supported novel and efficient processes for efficient and consistent workforce training and for alignment of new care delivery, care navigation, and care coordination models such as the patient-centered medical home (PCMH) and population health management. Provided operational leadership and business development services including market research, go-to-market strategy, market promotion, sales enablement, strategic alliances, and customer prospecting, profiling, and lead generation.

Commercializing a Nationwide Data Warehouse, Data Sharing, and Collaborative Learning Platform

Led the development and commercialization of a data warehousing, data sharing, analytics, and collaborative learning platform for a healthcare informatics subsidiary of the American Medical Group Association (AMGA). Supported the development of an interoperable solution architecture and provided leadership and business development services, including data procurement from multiple health care providers, go-to-market strategy, value proposition development and presentation, marketing and consultative sales, participation and data licensing/access agreements, and strategic partnering.

Trade Association Data Warehouse and Product Information Exchange Platform Implementation

Led the development and implementation of the Healthcare Distribution Management Association's data warehousing and pharmaceutical product information exchange platform. Established and managed partnerships with HIT/data management vendors and solution partners. Procured data and supported solution delivery, market promotion, member participation, and government collaborations.

Development of a Data, Analytics, and Reporting System for Clinical Quality and Performance Improvement

Led the development and delivery of an innovative data management, analytics and comparative reporting system for the Rhode Island Quality Institute's Beacon Community Program involving 28 PCMH practices, CINs, and FQHCs. Engaged physicians in standardized data acquisition and data-driven quality, utilization, and performance improvement supporting collaborative learning and clinical practice transformation.

Analytics Platform Pilot for a State-wide Health Information Exchange (HIE)

Led the development, demonstration, and evaluation of a patient-level and aggregated analytics platform pilot project for CurrentCare, the Rhode Island HIE managed by the Rhode Island Quality Institute (RIQI) and supported by InterSystems. Managed the multi-party analytics collaboration and provided strategy and recommendations for further development.

Customer Engagement and Support for a Population Health Management Solutions Vendor

Provided customer support, user engagement, and product adoption services for a population health management solutions vendor seeking to improve relationships and alignment among client participants in an integrated physician/CIN/hospital network and ACO. Engaged client leadership and user groups to assess population health goals, data and analytics strategies, and clinical, technical, and business needs. Also evaluated client's understanding of the solution's value and level of adoption and satisfaction. Performed a gap analysis and identified applicable areas for alignment and improvement. Made corresponding course corrections enhancing user and customer satisfaction, engagement, and alignment among provider organizations.

Strategy and Business Development Services for 10 Early-Stage Startups and Growth-Stage Companies

Provided product and business development services for 10 start-up and growth-stage HIT solutions vendors, data management and informatics companies, data analytics providers, quality and performance improvement companies, point-of-care and population health management solution vendors, and digital health companies. Helped them to commercialize technology, products, and services and to jumpstart their business development efforts and corporate growth. Services included product and business strategy, branding, marketing and communication, go-to market strategy, market promotion, sales enablement, and support for business plans, valuation, and funding activities.