

Critical Access Hospital Dramatically Increases Chronic Care Management Program

Hospital increases its CCM enrollment by more than 990%

Initial Situation

Rural providers are at risk of losing money because they're too small to beat the statistical variation. You simply can't do it alone. Caravan has a proven process for building ACOs of at least 100,000 lives, the number needed for ACO success.

As providers and staff at a busy urban-area, critical access hospital located on the eastern seaboard learned more about the opportunities of value-based care from their Caravan Health ACO, they recognized that much like their peers in accountable care, enrolling more patients into their Chronic Care Management (CCM) program would help them to better manage their patients with chronic health issues. With so many patients isolated and quarantined as a result of the COVID-19 pandemic, the time was optimal to focus on enhancing the CCM program.

The Caravan Health team highlighted areas in which to focus and provided resources and templates to follow to begin the process including the initial step of forming a specific CCM team. A committee of representatives from key departments began meeting

each week to develop a strategy and implementation plan. One of the first steps for the committee, which also comprised the hospital's C-suite of executives, was to select a CCM program director.

Challenge

The committee faced several challenges and were well-prepared to respond. Staff pushed back at what they deemed to be overly ambitious enrollment goals and more work added to their busy schedules, some providers did not see the program's potential value and did not endorse the program, and patients – unfamiliar with the program's benefits - were resistant to join the program. The newly appointed CCM Program Director worked with the Caravan team to overcome the initial challenges – and as more surfaced, the director was prepared. As enrollment numbers increased, it became apparent that many of the early claims had not been coded correctly and therefore not billed which resulted in a backlog. Co-insurance was also an initial hurdle and discouraged many willing patients from enrolling.

Solution

By following Caravan Health best practice suggestions, the clinic made an excellent choice when selecting their CCM program director. The program director identified challenges early on and worked to overcome them quickly. The director educated staff and providers and helped them to understand the potential of the program for not only increasing revenue and improving patient outcomes but also developing patient loyalty.

Staff participated in Caravan trainings and workshops to learn more about CCM and how to engage patients. Providers began to encourage patients to enroll and teams worked to simplify the enrollment process. Meanwhile, the billing department, using Caravan resources, learned exactly how to bill and confirm that codes were accurate. Each time an obstacle surfaced, there was a Caravan Health resource to rely on. As enrollment continued to grow, the CEO began requesting weekly reports of each provider's enrollment numbers which helped to provide awareness and encouragement and even a sense of friendly in-house competition.

Today, the CCM program continues to grow and patients are pleased with the increased communication from their health care team. Staff and providers are fully engaged in the program and are taking further steps to identify subsets of patients with different conditions such as hypertension. In a little over a one-year time frame, the hospital increased its CCM enrollment by more than 990%.

Key Results



A notable decrease in calls from anxious patients



Lower rates of unnecessary ED visits & admissions



65% of hospital's eligible Medicare patients enrolled in CCM program



Majority of patients report to enjoy CCM calls – especially during the isolating pandemic conditions



Provider's buy-in helped to increase patient participation

