

How and Why Chronic Care Management is the Glidepath into Value-Based Care

Thought Leadership Series

How and Why Chronic Care Management is the Glidepath into Value-Based Care



Introduction

This eBook content was sourced from a recent This Just In Radio Show, a show that highlights the latest advancements in healthcare, strategy, innovation, and public policy. This book delves into the insights shared in the 301st episode, focusing on chronic care management (CCM), value-based care, and best practices for navigating the future of healthcare. Healthcare strategist Greg Fulton joins Justin in the discussion to explore the importance of CCM and how it can transform healthcare delivery for both providers and patients.

Background

Justin Barnes, is a healthcare innovation executive, corporate advisor, and industry strategist. He also hosts the weekly syndicated radio show “This Just In” which was recognized as 2024 Podcast of the Year by SWAAY Health. Justin has formally addressed and/or testified before Congress as well as the last five Presidential Administrations on more than 20 occasions with statements relating to value-based care, chronic care management, interoperability, virtual care, and much more. As a recognized public speaker, Justin has contributed to over 3,500 media outlets, offering his expertise on a range of critical healthcare issues. In addition, Justin serves on numerous public and private boards. His most recent appointment is serving on the Coalition for Health AI’s Direct to Consumer Work Group.

Greg Fulton is a seasoned expert in healthcare information technology, with over a decade of experience in government and industry relations at the state, federal agency, and Congressional levels. His expertise spans various policy councils and committees, including the American Telemedicine Association Policy Council (2022-2023), the HIMSS Government Relations Roundtable, the CommonWell Health Alliance Government Affairs Advisory Committee, where he served as co-chair, the Technology Association of Georgia Government Relations Task Force, the Electronic Health Record Association Delivery System Reform Workgroup, where he served as vice-chair, and AdvaMed's digital policy and payment workgroups.

CCM & VBC Update

- Midway through 2024, it is encouraging to see that more care providers are deploying chronic care management programs than ever before. The reason we are seeing this is that care providers want to stave off reimbursement cuts and ensure their care strategies are evolving.
- Deploying chronic care management programs are foundational first steps for engaging value-based care
- In healthcare, with CMS and even many private payers, we've hit the "tipping point" for these programs where the funding and investment is only increasing



Justin has been a key figure in advocating for improved healthcare reimbursement on Capitol Hill since 2005. He successfully countered reimbursement cuts from the late 2000's through 2021. However, with ongoing cuts to fee-for-service reimbursement, Justin has focused on identifying alternative revenue streams for providers.

For Justin, this period represents an exhilarating shift as daily opportunities for new reimbursements emerge. He collaborates with practices experiencing increases in reimbursement ranging from 5% to 40% due to chronic care management—a substantial financial impact. Justin anticipates a pivotal moment: an increase in the number of care providers participating in these programs, more comprehensive patient monitoring, and enhanced outcomes nationwide. A recent Sage Growth Partners study highlights this progress, with 94% of participants noting improved outcomes through remote patient monitoring and 73% reporting a positive return on investment. These practices consistently yield not only significant reimbursement gains but also reductions in unnecessary hospital visits and tangible improvements in patient outcomes.

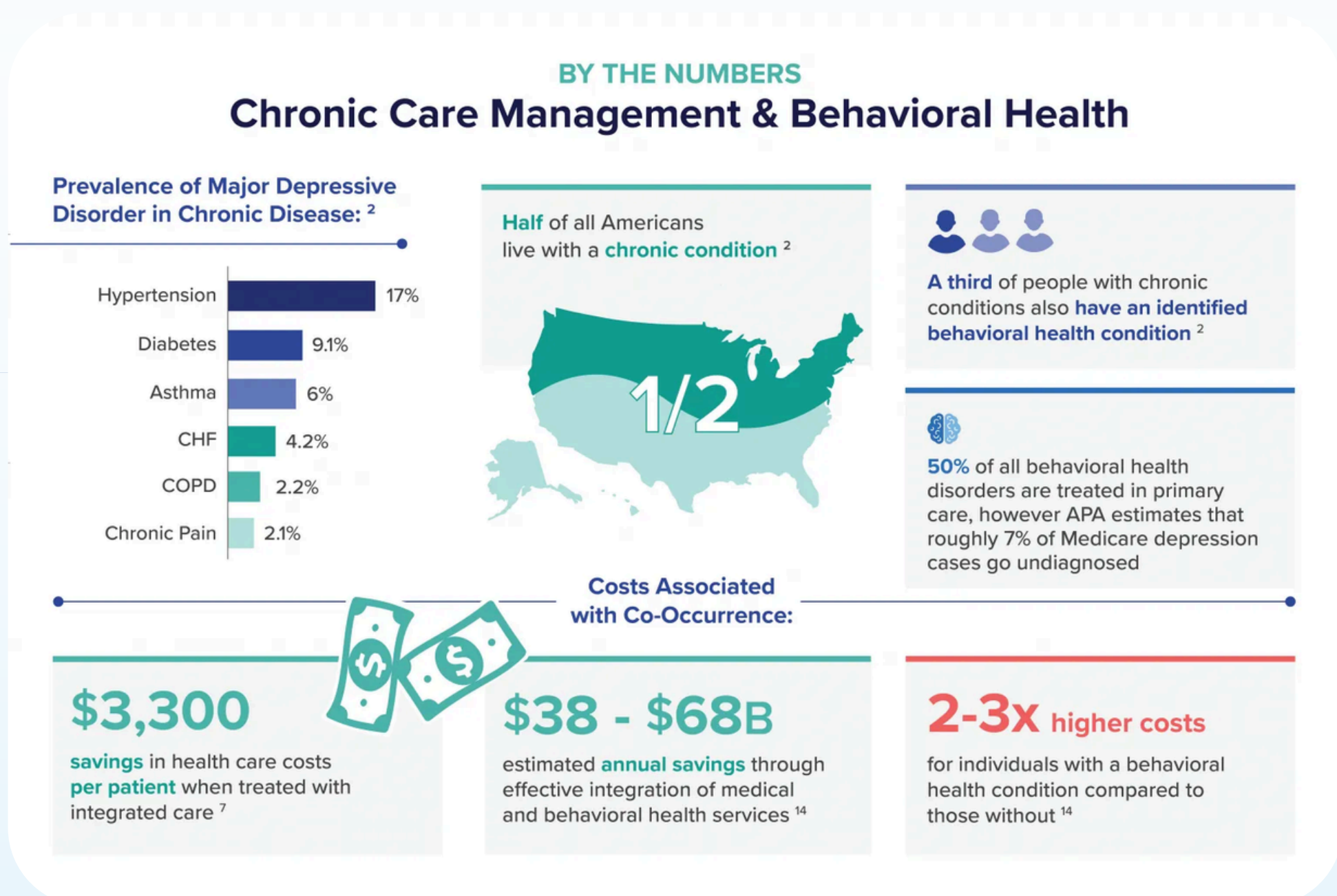
The Importance of Chronic Care Management (CCM)

Historical Context and Significance

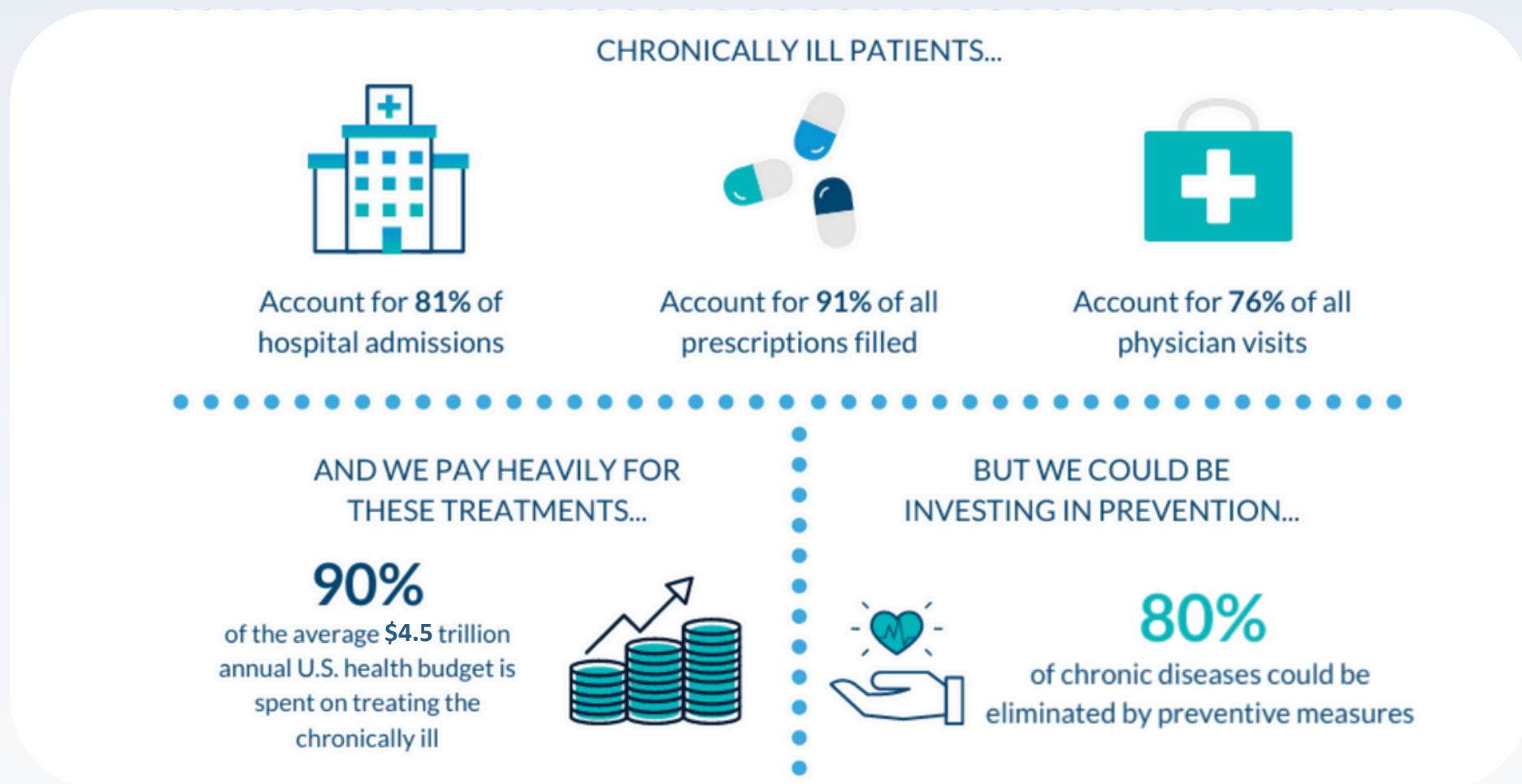
Chronic care management has become a cornerstone of modern healthcare, addressing the needs of patients with chronic conditions through coordinated care strategies. The concept of CCM gained significant momentum with the introduction of specific codes by the Centers for Medicare & Medicaid Services (CMS) in 2015. These codes incentivize healthcare providers to offer continuous care to patients with chronic conditions, ultimately improving patient outcomes and reducing overall healthcare costs.

Benefits of CCM for Patients and Providers

The implementation of CCM brings numerous benefits. For patients, it means receiving consistent, high-quality care that addresses their unique health needs. Continuous monitoring and management help prevent complications, reduce hospital readmissions, and improve overall quality of life. For providers, CCM offers financial incentives through reimbursement programs, enhancing their ability to deliver comprehensive care while also improving their practice's financial health.



Understanding the Financial Impact



Cost Implications of Chronic Conditions

The financial burden of chronic conditions on the healthcare system is substantial. According to the CDC, 90% of the annual \$4.5 trillion healthcare spend in the United States is devoted to people with chronic conditions. This staggering statistic underscores the urgent need for effective chronic care management to control costs and improve patient care.

Reimbursement Opportunities and Financial Benefits of CCM

Healthcare providers can significantly benefit from implementing CCM programs. On average, providers can earn an additional \$12,000 per month per provider through CCM reimbursement. Some practices have reported even higher earnings, depending on the care strategies they employ. This additional revenue not only offsets current and future cuts in fee-for-service schedules but also supports the sustainability of healthcare practices as they navigate value-based care models.

Implementing CCM Strategies



Steps to Start CCM in Healthcare Practices

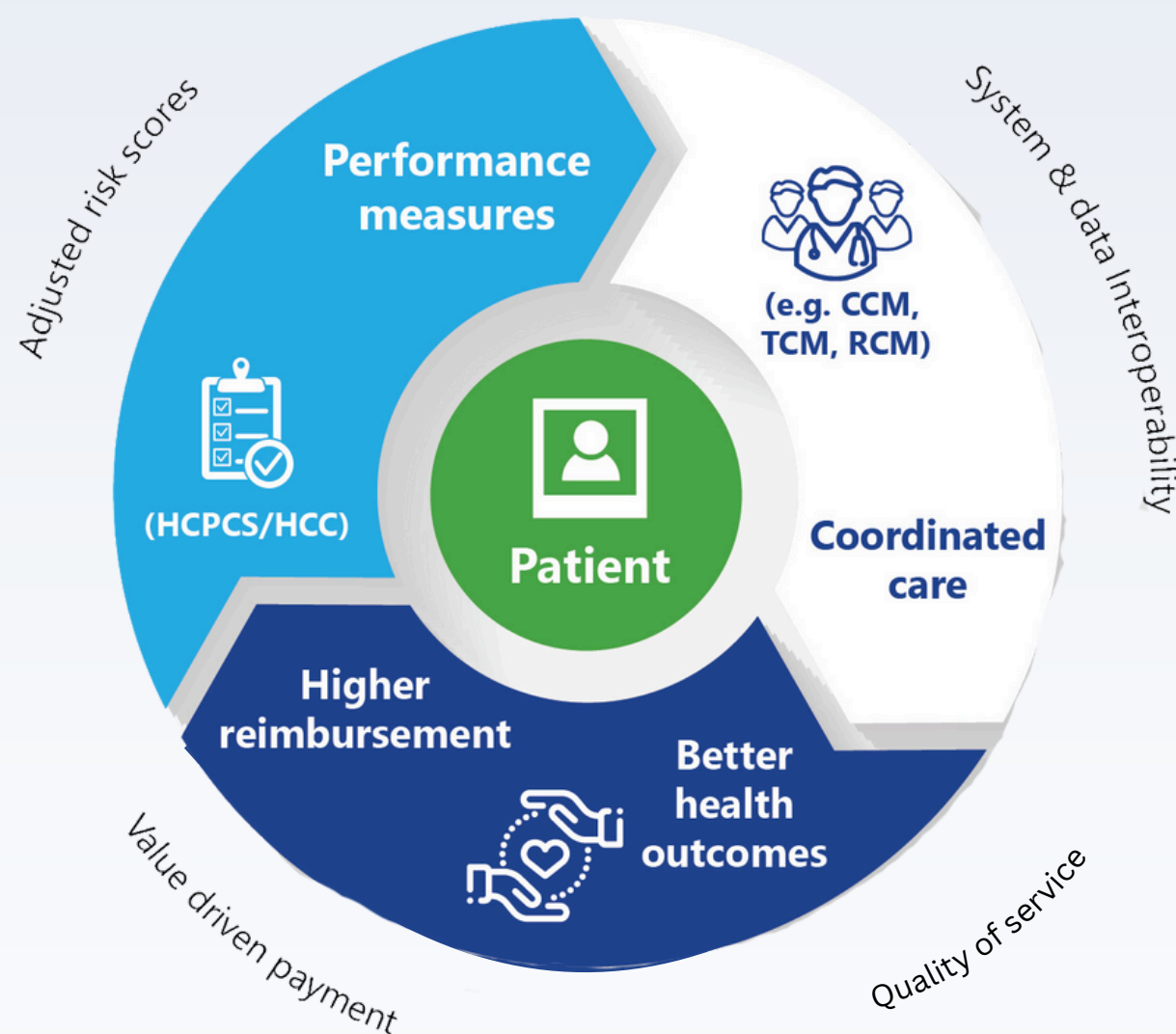
Starting a CCM program involves several key steps:

- **Identify Eligible Patients:** Use your electronic health record (EHR) system to identify patients with chronic conditions who would benefit from continuous care management.
- **Develop a Care Plan:** Create a comprehensive care plan tailored to each patient's needs, including regular check-ins, medication management, and lifestyle advice.
- **Engage Patients:** Educate patients about the benefits of CCM and encourage their participation. Effective communication is crucial for patient engagement.
- **Utilize Technology:** Leverage technology, such as EHRs and remote monitoring devices, to track patient progress and manage care efficiently.
- **Monitor and Adjust:** Continuously monitor patient outcomes and adjust care plans as necessary to ensure optimal results.

Real-Life Examples and Case Studies

One recent example of CCM implementation that Justin came across comes from a company that focuses on mental and behavioral health in Tampa, FL. Their average out-of-pocket cost for patients is only \$20, and their average time to care is under two days from the first contact. This rapid response time significantly improves patient satisfaction and health outcomes. Such examples highlight the potential of CCM to transform patient care and provider efficiency.

Navigating Value-Based Care



Transitioning from Fee-for-Service to Value-Based Care

The transition from fee-for-service to value-based care is a critical shift in the healthcare landscape. Value-based care models focus on providing high-quality care while controlling costs, aligning incentives for healthcare providers to improve patient outcomes. Chronic care management is a natural entry point into value-based care, offering a structured approach to managing patient health and demonstrating measurable improvements in care quality.

The Role of CCM in Value-Based Care Models

CCM plays a pivotal role in value-based care models by providing continuous, coordinated care that addresses the complex needs of patients with chronic conditions. By integrating CCM into their practice, healthcare providers can achieve better patient outcomes, qualify for additional reimbursement opportunities, and enhance their overall performance in value-based care programs.

Policy and Regulation Insights

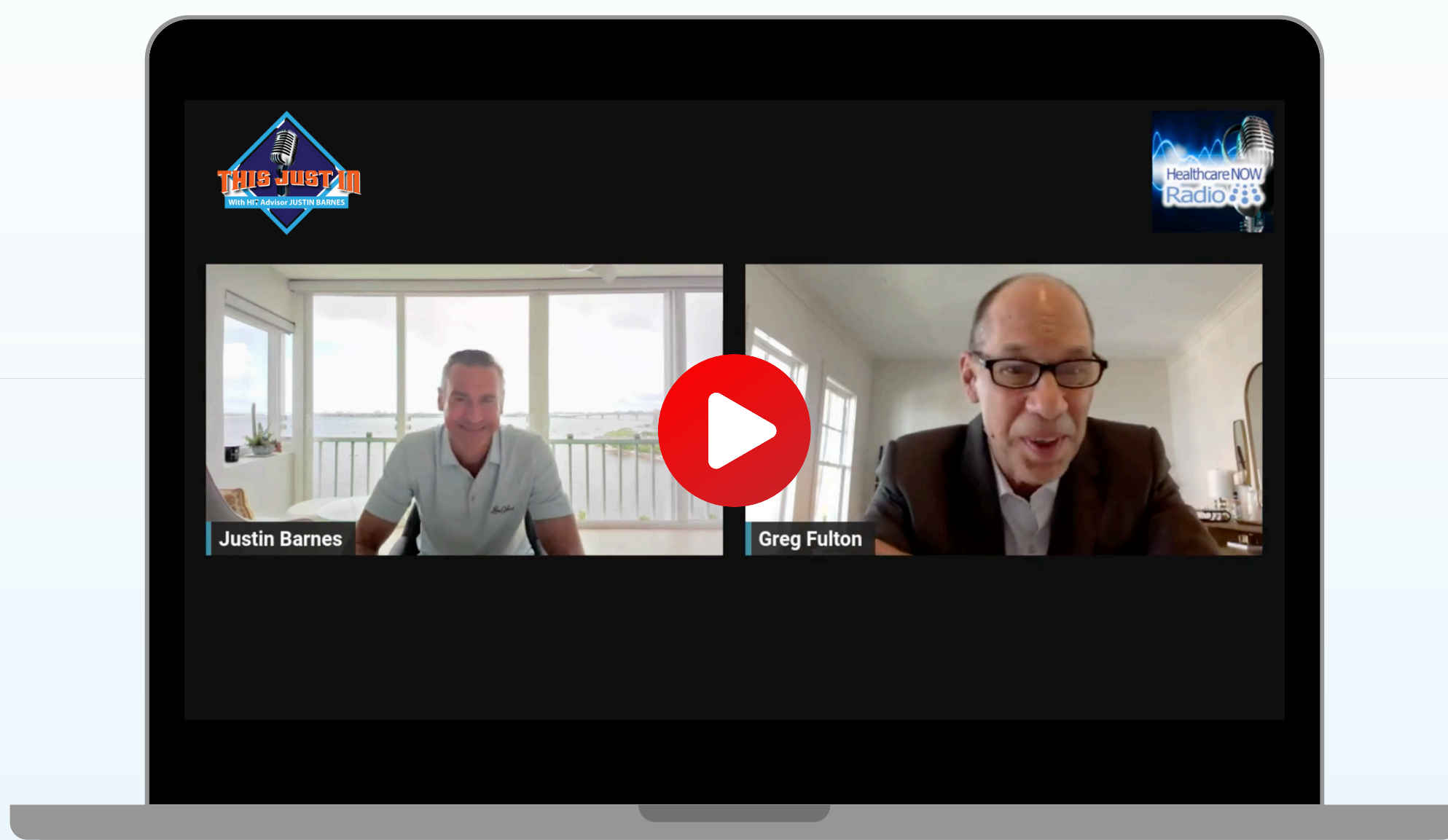
Overview of 2024 CMS Policies and Codes

The Centers for Medicare & Medicaid Services (CMS) has introduced **various codes and policies to support chronic care management**. These include specific reimbursement codes for CCM, behavioral health integration, and remote patient monitoring. Understanding and leveraging these codes is essential for healthcare providers to maximize their reimbursement and improve patient care.

Future Trends and Expectations

As healthcare continues to evolve, the emphasis on chronic care management and value-based care is expected to grow. Future trends may include further integration of technology, more comprehensive care models, and increased support for providers to implement these strategies effectively. Staying informed about policy changes and emerging trends will be crucial for healthcare providers to remain competitive and deliver high-quality care.

Recording of the This Just In Radio Show: *How and Why Chronic Care Management (CCM) is the Glidepath into Value-Based Care*



WATCH NOW

Conclusion & Resources

Chronic care management represents a significant opportunity for healthcare providers to enhance patient care, improve financial performance, and transition smoothly into value-based care models. By implementing CCM strategies, providers can address the needs of patients with chronic conditions more effectively, ensuring better health outcomes and a more sustainable healthcare system.

We hope this ebook provides valuable information and inspiration for healthcare providers looking to implement chronic care management and navigate the future of healthcare. For more thought leadership and strategic guidance, stay tuned to the This Just In Radio Show and our **upcoming content**.

Talk To an Expert