

# Winning the Long Game

## A CASE STUDY ON PATIENT ENGAGEMENT

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### SITUATION

In 2005, Park Nicollet Health System (now part of HealthPartners) became one of 10 groups participating in the CMS Physician Group Practice Demonstration. Encompassing 25 physician care sites and more than 700 affiliated physicians in and around Minneapolis, Park Nicollet set a goal to achieve shared savings through improving the coordination of care for their assigned beneficiaries living with chronic disease.

They faced several challenges from the outset. They were operating in a well-managed market that already had low patient utilization rates. Due to a *Medicare + Choice* plan, many of their traditional Medicare beneficiaries were not counted in the shared savings results. Like others in the demonstration, they experienced significant financial pressure during the economic decline. In order to reach their goal, they looked for a partner who could help them leverage their current resources to enhance the reach, effectiveness and efficiencies of their existing programs.

### SOLUTION

Park Nicollet joined forces with Pharos Innovations to create a sustainable care model built on patient engagement, recognizing a key to their success hinged on reducing utilization. Guided by Pharos, Park Nicollet focused their efforts on:

- **identifying their “rising-risk” patient population (those with chronic conditions such as heart failure)**
- **centralizing a team of care coordinators to remotely monitor and manage a panel of 250 – 300 patients each**
- **implementing Pharos’ patient engagement technology platform to monitor and track the daily self-care of patients in real-time**
- **coordinating care for those patients who triggered a change in clinical status and required follow-up**

## RESULTS

CMS recognized Park Nicollet as a success story within the Physician Group Practice Demonstration.

With the Pharos patient engagement program in place, **it took less than one year for Park Nicollet's team to manage nearly 650 patients.** They began seeing a reduction in all-cause hospitalization rates for their population with heart failure.

**59%** *reduction in all-cause hospitalizations for enrolled patients*

**21%** *reduction in population admits per 1,000*

*30-day readmission rates below* **5%**

**\$2.6** *in annual cost reduction for Medicare*  
MILLION

## REQUEST A COMPLIMENTARY IMPACT ANALYSIS

### Value-based care is a winnable game.

Patient engagement can help you reach your goals, just like it helped Park Nicollet. Contact us and we'll show you the math and the model that can help you achieve your goals.