

# Success Through Value-Based Care: Focus on Primary Care, Scalable Infrastructure, and Health Plan Partnerships

In the rapidly evolving landscape of healthcare, the shift towards value-based care is gaining momentum. This paradigm shift, which emphasizes patient outcomes over volume of services, presents a unique opportunity for primary care providers to redefine their role and create a more sustainable and effective healthcare system. The key to success in this new era lies in building out ambulatory care, leveraging scalable infrastructure, and forming strategic partnerships with health plans.

## Primary Care as a Growth Engine

Primary care is the cornerstone of a robust healthcare system. Expansion of ambulatory care services can enable primary care providers to assume a larger role in the delivery system, thereby increasing their potential for revenue generation. Ambulatory care, which includes outpatient services, preventive care, and chronic disease management, as well as primary care, is a critical component of value-based care. It allows for the provision of high-quality, coordinated care that can effectively divert patients away from costly inpatient services while driving excellence in quality and improving clinical continuity.

Transitioning into more advanced value-based payment agreements while building out primary care capacity and performance can lead to significant financial rewards. Success requires a strategic approach to manage the inherent risks. Provider networks need to invest in capabilities that allow for comprehensive patient management, including advanced analytics to track patient outcomes, and robust care coordination systems to ensure seamless transitions across different care settings.

## Leveraging Scalable Infrastructure and Processes

Scalability is a crucial factor in the success of value-based care models. This includes enabling and supporting primary care providers to expand their scope of services, in close coordination with high performing specialists. Infrastructure required to support success in this approach includes health information technology systems that enable data sharing and interoperability, easy to use provider and member portals/apps and a well-organized referral workflow including integration of best practice “expected” care and referral guidelines.

Scalable infrastructure also involves building a workforce that can adapt to the changing needs of the patient population. This includes not only recruiting and retaining skilled healthcare professionals but also investing in ongoing training and development to equip them with the skills needed to deliver high-quality, value-based care.

## Partnering with Health Plans

While primary care providers can play a pivotal role in driving the shift towards value-based care, they cannot do it alone. Forming strategic partnerships with health plans is a critical step in this journey. Health plans have already made significant investments in capabilities that are essential for managing risk, such as claims processing, utilization management, and member services.



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By partnering with health plans, primary care providers and health systems with large primary care networks may be able to leverage some health plan capabilities without having to build them from scratch. This not only saves resources but also allows providers to focus on their core competencies – delivering high-quality patient care.

In conclusion, the shift towards value-based care presents both challenges and opportunities for primary care providers. By strategically building out ambulatory care, leveraging scalable infrastructure, and partnering with health plans, they can position themselves for success in this new era of healthcare. This approach not only promises financial rewards but also the opportunity to improve patient outcomes and contribute to a more sustainable and effective healthcare system.

*For more information on how we can help you achieve success with value-based care, contact us at [info@copehealthsolutions.com](mailto:info@copehealthsolutions.com) or call 213-542-2295*

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