AMERICA'S PHYSICIAN GROUPS

Beneficiary Engagement

Sam Starbuck,

AVP, Privia Quality Network

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PRIVIA HEALTH

Who We Are

National physician organization
meeting providers where they are
to transform the healthcare delivery experience

What We Do

Deliver tailored solutions to secure a provider's future,
regardless of their starting point on the transition to value

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Market Presence*

Maryland

Virginia

District of Columbia

Georgia

Florida (Central)

North Texas (Dallas-Fort Worth)

South Texas - Gulf Coast (Houston, Austin)

*Does not reflect new geographies under development

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Beneficiary Engagement Strategy

1. **Access**
   - Meeting patients where they are to deliver care when, where and how the consumer desires
   - Staying connected through online scheduling, flexible hours, virtual visits, app and patient portal
1. **Engagement**
   - Connecting through preferred channels to close care gaps and schedule appointments
   - Referring to high-quality, cost efficient care options
1. **Education**
   - Providing automated disease education campaigns
   - Connecting through various channels to share wellness resources and promote access options

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Patient Access

Proprietary Capabilities

- Virtual Visit Platform
- Online Scheduling
- Health Event Engine
- Mobile App
- Practice Websites & SEO
- Online Reputation Management
- Patient Satisfaction Surveys

Outcomes

- 88% patients rate care as "Great"
- 90% mobile & 80% email collection
- 89% email open rate
- 50%+ gap campaign closure rate
- 10K+ virtual visits *(< 1 year)*
- **91% Customer Service Satisfaction**

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TOTAL COST OF CARE

Meeting patients where they are to manage the entire spectrum of care, not just one niche

HEALTHY	EARLY STAGE CHRONIC & AT RISK	POLY-CHRONIC & COMPLEX
Routine and immediate care access	*Proactive engagement*	*Intensive active management*

EXPANDED ACCESS
"Contact your doctor anytime, anyway, anywhere, for any reason"
Ex: Same Day/Next Day Appointment, **Care Advice Line**, **Extensivist**, Virtual Visits, **Virtual Urgent Care**, Mobile App

REFERRAL MANAGEMENT
"The right care at the right place and time."
Ex: Virtual Narrow Network, Specialist Tiering, Embedded EHR Workflows, Reporting

OUTCOMES

- Lowest Inpatient Visits / 1000 among Top 20 ACOs
- 300+ ED Visits Avoided w/Care Advice Line
- 14,000+ Virtual and Virtual Urgent Care Visits

CHRONIC CARE
"Early awareness and proactive management of ongoing conditions."
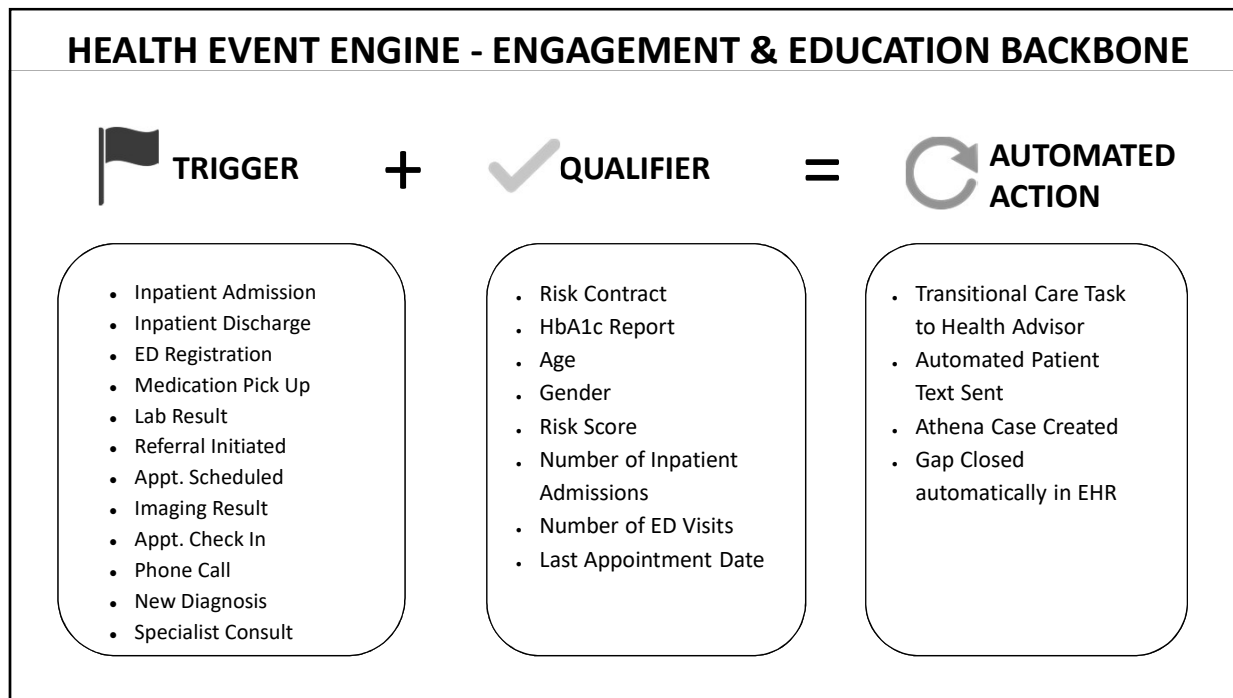Ex: Patient Education, Together2Goal, **Chronic Care Management**, **Behavioral Health**

ADVANCED ILLNESS
"Targeted interventions for those who need it most."
Ex: **Complex Care Management**, **Palliative Care**, Clinical Research

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HEALTH EVENT ENGINE - ENGAGEMENT & EDUCATION BACKBONE

TRIGGER + **QUALIFIER** = **AUTOMATED ACTION**

TRIGGER	QUALIFIER	AUTOMATED ACTION
• Inpatient Admission • Inpatient Discharge • ED Registration • Medication Pick Up • Lab Result • Referral Initiated • Appt. Scheduled • Imaging Result • Appt. Check In • Phone Call • New Diagnosis • Specialist Consult	• Risk Contract • HbA1c Report • Age • Gender • Risk Score • Number of Inpatient Admissions • Number of ED Visits • Last Appointment Date	• Transitional Care Task to Health Advisor • Automated Patient Text Sent • Athena Case Created • Gap Closed automatically in EHR

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Health Event Engine Library
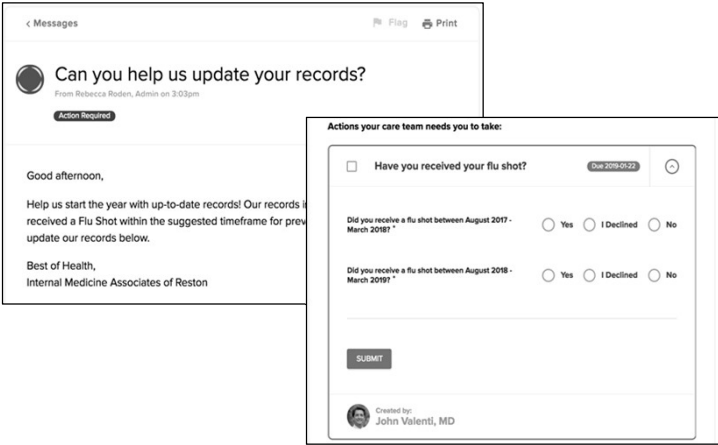
Health Events
- Preventive Care (Quality)
- Post ED Education
- Inpatient Discharge

Care Management
- Complex Care Management
- Chronic Care Management
- Transitional Care Mgt.
- Extensivist Visit

Provider
- RAF Gaps
- Transitional Care Mgt.
- Inpatient Admit Alert
- Inpatient Discharge Alert
- ED Admit Alert
- ED Discharge Alert

Patient Visits
- Welcome Series
- Appointment Reminders
- Lab Results
- Visit Satisfaction
- Care Mgmt Satisfaction
- Support Satisfaction

Referral Management
- Referral Confirmation
- Preferred Imaging Partners

Medication Education
- Coumadin
- Lovenox
- Insulin Pen
- Insulin Vial
- Heart Failure Diuretic

Disease Education
- Diabetes
- Hypertension
- Chronic Low Back Pain
- ESRD
- Knee Osteoarthritis
- Hip Osteoarthritis

Shared Decision Making
- Colonoscopy
- Sleep Study
- Pain Consult
- Bariatric
- Mammogram
- MRI
- CT

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PATIENT REPORTED QUALITY DATA
Automated messages sent on behalf of physician and care team

89%
Email Open Rate

10K+
Gaps Closed Per Campaign

38.8
Full-Time Employee Days of Work Saved

athenahealth
Innovation Award 2019
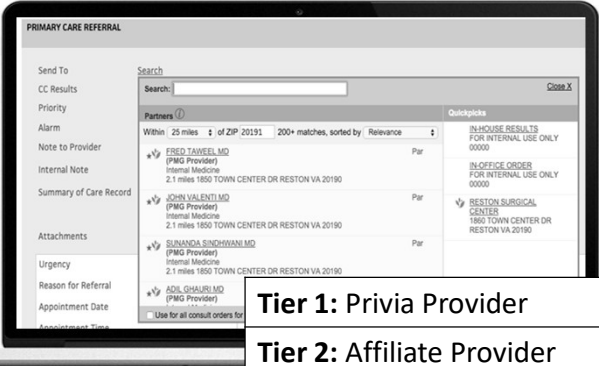
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REFERRALS
Guide patients to the highest quality and lowest cost site of care
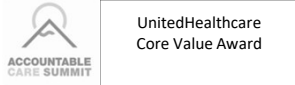
**Privia's providers select narrow subset of preferred specialists:**

- Leverage cost and quality data
- Providers select preferred providers
- Narrow network programmed into EHR
- Reporting on preferred referrals
- Sample outcomes:
  - 15% Increase in Preferred Proceduralists
  - 16% Decrease in Non-Par Specialists Visits

Tier 1: Privia Provider

Tier 2: Affiliate Provider

Tier 3: No Affiliation

Tier 4: Refer with Caution

ACCOUNTABLE CARE SUMMIT

UnitedHealthcare Core Value Award
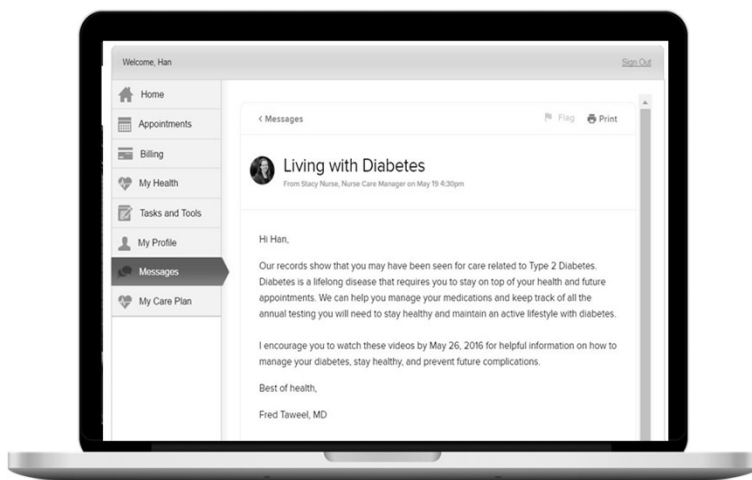
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Referral Patient Communication
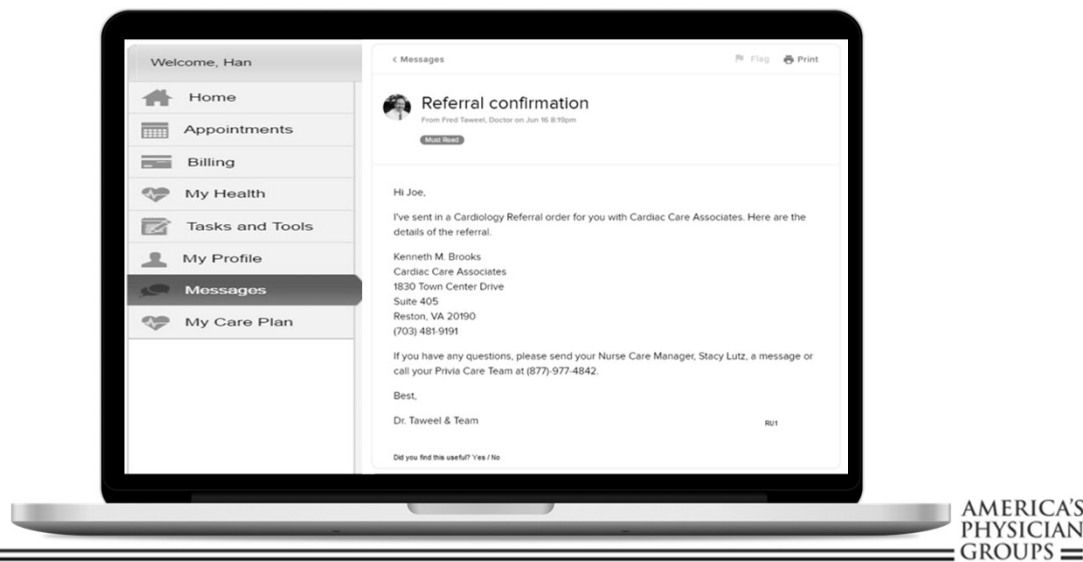
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PATIENT EDUCATION
Automated standing orders sent on behalf of physician and care team

Privia's patient messaging and education integrated within the Patient Portal:

- Send secure messages to patients within patient portal

- Messages sent on behalf of Provider and Care Team (rather than look automated)

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I love my doctor, I love the app. Anytime I make an appointment it is easy to navigate, and the virtual visits are great, especially with my busy schedule.

Alexandra (Alex) Pomponio
Privia Patient

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