



Population Health Management: Improve Member Outcomes with VBA

Population health management is like putting together the pieces of a puzzle to ensure your members receive the care and support they need. Effective population health management programs can improve member health outcomes, enhance quality of care, manage costs and reduce health disparities.



Informed Decision Making Starts with Data

Harness the power of your data to gain insights into your population and build a comprehensive population health management program that will improve outcomes and reduce costs.

VBA provides the tools you need to:

- ✓ Understand your population's health needs and risks
- ✓ Predict future healthcare spend
- ✓ Implement interventions and close care gaps
- ✓ Engage members in managing their health
- ✓ Monitor the effectiveness of your programs

Seamless Data Integration

Timely and accurate data is at the core of any successful population health management program. With VBA's integrated suite of solutions, your care teams have access to the most up to date information.

- ✓ Single source of truth for your population health data
- ✓ One-to-one mapping from VBASoftware so you can trust the data
- ✓ Daily refreshes of the data for more informed decisions

When data flows seamlessly between systems it makes the healthcare experience better for everyone.

Get Started Today

For more information about our integrated suite of solutions for healthcare payers, email us at vbasaales@vbasoftware.com.

The True Cost of Chronic Conditions

Helping individuals manage their chronic conditions can have a positive impact on healthcare costs.



of adults in the U.S. have a chronic condition



of adults in the U.S. have two or more chronic conditions

- ✓ Chronic conditions are the **leading cause of death and disability** in the U.S.
- ✓ Chronic conditions are the leading driver of the nation's **\$4.1 trillion in annual healthcare costs**

Source: National Center for Chronic Disease Prevention and Health Promotion <https://www.cdc.gov/chronicdisease/resources/infographic/chronic-diseases.htm>

VBA Supports Your Population Health Management Initiatives with an Integrated Suite of Solutions



Using multiple, disparate systems for your population health management program can lead to data transmission issues, lag in data, inaccurate reports and other challenges. VBA provides **daily refreshes of your data** to ensure you have the most accurate and up-to-date information and insights.

1. Analyze the Population



- ✓ Understand health risks and identify members for targeted initiatives with prebuilt reports:
 - ▶ Prevention and Screening Report
 - ▶ Chronic Conditions Report
 - ▶ Emergency Room Utilization Report
 - ▶ Health Risk Assessment Report
- ✓ Stratify the population based on:
 - ▶ Predictive Risk Scores
 - ▶ Demographics like Age, Gender and Ethnicity
 - ▶ Social Determinants of Health
- ✓ Over 40 filters to customize reports to your needs, plus ad-hoc reporting

3. Educate and Engage Members



- ✓ Members can view their preventive care reminders and gaps in care
- ✓ Members can complete a health risk assessment online
- ✓ Payers can provide links to health education materials for members



- ✓ Send email or text notifications to alert members of activities they need to complete in the portal

2. Develop Care Plans and Outreach



- ✓ Define care managers and set caseloads
- ✓ Create template care plans and define rules that trigger certain events
- ✓ Track outreach activities and follow ups for care managers
- ✓ Store all attachments and documents in one convenient location

4. Measure the Results



- ✓ Evaluate the month-over-month trend in risk scores for members in your programs
- ✓ Look for changes in the predictive costs of the population
- ✓ Identify trends or changes in utilization patterns
- ✓ Review gaps in care reports for gap closures

VBA's comprehensive suite of solutions provides the information and tools you need to effectively manage your population.

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