

CHANGE
HEALTHCARE



Customer

Comprehensive Practice and Revenue Management Solutions Help Rural Multi-Specialty Practice Thrive



WVVA Health Care Alliance
White Sulphur Springs, WV

Challenge

Expand service footprint, recruit new physicians while meeting challenges of healthcare reform, including value-based purchasing, accountable care

Products

Change Healthcare practice development and practice management services

Results

- 17 years continuous profitability
- Full EHR implemented; 100% Meaningful Use payout
- Malpractice expense reduced by 44%
- Certified ACO created
- Service lines extended
- 10-15% average increase from commercial payers
- 30 days average in A/R

“Using Change Healthcare is not unlike when I send my complicated autoimmune hepatitis patients to the hepatologist. They simply are the best when it comes to managing practices.”

David P. Allen, D.O.
President
WVVA Health Care Alliance

The Customer:

Almost 20 years ago, a visionary group of physicians serving the rural Alleghany Highlands of Virginia and the Greenbrier Valley of West Virginia merged to create a single, multi-disciplinary practice.

Since its inception in 1997, WVVA Health Care Alliance has partnered with Change Healthcare for operational support and strategic guidance. From developing the original governance structure to negotiating managed care contracts and executing day-to-day administrative tasks, the Change Healthcare range of services have played a key role in the growth and success of WVVA.

Today, Change Healthcare is helping the practice expand its service footprint and recruit new physicians as WVVA prepares to meet the challenges of healthcare reform, including value-based purchasing and accountable care.





The Challenge: Retain Independence, Improve Negotiating Clout, Reduce Costs and Continue to Provide Highest Quality Care

Healthcare reform served as the catalyst for WVVA's creation in the mid-1990s. Concerned about the reform's eventual impact, a small group of independent physicians came together behind the concept of a strong, multidisciplinary group capable of contracting effectively with payers. The physicians' objectives were straightforward: To retain their independence, improve negotiating clout, reduce costs and

continue to provide the highest quality care in their service area. WVVA understood that they would need a strong operating partner to realize these goals. WVVA chose Change Healthcare, a national leader in practice development and practice management services to help the group achieve its goals.

The Solution: Partner With a Leader In Practice Development and Practice Management to Achieve Goals

Change Healthcare experts worked with the doctors to complete the many steps required to bring the concept to life. Establishing a for-profit corporation, securing a single, tax-payer identification number, creating corporate bylaws, developing compensation plans, credentialing physicians and negotiating managed care agreements were just some of the tasks accomplished.

Change Healthcare duties expanded once

The Results: Meet Challenges Successfully, Uncover New Opportunities Such as Selecting and Implementing an EHR

Through the years, Change Healthcare has helped the practice meet many challenges as well as uncover new opportunities. Five years ago, the Change Healthcare team was instrumental in helping WVVA select and implement an electronic health record.

One result of WVVA's early EHR adoption was that all of its providers received first and second-year Meaningful Use incentive payments under the Center for Medicare & Medicaid Services' (CMS) Shared Savings Program, for a total of \$484,390 in additional revenue to the practice. Significantly, the group's 100 percent success rate for both years compares to a national average of just 42 percent among physicians.

WVVA became operational to encompass virtually all the non-clinical processes required to support an on-going medical concern. These included revenue cycle management, accounts payable management, human resources, compliance services, payroll and accounting, vendor management, benefit negotiations and facilities management, to name a few.



Two years ago, when WVVA faced spiraling malpractice insurance premiums in both Virginia and West Virginia, Change Healthcare tapped its national purchasing expertise to source policies from other carriers. The result was a 34 percent reduction in premium expense for practice in the first year and 5 percent in the second year for total savings of almost \$60,000.

Change Healthcare has also worked with WVVA to increase revenue and improve care by bringing previously unavailable health services to the region. Recently added capabilities include a sleep lab, allergy or immunotherapy services and bone densitometry. In consultation with Change Healthcare, the practice is considering opening an ambulatory surgery center.

One of WVVA's most ambitious goals is to expand its presence across both states by

tripling the number physicians in the group to 70-plus over the next five years. Again, Change Healthcare has taken a primary role in the effort by spearheading physician recruitment.

Underlying all of WVVA's recent strategic efforts has been a commitment to keeping pace with the ongoing transformation in healthcare. To that end, the practice was recently certified by CMS as an Accountable Care Organization. The certification followed a lengthy and complex application process overseen by Change Healthcare, and by itself represented a major accomplishment for a mid-sized, rural practice.

After careful analysis, however, the group decided to delay implementing the ACO until the value-based purchasing market in southern Virginia and West Virginia becomes more fully developed. But thanks to Change Healthcare, WVVA once again will be ahead of the curve when that day comes.



About Change Healthcare

Change Healthcare is inspiring a better healthcare system. Working alongside our customers and partners, we leverage our software and analytics, network solutions and technology-enabled services to help them improve efficiency, reduce costs, increase cash flow, and more effectively manage complex workflows. Together, we are accelerating the journey toward improved lives and healthier communities.

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