

## Provider Relationship Management

*"The collaboration with VOV and the implementation of vAlign allows us to manage our providers seamlessly, further integrating our network and enabling us to deliver on our value of improved clinical outcomes."*

Mark Cronin, COO

### Executive Summary

In order to gain a holistic view of its network providers and to improve performance in value-based contracts, Accountable Health Partners (AHP) engaged VOV to implement vAlign, a provider relations management solution.

### AHP Profile

In conjunction with the University of Rochester, AHP is a clinically-integrated network of 10 hospitals with over 1,900 community and medical faculty providers located throughout Rochester and the 10 surrounding counties.

### Challenges

Since its inception in 2013, AHP has struggled to manage and update its provider, practice, practice location, specialty and contracts utilizing Microsoft Dynamics and a variety of Excel spreadsheets. Despite significant time and resources being devoted to streamlining and organizing its growing data, provider information remained fragmented and inaccurate. This limited AHP's ability to support and grow the network at the same pace as strategies evolved.

### Approach

As the team that built the second FTC-approved clinically integrated network, VOV brought hands-on experience to AHP and automated much of the data management process with the implementation of vAlign. Initially, VOV assessed the current state and developed a plan that would address both short- and long-term needs. Once baseline understandings were established, VOV implemented and customized vAlign, including integrating external data sources, redefining engagement measures, and coordinating communication handoffs across the support team.

### Results

Through this partnership, AHP now has a single source of truth for provider data and an automated system for capturing and maintaining accurate information which also supports stronger, more coordinated relationships with providers and yields a significant amount of time saved by reducing manual work. Next, AHP will integrate key metrics into vAlign to build correlations between engagement and outcomes. Additionally, AHP will bring their Care Managers and CMO online to share Care Management programs and use across the provider network. They will continue to build out the reporting and outputs necessary to maintain website directories and provide the C-Suite with key reports to help drive strategic business decisions.

Reduced cost  
of labor

Improved  
provider  
alignment