



# True Value-Based Care Starts with an Actionable Approach to Population Health

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 Healthy.io

## True Value-Based Care Starts with an Actionable Approach to Population Health

During the 15 years since value-based health care was first conceived, we've witnessed giant strides towards a new national health care reality. Value—calculated as health outcomes per unit of cost—is now the primary goal of many health care systems. The intended result: healthier populations at lower costs.

Much has been gained by restructuring and reorienting systems and protocols to prioritize value. The use of innovative technology has been particularly important—a trend further accelerated by the pandemic. The traditional visit to the doctor's office has been transformed, as many patients are now increasingly happy to meet with their doctor remotely, and even to perform medical tests from home. But improving patient outcomes at scale requires a departure from simply augmenting standard fee-for-service models with technological advancements and towards innovating at the population level.

What might that look like? How can we reimagine the incredible local models of care pioneered by the likes of the recently merged One Medical and Iora Health? An abundance of increasingly integrated sensor and claims data already provides clinicians and payers with insights into the health of their patients. Yet today's dashboards are limited to providing a view-only experience of population health, like a PDF document that can be read but not edited.

The mechanisms for translating dashboard data points into large-scale interventions that can improve health outcomes remain highly variable and clunky as they inevitably encounter a familiar bottleneck: the clinical care team. The action arm of health care remains squarely in the hands of the clinicians and their care team.



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## A New Layer of Intervention

The existing model is well-suited to individual patient care, as exemplified by lora Health. lora provides quality care by implementing a holistic, team-based approach. The medical work done by doctors is supplemented with that of health coaches who work to implement doctors' recommendations by directly engaging and motivating patients. But population-level interventions require additional tools. Health care systems need to ask themselves how to take groundbreaking models such as lora's, that systematize and personalize value-based primary care, and add an additional supportive layer of self-contained, population-level interventions to achieve large-scale, value-based goals while removing the coordination and administrative burden from the clinical care team.

Consider the matter of screening. Doctors must still sign off on every test that is ordered for each of their patients. Countless administrative hours are spent by doctors reviewing their population dashboard and authorizing tests individually. When such decisions entail low risk, require minimal clinical discretion or can be fully protocolized according to patient eligibility criteria—they should be automated. There are pronounced advantages to this approach. Automating basic preventive health testing can provide the patient with better health outcomes and drive value for doctors and payers through increased care efficiency and prevention of complicated disease. Society as a whole will benefit from reduced health care spending and better overall health.

There is no replacement for the doctor-patient relationship, and it will no doubt continue to be the definitive form of care for individuals well into the future. Resistance to population level interventions that circumvent the doctor as the gate-keeper has been thus far well founded. However, for certain conditions, advancements in focused full-service solutions allow for interventions that are more accessible and equitable than by traditional methods. There is no lack of examples: simplified home-based colorectal cancer screening from companies such as Cologuard, new innovations in kidney disease screening, mammography and vaccination campaigns, and arguably extending to services such as comprehensive diabetes management through Livongo and onDuo, or focused disease-specific comprehensive care from Vida Health. In those cases and others, the need to bottleneck clinical interventions is becoming increasingly obsolete.





## Expanding Care Teams for High-Value Care

Flexible tech-enabled services are by now an integral part of how we all order dinner and get from one place to another. There is no reason for similar services not to become an integral part of an expanded care team to engage patients for routine screening exams, or focused management of complex but narrow conditions, thus removing the administrative and time burden on the clinicians and their practice. With high-quality clinical oversight, such solutions can turn the insights from remote monitoring and population metrics dashboards into direct interventions to improve the health of populations.

The individual-level value-based care model of Iora and others in the forward thinking primary care space can systematically increase its value by engaging outsourced solutions to turn population-level data points about their patients into well-defined, focused, and expertly delivered interventions. Using this new model of action at the population level will create a positive feedback loop to drive patients back into high-value care.

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## About Healthy.io

Healthy.io delivers healthcare at the speed of life. Using image and color recognition technology, we transform the smartphone camera into a medical device to provide clinical results at moments when it matters most. Our at-home urinalysis and digital wound management services create new clinical pathways and streamline existing ones to benefit patients and providers alike. Healthy.io was selected as one of Fast Company's Top 50 Most Innovative Companies for 2020 and won the Financial Times Boldness in Business Award.

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**240** employees

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Serves over **500,000 patients worldwide**

Partnerships with the **National Kidney Foundation, Geisinger, Texas Kidney Foundation, NHS England, leading Israeli HMOs, and Walgreens Boots Alliance**, among others

## Jonah Mink

### Physician and Medical Director at Healthy.io

Dr. Jonah Mink is the Medical Director at Healthy.io. He completed his residency training in Family Medicine and Community Health at the University of Pennsylvania and works as a family doctor in the US and Israel. He cares deeply about health equity and social justice, and has expertise in new models of technology and relationship-based care delivery that address access gaps and improve care quality. He is passionate about new models of primary care that prioritize the right things for the patient and the doctor.



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