



Vivity Advantage

Collaboration in action

In less than four months, Vivity has decreased the number of emergency room visits from frequent users by 25%.¹

Vivity®

The Vivity partnership is working to raise the bar for everyone.

Identifying the issue

In early 2017, the Vivity partners took a close look at their emergency room (ER) usage and found that 20.8% of ER visits were from frequent users (three or more ER visits in a year).¹ In an effort to reduce these members' visits and to improve their health outcomes, the partners worked together to develop a plan that would work to reduce this type of unnecessary ER use.



Unraveling the mystery

The first step was to figure out who was using the ER often. Vivity has two ways of doing this:



Vivity clinical data integration tool

This cutting-edge platform pulls together member data from across the seven Vivity hospital systems to see which patients used the ER three or more times in the past year and why.



The Vivity population health workgroup

This Vivity dedicated team and Anthem analyzed the findings from the clinical data integration tool. They found that many frequent users were not connecting with their primary care doctor and were using the ER instead.

Putting strategies in place

Now, with a clearer picture of the problem, the workgroup reached out to the identified members to educate them about the most efficient means of getting care, through:



Direct communication –

After an ER visit, all members received phone calls, letters, brochures and other educational materials that outlined best reasons to use the ER versus other care options.



Care manager outreach –

Members received calls from care managers who offered personal support with care coordination. They looked for possible barriers to care, like transportation and scheduling and also provided relevant disease management education.



Resources –

Members were connected to care coordinators, complex care managers, social workers, specialists and clinics dedicated to providing care and supportive services for high-risk patients. Members were also informed about options including LiveHealth Online and our 24/7 NurseLine.

This unique collaboration looks for ways to improve care and keep costs in check.

Making it personal



Maria's case

"Maria"⁴ is a 54-year-old female, who was admitted to a Vivity partner hospital after going to the ER just a few days after joining Vivity. She had a history of obesity, migraines, depression and other complex medical conditions, and within six weeks after her initial hospitalization she ended up seeking care in the ER two more times. Maria had chosen Cedars Sinai, a Vivity partner hospital, as her primary care group.

A care manager steps in

Maria was identified as someone whose needs were not being met by her current pattern of seeking care. She has complex medical and behavioral health conditions and also needed hands-on assistance with care coordination and navigating her health plan. The care manager immediately:

- **Set up appointments** with specialists.
- **Rushed an authorization** for a much-needed cane.
- **Got her a referral** to see a mental health professional.
- **Scheduled regular contact** with Maria and her primary care doctor for coaching and follow up.

"The care manager spoke to Maria about her situation. She got her a cane and worked with her quickly to get appointments with the right specialists. Together, they created a plan with next steps to get the patient on track."

– Cedars-Sinai care manager

Getting the results

Maria is doing much better.

She's been going to her appointments and is seeing improvements in her health. She hasn't been back to the ER and is looking forward to working with a mental health professional. She is extremely appreciative of the extra effort the team made to get her health and her life back on track.

Vivity hospitals also have good news to share. Due to these collaborative education and outreach efforts, their rate of frequent ER user visits has been dropping at a steady rate. **To date, there has been a 25% reduction in ER visits by frequent users.**

Vivity collaboration at work

The marked decrease in frequent ER use was due to the extensive sharing of best practices among the Vivity partners.

While these early results are promising, the work isn't done. The Vivity partners are:

- Leveraging data to contact frequent ER users, and to identify patients at risk for becoming frequent ER users.
- Helping frequent users find more appropriate care options and prevent them from becoming high risk for other medical issues.

ER visits by frequent users at Vivity hospitals¹





Vivity is changing the way health care is delivered

Vivity brings together Anthem Blue Cross (Anthem) and seven top health systems, each with their own clinical distinctions. Never before have such prominent systems used best practices to educate one another and create a continuum of care that follows the best approaches.

Vivity partners:

- ▶ Have collaborative dialogue about member cases and drivers of excellent care.
- ▶ Learn from each other to advance patient care and the Vivity member experience.
- ▶ Compare approaches and go with the one that works best for the patient.
- ▶ Are connected through Anthem’s proprietary platform enabling leading-edge, integrated health care.

We only do well if we all do well.
 – Vivity hospital CEO



in collaboration with



1 Internal Vivity data.
 2 Annals of Emergency Medicine, Frequent Users of Emergency Departments: The Myths, the Data, and the Policy Implications (July 2010): Annals of Emergency Medicine, Volume 56, Issue 1, 42 - 48.
 3 NCBI website: *Frequent Users of the Emergency Department: Risky Business* (August 2009): ncbi.nlm.nih.gov.
 4 Names have been changed to protect the privacy of individuals mentioned in this document.