

# Three Ways to Boost Affiliate Engagement in Value-Based Care

## Engaging affiliates is critical to health system success in value-based care (VBC) arrangements.

Providers are increasingly turning towards alternative payment arrangements as a new revenue strategy amidst rising competition.

At the same time, health systems continue to acquire or affiliate with private physician practices as a result of increased consolidation and competition for network referrals. And while the number of [private primary care physicians continues to decrease](#), for many health systems, primary care affiliates remain a critical part of the health system strategy, accounting for [32% or more of total family care doctors](#).

As health systems continue to build these networks, engaging affiliates will be key to not only optimizing referrals, but meeting performance metrics that now affect the entire system.

While initial investments focused on employed physicians, in order to get to the next level in VBC contracting, health systems must also improve performance within their affiliate networks.

**Read below** to learn the top three ways you can boost affiliate engagement to improve VBC performance.



**1**

## **Empower your affiliates with the technology to achieve VBC targets.**

Empower physicians with the insights needed to maximize their performance in a way that's simple and actionable at a small-practice level. Many health systems invest in their Electronic Health Record (EHR) or a complex population health analytics platform to track metrics across all providers. However, affiliates may not have access to these systems or find it difficult to navigate. Exploring new technologies that can layer in on top of your EHR and population health solutions can assist both employed and affiliate providers while driving engagement across the system.

**2**

## **Provide real-time, granular incentives for participating in VBC activities.**

Limited administrative resources at smaller practices require physicians to prioritize activities that keep patients healthy and keep their practices open. VBC rewards may not be paid out for 6-12 months after services rendered, so finding a way to compensate practices for their efforts as part of your contract can go a long way. Paying out small, incremental rewards on a monthly basis for the completion of each VBC activity can improve practice performance. Whether your system funds it directly or asks their payer partners to front some of the dollars sooner, every behavioral economist will tell you that immediate rewards win every time.

**3**

## **Share a portion of real-time incentives directly with affiliate staff for completing VBC activities.**

VBC activities such as scheduling patient screenings, following up on medication adherence, etc. are critical to driving improved patient outcomes. The bulk of this work is often completed by office staff, medical assistants, or a centralized team that makes outbound calls. Whether it's a percentage of direct financial incentives or rewards in the form of new equipment in the break room, gas cards, etc., showing staff how their efforts have contributed to the success of your organization with tangible rewards is key to driving true engagement at the practice level.

Investing in programs that drive both physician and staff engagement is crucial to health system success in VBC contracting. Ensuring that affiliates are included as part of this strategy will not only improve VBC performance but build on existing relationships so that private practices continue to contract with their health system partners.

**Stellar Health offers solutions to optimize provider performance in value-based care. [Learn more](#) about how partnering with Stellar Health can activate physician and staff engagement in VBC activities.**