

Health Reimagined Initiative: Butte County

Health Reimagined in Butte County

In Butte County, a rural community in Northern California where the town of Paradise was devastated by the Camp Fire in 2018, access to health care is an ongoing challenge.

Pilot program participant

- Paradise Medical Group

Key initiatives

- **Virtual care**

- **Virtual visits**

Patients receive customized care virtually through PMG Connect, which allows patients to set up medical virtual visits with their providers at Paradise Medical Group via mobile phone, tablet, or personal computer. The service is available for pediatric and adult patients at Paradise Medical Group.

- **eConsultations**

A provider-to-provider platform, eConsultations allows primary care providers to electronically consult with board-certified specialists covering 70 specialty areas. Providers receive timely advice from specialists through an e-consultation delivered within 24 to 72 hours of the initial request, which they can use to comprehensively address patient-care issues. This approach is highly effective and convenient for both providers and patients.

- **eTranscription/Virtual assistant**

Virtual assistant technologies are in use at Paradise Medical Group to improve the patient experience and automate administrative workflows for physicians. Using smart watches, physicians record and document patient visits. The information is populated seamlessly into electronic health records, helping physicians and administrators save time – as much as two hours each day. Pre-visit technologies offer patients a streamlined check-in process via their smart phone, and post-visit technologies optimize entry of orders and procedures to generate claims that are more accurate.

- **Community Health Advocate Program**

Aimed at promoting preventive measures to help manage member health and identify health risks, the Blue Shield-funded Community Health Advocate Program provides personalized, in-home, high-touch care, integrated with innovative technology and collaborative community groups. Among services community health advocates provide are:

Facts on Butte County



Population¹
226,466

Economics²

Poverty rate
18.1%



Median household income
\$48,634



Ethnicity¹

Asian	4.4%
Latino	15.7%
Multi Ethnic	3.8%
White	72.8%
Other	3.3%

Most recent data available: ¹2019, ²2017
Source: California State Association of Counties

- Acting as a liaison with local community and health care organizations
- Coordinating quality healthcare and community resources
- Reducing social challenges and barriers to achieving positive health outcomes
- Increasing access to services and care coordination

- **Innovative payment model**

The value-based care payment model with Paradise Medical Group is designed to give physicians the flexibility and financial resources they need to deliver essential and specialized medical services to patients. Providers are accountable for patient-centered outcomes they can control and aren't burdened with additional administrative tasks. Fundamental to this value-based approach is the opportunity for expanded patient visits and compensation for care-coordination. Expanded visits allow physicians and members of the extended care team to spend more time to examine patients in a holistic way. These visits also enable the care team to see patients more often as their circumstances and diagnoses change (e.g., a significant new diagnosis or change in an existing diagnosis, change in life situation that impacts health, or identification of high-risk health condition).

Want to learn more about Health Reimagined?

Please visit healthreimagined.blueshieldca.com

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