

# Health Reimagined Initiative: Sacramento County

Health Reimagined

## Overview

Health Reimagined is Blue Shield of California’s ambitious plan to transform our healthcare system with innovative ideas and new technologies that improve quality while making care more affordable. We’re collaborating closely with medical providers, employers, community leaders, and others throughout the state to make this vision come to life.

## Our approach

Health Reimagined focuses on three categories:

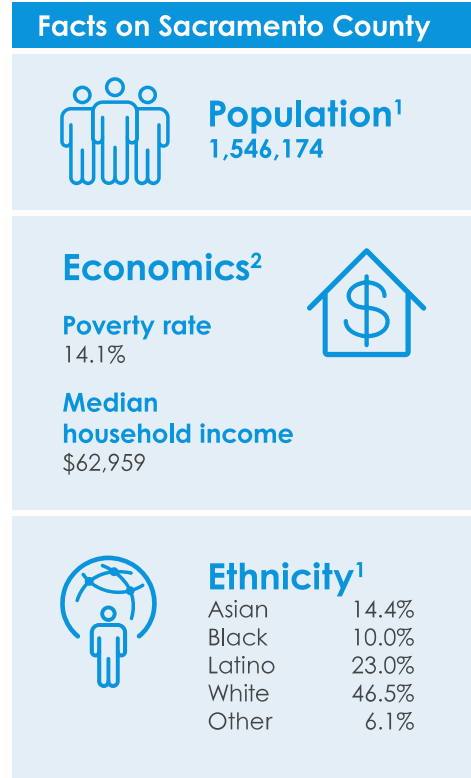
- High-tech, high-touch support**  
 We’re implementing a suite of technology tools and services to support care that is safe, effective, and efficient, while removing distractions, inefficiencies, and burdens from the provider and member experience.
- Personal care**  
 Our care model is patient-centered, data-driven, and evidenced-based. It gives patients and their physicians the tools, time, and space to address complex health issues, and supports and rewards better-quality health outcomes.
- Holistic health**  
 By addressing social, environmental, clinical, genetic, and behavioral drivers of health and connecting members to essential community services, we’re helping improve the health of our communities.

We have launched multiple pilot programs in four counties throughout California: Butte, Los Angeles, Monterey, and Sacramento. Each of these regions has unique characteristics and needs that will help us understand which approaches are most effective, and how they can be scaled and made available in other parts of the state.

## Health Reimagined in Sacramento County

In Sacramento County, we are reimagining health with two large, well-established healthcare providers – Dignity Health and Hill Physicians Medical Group. Both have a long history of success working with Blue Shield as Accountable Care Organizations. Now, we are joining forces again to transform care in the local community.

## Pilot program participants



Most recent data available: <sup>1</sup>2019, <sup>2</sup>2017  
 Source: California State Association of Counties

- Dignity Health
- Hill Physicians Medical Group
  - Dr. Paul Kramer
  - Associated Family Physicians
  - Capital OB/GYN
  - Pulmonary Medicine Associates
  - Summit Orthopedic Specialists

## Key initiatives

- **Innovations in real-time claims payments**

Blue Shield is working with OODA Health, a San Francisco Bay Area-based technology company, on a real-time claims payments process to make healthcare reimbursements happen more immediately after patients receive care. With this process, patients can have easy-to-read bills that are consolidated and allow them to choose their method of payment, including payment plans. Additionally, providers aren't saddled with administrative expenses and patient debt/collection issues.

- **Innovative payment models**

We are piloting new, value-based payment models 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. We are implementing this initiative in the following practice areas:

- Primary care
- Endocrinology (diabetes)
- Maternity
- Pulmonology
- Orthopedics

- **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 community health advocates who are based in Hill Physicians Medical Group practices. Among services they provide are:

- 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

Two companies collaborating with the Community Health Advocate Program are Unite Us and MySidewalk.

- Unite Us is a technology company that builds community networks by helping connect residents with organizations and public agencies that deliver culturally and linguistically appropriate services. With this tool, community health advocates can focus on holistic health on a personal level, and at scale, by identifying an individual's needs and communicating with outside organizations to create change in the community.
- MySidewalk is an innovative platform that provides thousands of data points around social determinants of health and health-related social risk factors such as food insecurity and transportation. The tool, which is available on smartphones and tablets, educates community health advocates on local areas' unmet social needs and how these systemic issues have an impact on an individual's health and well-being.

- **Shared decision-making**

We enable patients to actively participate with their doctors in choosing the treatment that is right for them. The shared decision-making experience, hosted by Wisercare, a decision-support platform, incorporates each patient's personal preferences and social determinants of

health to co-create holistic decisions on personalized treatment options with patients, their families, and providers. The program has been particularly helpful with maternity patients.

- **Virtual visits**

Through a collaboration with Altais Health, we are enabling providers to virtually connect with their patients via their phone, tablet, or computer to receive customized care from their primary care providers. The service has been particularly popular during the COVID-19 pandemic, providing access to needed care while protecting patients and doctors.

Want to learn more about Health Reimagined?

Please visit [healthreimagined.blueshieldca.com](https://healthreimagined.blueshieldca.com)

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