

Brand New Day Makes Award-Winning Clinical Integration A Reality

The Westminster, California-based Medicare Advantage plan has about 50,000 members in 12 counties in Southern and Northern California. The organization began more than three decades ago as a special needs health plan, making its product lines and patient population unique. Today, Brand New Day offers comprehensive benefit programs focused on Medicare-only; Medicare and Medi-Cal; and individuals with ongoing medical conditions such as diabetes, cardiovascular disease, dementia, or mental illness; and those who live in long-term care facilities.

Like many plans, Brand New Day faces challenges with clinical integration and patient population management. These issues range from getting providers to use online tools instead of calls and faxes, to engaging with non-contracted providers, to improving HEDIS and Stars measures. Ultimately, dealing with these challenges is the best way to eliminate gaps in care and provide a better experience for providers.

The plan addresses these issues through creative approaches paired with Care Coordination capabilities through Medecision's digital platform, Aerial™, a solution that provides real-time clinical decision-support tools and care analytics. "We engage our providers by making things easier for them in the system," said Mechelle Reed, Associate Vice President of Data Management, Risk Adjustment and Credentialing at Brand New Day.

A Proactive Approach Pays

These improvements started from the inside out in 2013. Through Aerial™, Brand New Day automated authorizations by configuring the routing roles with its medical directors and Utilization Management department. Medical directors can either retrieve data from their phones or PCs in order to approve data – a timesaver for busy staffers. Then workflows that follow configured rules based on specialty ICD 10 codes set up tasks to help the staff manage the work, including automation of templated letters by the Centers for Medicare and Medicaid Services.



The result? "A faster turnaround time through our medical groups and Independent Practice Associations, and we do well on audits as a result of automation," said Brand New Day's Reed. More specifically, while the plan used a manual process prior to Aerial™, now the plan auto-approves nearly 25% of all authorizations.

Beyond speed, Brand New Day also uses Aerial™ to share patient information, giving providers more actionable information about their members. By using reserve fields in the solution to upload member data to a provider portal, the Medicare Advantage plan alerts providers to other health coverage and identifies high utilizers of hospitals, emergency room and ambulance services – all in real time. For example, the plan identifies specialty claims and medication data for osteoporosis in women and uploads the information to the provider portal. When specialty providers use the portal to verify eligibility, any gaps in care stay right in front of them.

The plan takes a proactive approach to move providers away from calls and faxes and onto the Aerial™ portal. Every new primary care physician and some specialty providers receive Brand New Day's training in the system. The plan provides logins and walks new users through the process in real time. The clinical care team also shows where to find medical records, medication, pharmacy stores, claims data, UM data and more in Aerial™. The plan also offers additional training through monthly webinars.

Success Story



One result: Aerial™ helped Brand New Day support a five-fold increase in providers between 2013 and 2019.

“Once providers realize that Aerial™ authorizations could be automatic in most cases, they are eager to use the system instead of paper and faxes,” said Reed. “With this support and education, we find the providers to be engaged because we’re giving them real live examples of how this would make their daily production better.”

Another part of the Aerial™ training provided by Brand New Day helps close gaps in care. For example, the plan shows providers the Hierarchical Condition Categories (HCC) tab on the Facesheet, a tab in Aerial™ highlighting each member’s medical history, condition and risks. The solution highlights missing codes based on claims and encounter data that should be in the current year of service, allowing providers to provide the omitted medical ICD 10s or to encourage members to schedule overdue treatments.

Higher Provider and Member Satisfaction

Brand New Day monitors this data to determine which providers need additional support to submit data – all of which maintain the plan’s HCC and Risk Adjustment Factor scores. The Facesheet also supports HEDIS and Stars measures. As this supplemental data come in for certain measures, eye exams for example, the plan has configured certain rules specific to the diabetic eye exams to alert providers that they have open authorization to get those members eye exams.

For non-contracted providers, the plan solicits in-network providers and primary care to help fill the data gaps. And by uploading all claim and encounter data to Aerial™, the plan knows where to look for lab data held by non-contracted providers that can depress HEDIS and Stars measures.

Finally, Aerial™ helps Brand New Day keep members satisfied. By helping providers link to nearby (and active) specialty referrals, patient satisfaction – and the associated member satisfaction surveys with CMS – go up.

This strong – and rapid – progress earned Brand New Day a 2019 Innovation Award from Medecision. “Brand New Day is an industry leader in applying care-coordination workflows and in communicating across the continuum of care,” said Sam Abraham, Vice President of Product Solutions at Medecision. “They’ve shown how to collaborate with providers and how to demonstrate the value of Aerial™ in day-to-day operations. Best of all, those strengths ultimately benefit their members.”

Brand New Day’s Reed agrees. “All of those configurations we do on our network side through the portal essentially go out to the member,” she said. “We see better satisfaction, better care and better physician satisfactors through our members.”

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