Vatica Health

Case study

Formula for widespread provider adoption

UC Health initially introduced Vatica through emails and large staff meetings. The message got lost, according to Dr. Kaufman, who began visiting 17 UC Health locations over several months. He contacted each site's leadership and attended staff meetings to discuss the importance of accurately risk adjusting patients and how Vatica can help.

In the process, he identified best practices, highlighted below.

Best practices

- Introduction of Vatica via email or large meetings doesn't work. **Small meetings with 3-6 physicians are more effective.**

- **Frame the discussion with an overview of risk adjustment**, the current regulatory environment and how Vatica provides hands-on assistance to physicians. Dr. Kaufman found that this sets the stage to explain the Vatica process and get buy-in.

- After physicians understand why and how, **"seal the deal" with details on health plan program revenue* earned** and how health plans sponsor Vatica services free of charge to providers.

- **Provide site-specific detail** on how the practice is performing currently. Update that data and share it as the practice begins to use Vatica.

- **Share visuals:** Vatica has presentation templates and a lot of data you can use as the basis of your presentation.

- **Meet providers in person whenever possible.** Dr. Kauffman found 30 minutes to be an ideal timeframe but could shorten the discussion to 15 minutes.

UC Health was one of Vatica's pilot provider groups for Vatica Connect, allowing providers to complete the Vatica exercise directly in their Epic EMR workflow. All providers are now trained and saving valuable office time.

Kyle Kaufman, MD
Internist and associate professor of clinical at University of Cincinnati College of Medicine

UC Health

2023 results

- 93% of providers using Vatica (95 of 101 providers)

- $100,000+ health plan program revenue earned

- 19% YoY increase in signed visits

- 100% integration with Vatica Connect: all providers trained and using the application

*Due to more accurate and complete coding and documentation, as well as additonal program revenue

Learn more at vaticahealth.com