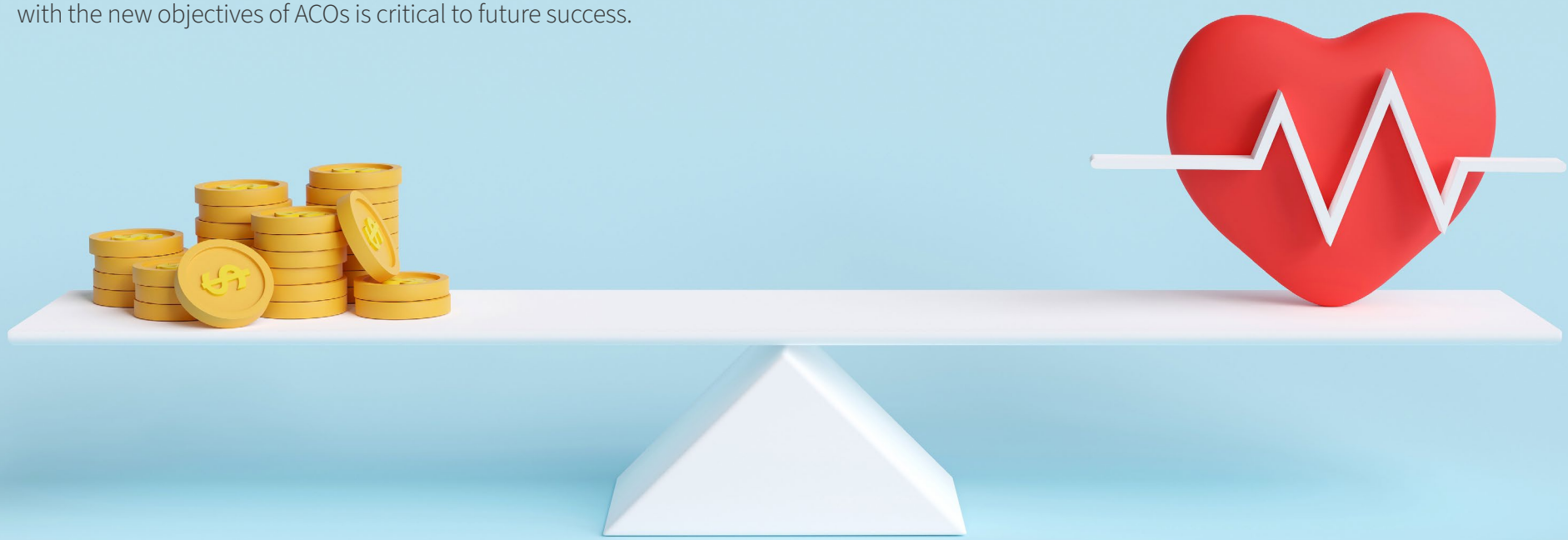
A RED HOUSE OPINION PIECE

Mastering Marketing to Capitalize on Trends in Value-Based Care

As the shift continues from volume-based to value-based care (VBC)—prioritizing patient outcomes over service quantity—we're faced with unique challenges and opportunities as healthcare marketers. For services suppliers, technologies, and device manufacturers, understanding how to align effectively with the new objectives of ACOs is critical to future success.



Top Three Upcoming Trends in Value-Based Care:

1. **Expansion of ACO Models:** Medicare aims for all beneficiaries to be in an accountable care relationship by 2030, with a significant increase in ACO participation, particularly through the MSSP and ACO REACH models.

2. **Shift Towards 100% Primary Care Capitation:** Starting in 2025, ACO REACH participants must accept full capitation, reflecting a shift from fee-for-service to value-focused care.

3. **Health Equity Emphasis:** CMS is increasingly prioritizing health equity, introducing bonuses and expanding beneficiary alignment to non-physician practitioners in value-based care models.

What is Value-Based Care and Where is it Headed?

Value-Based Care (VBC) is a framework that incentivizes healthcare providers to deliver optimal health outcomes while minimizing costs. Unlike the traditional fee-for-service model, where providers are paid based on the number of services rendered, VBC rewards quality, efficiency, and patient satisfaction. This approach emphasizes preventive care, coordinated treatment plans, and evidence-based practices.

By 2030, every Medicare beneficiary in the country should be in an accountable care relationship, according to the Centers for Medicare and Medicaid (CMS). Almost 50% of Traditional Medicare lives are now covered by Accountable Care Organizations (ACOs), compared with less than 30% five years ago.

And VBC's impact is only accelerating. As of 2024, ACO REACH and its 122 participating ACOs covered 2.6 million lives. That's up 24% over 2023. In addition, CMS reported that the GPDC model (a predecessor of ACO REACH) saved Medicare over 371 million dollars.

As this trend continues, marketers need to be in front of the growth to position themselves within the ACO as a useful solution as the managed population continues to grow.

WHY ACOs (and Health Plans offering Medicare Advantage)

Health plans and the risk-bearing side of ACOs play a pivotal role in the VBC ecosystem. They implement VBC contracts while monitoring provider performance and ensuring that patients receive high-quality care at a lower cost. Successfully marketing to these managers involves demonstrating how your products or services can support their goals of improving patient outcomes while reducing costs.

Strategies for Tying Solutions to the Value-Based Care Model

1 ALIGN YOUR MESSAGING WITH VBC PRINCIPLES

To resonate with health plans, your marketing messages must align with VBC principles. That means showcasing how your solutions enhance care quality, improve patient outcomes, and drive cost efficiencies. Red House recommends the use of data and case studies to provide credible evidence of your product's impact.



EXAMPLE: In this Sales Sheet excerpt, we put a stake in the ground around specific, tangible results plans can achieve with our client's service. Facts give potential buyers a reason to believe.

2 LEVERAGE TECHNOLOGY FOR BETTER PATIENT OUTCOMES

Plan managers are increasingly using technology to achieve VBC goals. Highlighting the way in which your technological innovations—whether they are medical devices, software solutions, or AI-driven analytics—contribute to better patient outcomes.



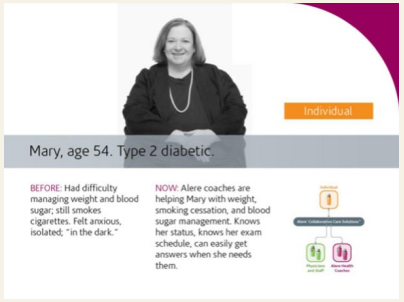
Connecting to Your Hospital Information System
Connectivity within the EV1000 clinical platform enables you to optimize your clinical workflow. Our solution provides options for connecting the platform within the clinical environment that include IFM out through a serial connection and HL7 through an Ethernet port. HL7 is a standard for exchanging information between medical applications.

EXAMPLE: In this Product Overview excerpt, we are specific in pointing out the integration component to ensure they know that it complies with their HL7 needs for integration into electronic health records.

Strategies for Tying Solutions to the Value-Based Care Model

3 COLLABORATE WITH PROVIDERS

Building strong relationships with healthcare providers can significantly boost your marketing efforts. Providers can be your advocates, testifying to the effectiveness of your solutions in real-world settings. Collaboration can also facilitate pilot programs or case studies that provide compelling evidence for health plans.





EXAMPLE: Case Studies and testimonials can take a number of forms. Don't be afraid to show a more "schematic" approach when working with complex technology or application topics to allow people to "see" how the solution works. Warmer, more personal approaches work best where you want to lean on patient outcomes.

4 FOCUS ON DATA AND ANALYTICS

In the VBC environment, data is king. Health plans rely on robust data to make informed decisions and track performance metrics. Ensure that your marketing strategy emphasizes the data analytics capabilities of your solutions and how they can help achieve VBC objectives.

THE GOAL
Enhanced Data, Analytics and Risk Stratification

THE REASON
Identify focus areas for maximum cost and quality impact

THE METHOD
- Cloud-based, big-data technology and analytics to aggregate and automatically filter massive amounts of patient, practice and plan information for tiered data scoring and predictive analysis.
- Dashboards and reports for a transparent view of quality, clinical and financial performance.

THE GOAL
Insight-Driven Care Management and Coordination

THE REASON
Eliminate barriers imposed by multiple, independent EHRs to help identify and understand populations for whom you're assuming risk, and opportunities to treat specific patients within those populations in order to enhance care and reduce avoidable readmissions.

THE METHOD
- Secure, evidence-based configurable workflow, rules, and clinical content drive care management and care coordination workflows.
- Dashboards and reports for a transparent view of quality, clinical and financial performance.

THE GOAL
Real Patient Engagement and Consumer Care

THE REASON
Empower consumers and increase patient engagement by facilitating education, record sharing and secure communication with family, care givers and others.

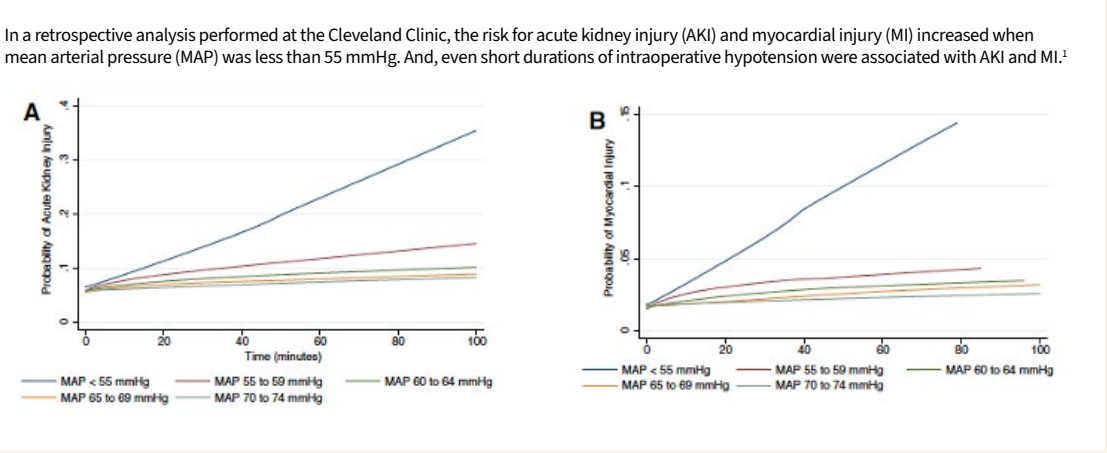
THE METHOD
- Apps engage, inform and inspire patients and their care teams.
- Dashboards and reports provide transparent views of health stats and shared decision-making.

EXAMPLE: In this iPDF excerpt, we highlight specific goals VBC works to achieve, using our client's service.

Strategies for Tying Solutions to the Value-Based Care Model

5 EDUCATE AND INFORM

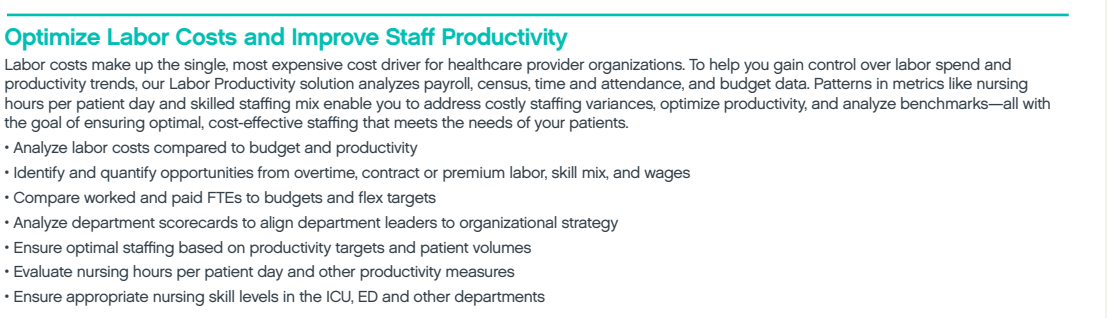
Using the thousands of studies and peer-reviewed content that exists, you probably have content to educate your target audience about the science behind your claim(s). Publish whitepapers, host webinars, and produce informative videos that deliver the research behind the product development. Science, testing and other trusted forms of data can be used to help make a scientific case. And, you can achieve a halo effect around the brands that you cite.



EXAMPLE: In this excerpt from a product overview iPDF, we capitalize on research findings by Cleveland Clinic to help support our product position and educate buyers on the impact they can achieve.

6 HIGHLIGHT COST-EFFECTIVENESS

Cost management is a critical concern for health plans operating under VBC. Demonstrate how your products can help reduce unnecessary spending while maintaining or improving care quality. Provide detailed ROI analyses and cost-benefit comparisons to support your claims.



Optimize Labor Costs and Improve Staff Productivity

Labor costs make up the single, most expensive cost driver for healthcare provider organizations. To help you gain control over labor spend and productivity trends, our Labor Productivity solution analyzes payroll, census, time and attendance, and budget data. Patterns in metrics like nursing hours per patient day and skilled staffing mix enable you to address costly staffing variances, optimize productivity, and analyze benchmarks—all with the goal of ensuring optimal, cost-effective staffing that meets the needs of your patients.

- Analyze labor costs compared to budget and productivity
- Identify and quantify opportunities from overtime, contract or premium labor, skill mix, and wages
- Compare worked and paid FTEs to budgets and flex targets
- Analyze department scorecards to align department leaders to organizational strategy
- Ensure optimal staffing based on productivity targets and patient volumes
- Evaluate nursing hours per patient day and other productivity measures
- Ensure appropriate nursing skill levels in the ICU, ED and other departments

EXAMPLE: In this article we go into depth to explain the specifics around the reduction in costs through the argument of productivity.

Conclusion

Not every product can argue every facet of Value-Based Care. So marketing within the confines of VBC requires a strategic approach that focuses on one or all of the measures of quality, efficiency, and patient outcomes:

- Aligning your messaging with VBC principles
- Leverage technology benefits
- Collaborate with providers
- Emphasize analytics
- Educate your audience
- Highlight cost effectiveness

Now you can effectively market to ACOs and health plans.

This not only positions your brand as a key player as VBC trends continue, but also as a trusted advisor as it relates to patient care and business improvement.

Ready to excel in Value-Based Care marketing? Reach out today to find out how Red House can help you achieve your goals.



DAN HANSEN
Principal
Red House Healthcare Marketing

ABOUT RED HOUSE HEALTHCARE MARKETING

An award-winning B2B agency with 20 years of experience and a proven track record of engaging decision makers, generating and nurturing leads, and creating demand.

Red House Healthcare Marketing helps clients achieve their goals through strategic, data-driven marketing programs that drive profitable results. The agency is a full-service firm offering integrated solutions like account-based marketing, content and digital marketing, and services such as analytics, automation, creative and website development. To learn more, visit www.redhousehealthcare.com.

