VillageMD reduces referral costs by over $8MM in Houston market alone (2023) → now expanding to all Texas markets with ReferralPoint

At a Glance

Increased Keepage 27%

Using ReferralPoint to ensure referrals go to Preferred Network within first 9 months.

51% Admin Time Savings

Using ReferralPoint to automate manual referral steps and patient communication.

Saved 1200 Overtime Hrs

Per Month using ReferralPoint's automation to reduce admin, training time, and errors.

Challenge

Need a VBC partner that can help VillageMD take on more Risk:

Dr. Clive Fields, M.D., CMO and co-founder of VillageMD, emphasized the need for an experienced partner in value-based care to help them take on more risk and address staffing challenges by focusing on 4 key areas:

1. **Build and Enforce Preferred Network**: Establish a preferred network and ensure referrals go to the Specialist with the highest quality and lowest cost.
2. **Increase Referral Visibility**: Gain insights into who, where, when, how often, and dollar value of referrals not sent to the preferred network.
3. **Automate Referrals**: Leverage tech to automate Referral Coordinators' role by 50-99% using an "Easy Button" solution.
4. **Enhance Patient Communication**: Automate and streamline patient communication to ensure the loop is effectively closed.

Solution

Build Network in ReferralPoint and Integrate "Easy Button" into Athena:

VillageMD looked to Athenahealth Marketplace Partner, ReferralPoint, to bring Dr. Fields' vision to life by establishing the four key areas. ReferralPoint built the VillageMD Network and seamlessly integrated the Ideal Provider Match technology within the Athena platform, creating an effortless "**easy button**" solution that removes most of the manual steps of the referral coordinators and...

1. Ensures referrals are automatically directed to the Preferred Network
2. Triggers SARA, the auto referral coordinator, to help patients schedule, reduce no shows and close the loop.
3. Triggers SARA to send reminders to providers to send back consult note.
4. Automates referral reports and visibility.

Results

Since VillageMD starting using ReferralPoint in April 2023:

1. **Increased Keepage**: within the 1st 9 months VillageMD saw a 27% increase in the # of referrals directed to their Preferred Network, ensuring referrals consistently went to high-quality, low-cost Specialist.
2. **Administrative Time Savings**: ReferralPoint's automation capabilities led to a 51% reduction in admin time by automating manual referral steps and streamlining patient communication.
3. **Reduced Overtime Hours**: The automation features saved VillageMD 1,200 overtime hours per month by reducing administrative tasks, minimizing training time, and decreasing errors.
4. **Significant Cost Reduction**: VillageMD reduced referral costs by over $8 million in the Houston market alone. As a result of these savings, VillageMD is now expanding the use of ReferralPoint to all Texas markets.

ReferralPoint

"ReferralPoint has helped identify gaps and improved our referral processes using data and automation which has continued to improve our clinical and financial outcomes."

Visit the Marketplace online for more information

VillageMD

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