



# Providing the Foundation for Better Health

Performance improvement strategies to lower cost,  
increase quality, optimize revenue and manage risk

# BY 2020



**80% OF PRACTITIONERS** PREDICT CONSUMERS WILL COMPARE PATIENT EXPERIENCE RATINGS BEFORE CHOOSING WHICH HOSPITAL TO COME TO FOR CARE



**LESS THAN 60% OF A HOSPITAL'S TOTAL REIMBURSEMENT** WILL COME FROM **FEE-FOR-SERVICE ARRANGEMENTS**



**89% OF HOSPITALS** WILL PARTNER WITH FORMER COMPETITORS TO WORK ON **POPULATION HEALTH INCENTIVES**



**47% OF HOSPITALS AND HEALTH SYSTEMS** WILL BE LICENSED TO SELL **HEALTH INSURANCE PRODUCTS**

## Connecting Clinical and Financial Performance for Improved Outcomes

Consumers are demanding greater transparency about cost and quality, and healthcare purchasers are focusing more on health management and wellness initiatives to support members. Providers must transform themselves to meet these demands, sustain market leadership, and improve consumer engagement.

Aligning with a proven partner with deep expertise in health system reimbursement and risk-based administration can accelerate your transformational effectiveness. Conifer Health's value-based solutions enhance consumer engagement, drive clinical alignment, and improve financial performance.



## Driven by a single purpose

Conifer Health is driven by a single purpose – providing the foundation for better health so that our clients can thrive and serve their communities.

### **Better health means better business.**

Providers need to secure full and appropriate reimbursement for care provided to each patient or member to maintain financial health. Conifer Health helps you manage your overall financial performance in all payment models, including both fee-for-service and fee-for-value environments. Our proven processes, workflow, and analytics improve efficiency and effectiveness, improving your overall margin.

### **Better health means better partnerships.**

Building the necessary partnerships within and across your geographic market is essential to serve the needs of your community. Conifer Health helps health systems establish the appropriate governance structure to connect providers across the care continuum. This leads to increased access to care for patients and consumers.

### **Better health means better coordination.**

We help the consumer navigate the healthcare system and give them the peace of mind they need to focus on the right things – getting better, changing their lifestyle, and getting back on their feet financially. We empower our clients to drive better outcomes and increase patient engagement.



# Solving the Challenges of Healthcare Today and Tomorrow

## Hospitals & Health Systems

We optimize healthcare performance delivery to better manage care across the continuum, promote patient engagement and wellness, and improve financial performance.

## Physician Groups

Our customized solutions support an integrated patient experience and drive sustainable financial performance. We help physicians and hospitals align to support coordinated care delivery and the transition to value-based care.

## Health Plans

Healthcare organizations looking to take on risk are faced with new challenges and market penetration issues. We help providers with administration of their health plans and management of their patient population.

## Employers

We help employers gain control of healthcare expenses while improving care and wellness for employee populations. Our managed solutions help purchasers manage members, promote engagement and wellness, and improve financial performance.

# Performance Improvement Solutions to Drive Appropriate Reimbursement, Deliver Better Outcomes, and Improve Access to Care

Within your organization and across your local community

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## Patient Services

Enhance market presence, improve access to care, and exceed consumer expectations while laying the foundation for a streamlined revenue cycle workflow.

- Marketing & Consumer Engagement
- Centralized Scheduling & Referrals
- Eligibility & Enrollment
- Satisfaction Measurement



## Clinical Revenue Integrity

Support complete and accurate clinical documentation and coding, which serve as a foundation for appropriate reimbursement and successful care coordination.

- Medical Necessity Case Management
- Coding Services
- Clinical Documentation Improvement
- Charge Integrity



## A/R Management

Improve net revenue to achieve sustainable financial performance and prepare your organization for value-based reimbursement.

- Denials Prevention & Appeals
- Patient Financial Management
- A/R Work-down Projects



## Clinical Integration

Share actionable information to integrate delivery networks, support care coordination, benchmark evidence-based care protocols, and align quality-based incentives.

- Physician Alignment
- Clinical Integration Intelligence



## Population Health Management

Understand all aspects of care for your community or employee populations to deliver better outcomes at a lower cost.

- Population / Employee Engagement
- Health Management Workflow
- Care Coordination / Medical Management
- Population Health Intelligence



## Financial Risk Management

Capture your appropriate share of the total healthcare dollar and gain insight to benchmark cost and quality performance and align reimbursement models to your market strategy.

- Value-Based Contracting
- ACO Development
- Payer Operations



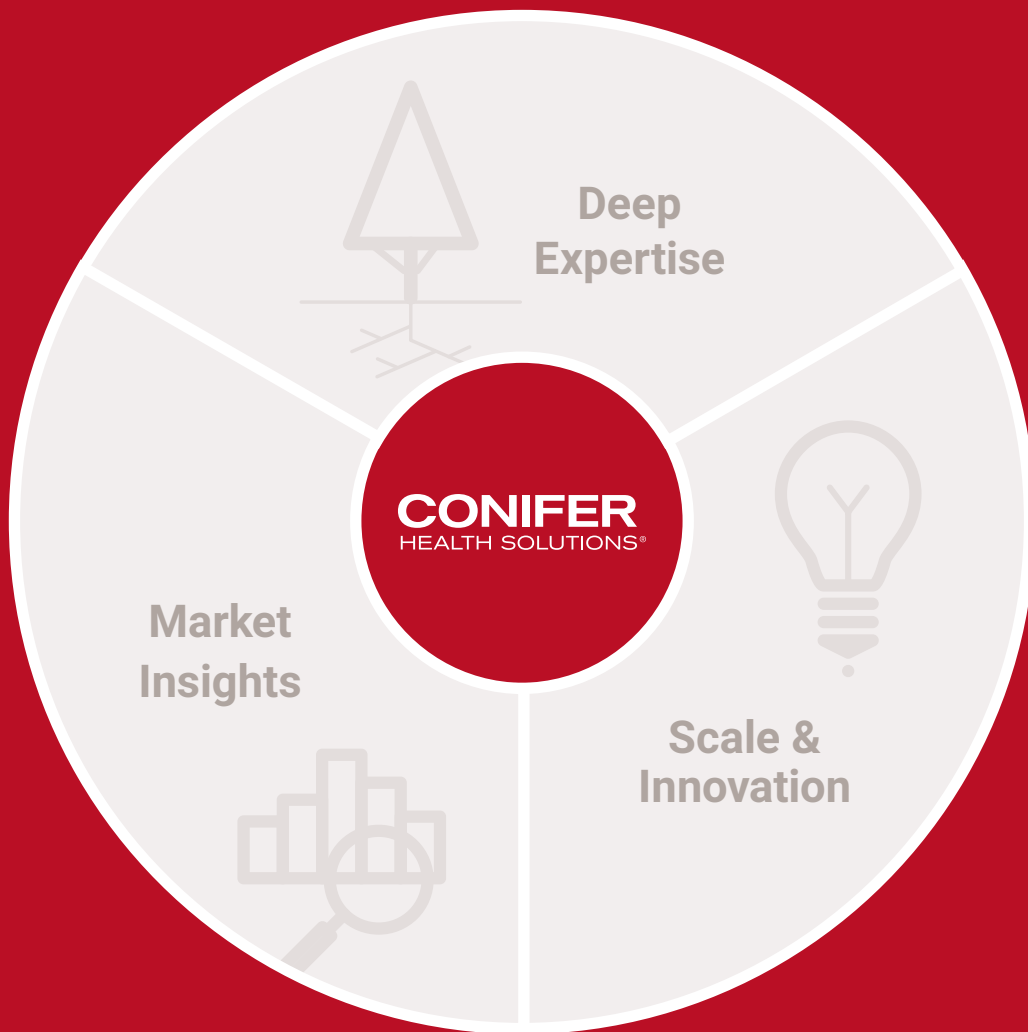
## Deeply Rooted and Future Focused

For more than 30 years, Conifer Health has delivered value in healthcare. From consumers and caregivers to employers and entire health systems, we empower better healthcare for all. Our market insights can guide you to the best choices for your unique community and our scale allows us the ability to innovate.

As healthcare advances to a value-based model, you need a partner that can bridge the gap between better health and better business. We deliver solutions and insights for better outcomes at a lower cost, while improving overall access to care. Conifer Health's solutions prepare you for what's next in an evolving healthcare market.

There is no better time to focus on better health.

# Better health begins with Conifer



**\$30+ BILLION** NET  
REVENUE PROCESSED  
ANNUALLY



**30+ YEARS** OF  
EXPERIENCE



**24+ MILLION**  
UNIQUE PATIENT TOUCH-  
POINTS ANNUALLY



**\$21.5+ BILLION**  
MEDICALLY MANAGED  
SPEND FOR EMPLOYERS



**5.8+ MILLION**  
MANAGED LIVES



**135 LOCAL REGIONS**  
OPERATING  
NATIONWIDE

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HEALTH SOLUTIONS®

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