

CIN Initiatives to Engage Specialists

As value-based care (VBC) evolves, clinically integrated networks ("CINs") increasingly see the importance of engaging specialists to improve performance in their VBC contracts. Veralon recently completed a survey of CIN leaders to explore how the approaches of these organizations have shifted and how CINs are engaging specialists.

Top Initiatives for Specialist Engagement



Education

Provider education is a CINs' primary mode of specialist engagement, with a focus on evidence-based guidelines and the role of specialists in VBC and performance of the network. Specialists enjoy engaging with peers to develop and adopt guidelines and to discuss issues they are dealing with in their practices.



Data Reporting

Many CINs report performance on metrics to specialist providers and share blinded peer information as a reference point for providers. Specialist data is more difficult to acquire and is frequently limited to cost of care data; several CINs expressed data validity concerns and provider resistance.



Referrals & Connection to Primary Care

CINs are engaging specialists in processes around referrals, particularly communicating back to PCPs and ensuring timely visits. CINs are also developing innovative approaches to "improve the quality of referrals" to combat the lack of capacity in specialty care many networks are facing.



Project Engagement

Some CINs engage specialists through specialist-led projects to improve network performance in VBC contracts. Generally, participation in these projects requires a financial incentive for providers, but elicits high physician satisfaction.



Financial Incentives

Though most CINs reported that they include specialists in the incentive distribution model, specialists receive significantly smaller incentives than PCPs.

Engagement by Specialty Varies Widely

Specialties that have a greater impact on population health and are more similar to primary care tend to be more engaged with the CIN; this includes cardiology, endocrinology and emergency medicine.