

# Population Health Compliance

## Compliance Challenges in a Value-Based World

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UMass Memorial Health Care



### Best Place to Give Care - Best Place to Get Care

UMass Memorial - Community Healthlink  
UMass Memorial HealthAlliance-Clinton Hospital  
UMass Memorial - Marlborough Hospital  
UMass Memorial Medical Center  
UMass Memorial Medical Group  
UMass Memorial Accountable Care Organization, Inc.



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## Agenda

What is Population Health Compliance?

Unique Challenges for Pop Health  
Compliance

The Future of Compliance in a Value-Based  
Payment World




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## Population Health Compliance

What is it?



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### What is Population Health?

“An interdisciplinary, customizable approach that ...utilizes non-traditional partnerships among different sectors of the community – public health, industry, academia, health care, local government entities, etc. – to achieve positive health outcomes.”

- Centers for Disease Control and Prevention




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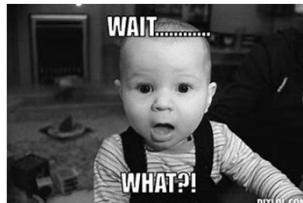
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## What is *Population Health* Compliance?

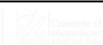
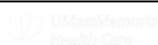
### Objective of an Effective Compliance Program:

To prevent and detect potential criminal conduct and promote a culture which ensures compliance with applicable state and federal laws and regulations, guidance, and organizational policies and procedures

*...and collaborate with existing compliance structures of partner organizations to ensure compliance across the care continuum.*



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## What is Pop Health Compliance?

*Collaboration between innovators, care givers, and existing compliance structures of partner organizations to ensure compliance with state, federal and program requirements across the care continuum.*


### Medicaid.gov 1115 Demonstration Projects

Keeping America Healthy

"Alternative Payment Models"

"Risk-Based Payment Models"

 **Bundled Payment for Care Improvement**

 **Alternative Quality Contract**

 **Direct Contracting**

 **Primary Care First**

"Accountable Care Organizations"

"Value-Based Care"

 **MassHealth ACO**

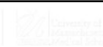
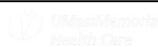
 **Patient Centered Medical Home**

 **Next Generation ACO**

 **Medicare Shared Savings Program**




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## Unique Challenges

One CCO's perspective

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### Compliance Challenges

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- **Key Risks**
- **Scope of Compliance Responsibility**
- **Limited Guidance for Pop Health Compliance Models**
- **Program & Regulatory Overlap/Impact**

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## Key Risks for Pop Health Compliance

<b>Beneficiary Protections</b>	<ul style="list-style-type: none"> <li>• PHI</li> <li>• Cherry Picking</li> <li>• Access to Care</li> <li>• Marketing/Communications</li> </ul>
<b>Financial Relationships</b>	<ul style="list-style-type: none"> <li>• Inducements &amp; Gifts</li> <li>• Gainsharing, Shared Savings</li> <li>• Referral Sources</li> </ul>
<b>Data Integrity</b>	<ul style="list-style-type: none"> <li>• Reporting Requirements</li> <li>• Data Collection</li> <li>• Attestation</li> </ul>
<b>Compliance Oversight</b>	<ul style="list-style-type: none"> <li>• Training &amp; Education</li> <li>• Formal Compliance Programs</li> <li>• Contractual agreements</li> </ul>
<b>Statutory &amp; Regulatory Applicability</b>	<ul style="list-style-type: none"> <li>• Waivers</li> <li>• Exceptions</li> <li>• Other State/Fed Programs</li> </ul>



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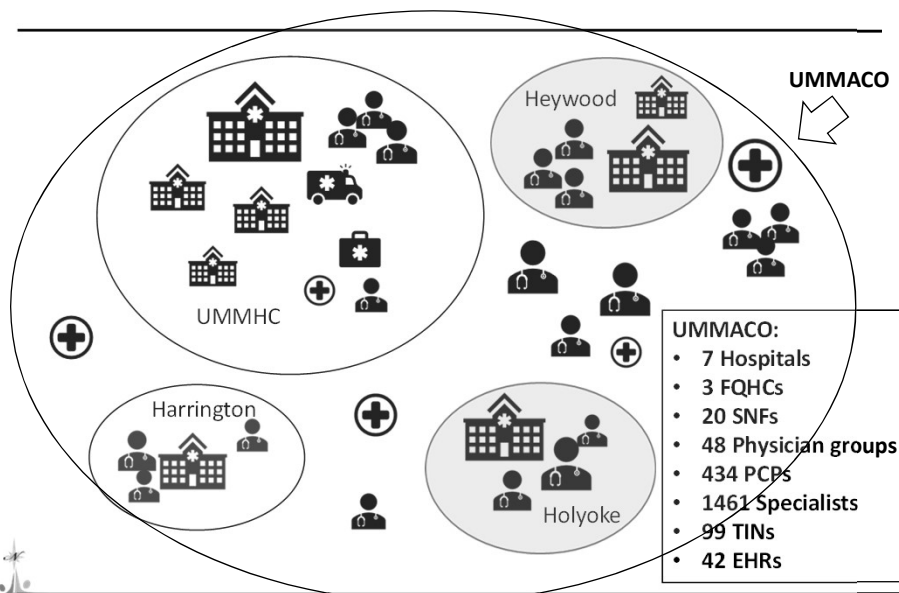
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## Scope of Compliance Responsibility – ACO



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## Limited Guidance on Pop Health Compliance Programs

### OIG:

- ACOs
- Fraud & Abuse Waivers

### CMS:

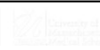
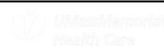
- Program Regulations/Requirements
- ACO Tip Sheet

### Industry Associations:

- National Association of ACOs (NAACOS)



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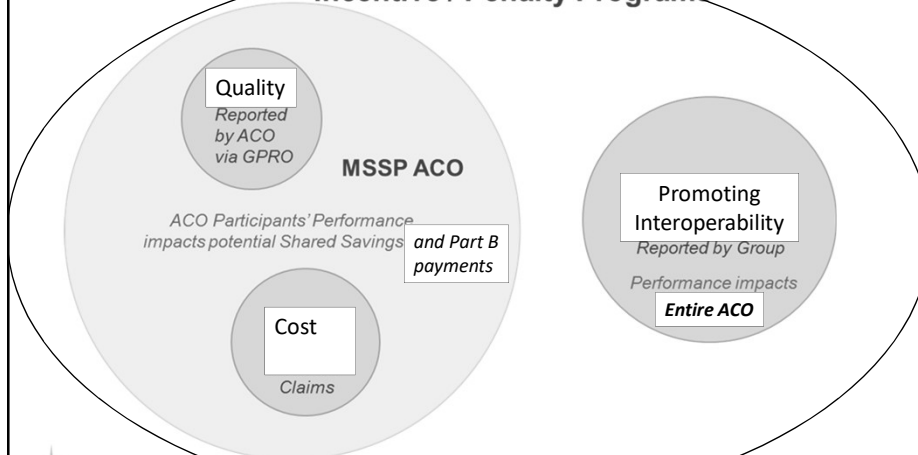


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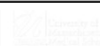
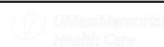
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## Program & Regulatory Overlap – MSSP & MACRA

### Part B Medicare Fee-For-Service Incentive / Penalty Programs



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## Looking Ahead

The future of compliance in a value-based world






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### Compliance Meet Innovation



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## Disruptive Innovation

"My main message is this: Be bold. Take action. Compliance must have a seat—and a voice—at the innovation table."

— Joanne Chiedi, Acting Inspector General, OIG

**Get a seat at the table!**



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