



White Paper

Revenue Generating Insights for Behavioral Health Leaders

**Improving Care and
Increasing Revenue**



Revenue Generating Insights for Behavioral Health Leaders

How could revenue gains be used to change more lives?

Behavioral health care leaders are driven by a desire to deliver the best possible care while also supporting the revenue goals for their programs. Providing value in care involves evaluating potential initiatives to determine which improvements will truly make a difference in the lives of patients and if those improvements can provide time-saving value to their staff and programs. This process revolves around a fundamental question: Can behavioral health and addiction recovery leaders both improve care and increase revenue?

Measuring Value

Many behavioral health and addiction treatment programs are under pressure to deliver revenue increases and value but don't always have access to the kinds of measurement that can make a verifiable difference.

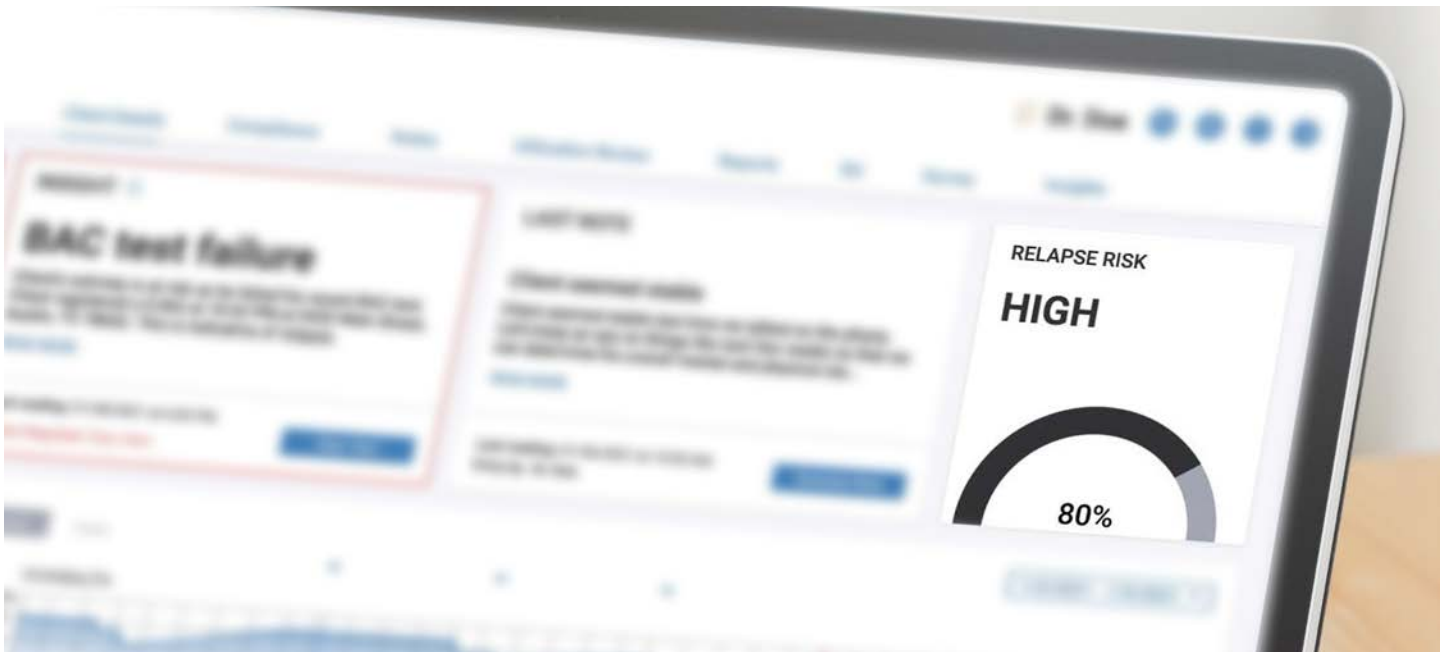
Incomplete measurement may include a patchwork of subjective and objective measures of success, with little analysis of the mechanisms that connect clinical care and revenue goals. Moreover, in the recovery treatment industry specifically, there is little standardization, which can make comparing measurement models a challenge. Payers also continue to put financial pressure on treatment centers along with more stringent measurement requirements.

IMPROVING CARE AND INCREASING REVENUE

Client care is connected with many factors that contribute to the bottom line, including:

- **Billable Patient Days.** Reducing dropouts and generating more consistent attendance.
- **Reimbursements for Claims.** Increasing negotiated rates and per claim revenue.
- **Opportunity for New Revenue Lines.** Bringing aftercare programs and long-term monitoring in-house.
- **Rapid Re-Admission.** Reducing client acquisition costs and generating more revenue.





ViviClinic® Clinical Dashboard



INCREASING PATIENT DAYS

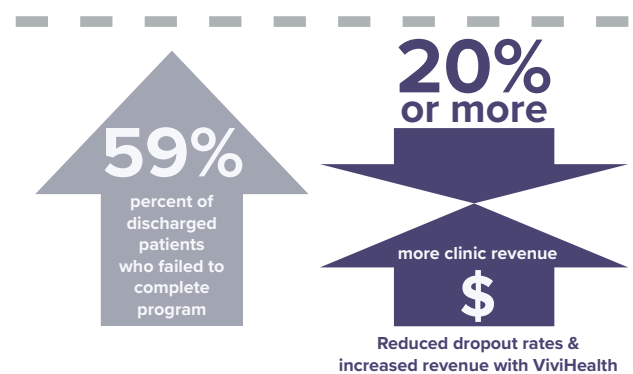
According to the SAMHSA Treatment Episode Data Set (TEDS) from 2017¹—which reports the admissions to and discharges from publicly-funded substance use treatment—over two million admissions aged 12 years and older were reported in the United States. Of those admissions, 89% of those were discharged and 59% of those discharged failed to complete treatment, almost one million individuals. In short, more than half of those who are admitted to treatment drop out. This leaves plenty of room for improvement. For many outpatient providers, a high drop-out rate costs them hundreds of thousands of dollars to millions in revenue each year. Collaborative, feedback-informed care like ViviHealth’s Vivi360 solution closes the clinical feedback loop and personalizes care while also providing convenient digital support when the client needs it most, driving up engagement. By better treating those clients using supportive technology like Vivi360, practitioners can see that rate drop a meaningful amount, increasing overall revenue by up to 20% or more just from that benefit alone. For programs with millions in revenue, this can add up to significant annual gains on top of improved outcomes.

1. SAMHSA Treatment Episode Data Set (TEDS). (2017). Treatment Episode Data Set (TEDS) 2017. doi:10.1037/e515302009-006

Collaborative Care Matters to the Bottom Line

Digital tools make valuable collaborative care available that allows clinicians and supporters to be with the individual when they are most in need of support. Clinical research has found that with digital interventions, “across all interventions, slightly more than half (55%) of the studies with control groups generated positive findings on one or more substance use outcomes, with 57% of the interventions also found to be efficacious in one or more studies.”²

Vivi360 AMA Reduction Opportunity



2. Nesvåg, S., & McKay, J. R. (2018). Feasibility and Effects of Digital Interventions to Support People in Recovery From Substance Use Disorders: Systematic Review. Journal of Medical Internet Research, 20(8). doi:10.2196/jmir.9873



INSURANCE REIMBURSEMENT RATES

When patients leave treatment Against Medical Advice (AMA), it not only hurts both the provider and patients, but it also affects the provider’s reputation with payers. Over time this has been a contributing factor to lower reimbursement rates in behavioral health and addiction recovery treatment, further hindered by bad actors in treatment that harmed the industry’s reputation. But the majority of behavioral health and addiction recovery treatment providers operate ethically. The challenge for them becomes one of differentiation and proof: How do the best providers prove the value of their approach?

Payers want to support effective treatment for their members. For too long the behavioral health and addiction recovery industry has been limited to more subjective measurement of the state of the patient. This adds work to the overloaded providers and requires more difficult analysis on the part of the payer. Without some kind of objective measure in place providing outcomes data is a challenge.

Measurement-Based Care Benefits and Concerns

On the surface, measurement-based care seems like a trend that would be welcomed. But in some instances, measurement-based care has been used by payers to lower claims, making it a point of concern for providers. An alternative concept, feedback-informed treatment, emerged as preferred terminology by some. There is no thermometer for the mind, they might say, at least not without innovations in technology.

Some of that innovation has happened. Until recent advances in monitoring technology like Vivi360, primary

forms of measurement employed survey assessments alone. Technology like Vivi360’s patient monitoring includes that feedback-informed care, but adds wearable patient technology. Vivi360 measures engagement in treatment milestones and can track self-care activities, with impressive results. Sleep, mood, and stress levels can be assessed and correlated with self-care activity, meeting attendance, broader behavioral trends, and overall program adherence.


Vivi360 Reimbursement Opportunity



Utilization Management That Increases Reimbursements

Combined with feedback-informed treatment, these new measurement capabilities add dimension and context, helping practitioners realize a 360-degree view of the patient’s real-world condition. In the Vivi360 Technology Solution the clinical dashboards provide automated notes and rich data that enhance utilization reviews. With objective data as a baseline for care, payers and providers can work together to negotiate better claims based on real evidence. By improving care and outcomes using Vivi360, providers who give quality care can negotiate significant increases in their claims. By using the automated data generated by technology like Vivi360, providers are in a better place to advocate for higher claims that can drive up overall annual revenues. For mid-to-large level programs

this can mean millions in revenue across their networks of care. On top of that, better data can reinforce justification for extending episodes of care for clients that need it. Adding just a few patient days a month can provide even more revenue to programs.

 **NEW REVENUE STREAM THROUGH
AFTERCARE AND MONITORING**

Many treatment programs do not manage post-treatment care directly. Some employ the services of third-party aftercare and long-term monitoring programs through deviceless monitoring via phone calls or emails to assess outcomes like sobriety in patients after they leave treatment. This has value, but monitoring using these methods is limited. It can be hampered by errors in self-reporting because few post-care patients want to self-report recurrence. If a patient indicates that they are still sober, it can be recorded as a success regardless of the patient's actual condition.

Vivi360 allows for supportive aftercare and remote monitoring of patients during treatment and after they leave. By providing ongoing self-care with integrated wearables, programs can support their own post-treatment programs themselves. This opens new avenues for revenue, which can earn a treatment center anywhere from \$2,500 to \$5,000 per year, per client.

**Added Revenue Through
Aftercare & Monitoring**



 **RAPID RE-ADMISSION REDUCES
ACQUISITION COSTS**

Robust Vivi360-powered aftercare and monitoring programs provide insight into which patients may be struggling and in need of re-admission. For outpatient and intensive outpatient programs this can also mean long-term retention and savings on costly acquisition costs. These cost savings can provide a boost in revenues.

Vivi360 Acquisition Cost Reduction



PANDEMIC AND SOCIAL DISTANCING

With the new normal and social distancing measures brought on by the COVID pandemic, many providers had to quickly adapt to add telehealth and remote patient monitoring to support their treatment offerings. ViviHealth's patient monitoring allows outpatient programs to have ongoing real-time monitoring for their patients. Not only does this capability help in a broad sense, it also provides valuable insight into patient condition even when the patient cannot physically travel to treatment. This capability is critical now and will be more valuable in the future, so that treatment and collaborative care don't miss a beat, even in difficult circumstances.





ViviClinic® Clinical Dashboard

BEHAVIORAL HEALTH INTERVENTIONS ON DAY 1 RATHER THAN DAY 10

Effective clinical interventions need to come at the right time. Clinical interventions that come after recurrence must be addressed carefully with the patient to not erode confidence in treatment. Conversely, proactive intervention and connection fosters collaborative care that builds patient motivation, ultimately providing better outcomes. Vivi360 gives early insight into recurrence and can even predict the risk of recurrence, allowing for better clinician-directed care.

Enabling 24/7 Support

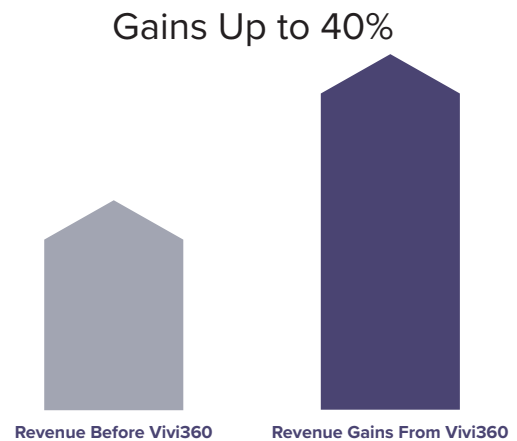
Remote monitoring and population management tools make ever-present behavioral health support possible. Vivi360 is an extension of the clinician and clinic. With the Vivi360 Recovery Solution, the person in recovery literally carries resources and support around with them in real-time, offering a personalized experience that encourages, rewards, and recognizes continuous engagement.

- Self-care resources available with a tap
- Supportive cues based on patient condition
- Connection to supporters

REAL VALUE THROUGH SUPPORTIVE TECHNOLOGY

Taken together, the revenue gains from implementing technology that provides better care also pays off in revenue increases for behavioral health organizations. By adding a patient monitoring and population management solution like Vivi360 that includes wearable technology and patient engagement tools, treatment centers can see significant gains in overall revenue.

ViviHealth’s technology provides time-saving support for care teams, program insights for behavioral health leadership, and more efficient, effective care that drives growth and organizational health. This pays off in improved care, better revenue, and lasting recovery.





ViviHealth exists to transform behavioral health and recovery treatment through insights and technology that support sustainable and lasting recovery and ongoing mental wellness.

The Vivi360 Recovery Solution is a behavioral health insight platform that combines real-time health monitoring devices, clinical insight dashboards, and personalized client care applications to make behavioral health and recovery treatment centers more effective.

Vivi360 delivers empirical clinical outcomes built on years of evidence-based scientific research from top universities and board-certified addictionologists.

Contact us at vivihealth.com

11711 Domain Drive
Suite 1374
Austin, Texas 78758
hello@vivihealth.com
833-866-8484

Copyright © 2021 ViviHealth. All rights reserved. ViviHealth, Vivi360, ViviClinic, ViviCompanion and ViviCircle names and logos are trademarks of ViviHealth.
Confidential & Proprietary.