

OUTSIDE LINES



THE CAREMORE DIFFERENCE

Today's Top Pick, Curated for Leaders Changing Healthcare

September 3, 2019

In 1993 the CareMore Medical Group was founded in Southern California. From the start, the orientation was prevention-centric vs. repair-centric. Focused on providing a series of unconventional, 'upstream' solutions to prevent more costly 'downstream' outcomes, CareMore has routinely achieved patient outcomes that break from all the industry averages, giving us 25 years of innovation, with results to prove it.

As healthcare innovators go, some are liked, others not. Some are successful, others not. And some – like CareMore – are true pioneers: steady, passionate about their cause, consistent, constantly innovating, and slowly but surely, disrupting the core of an industry. CareMore has been doing this in healthcare for more than 25 years. First as CareMore Medical Group, then as CareMore Health (an acquired subsidiary of Anthem), and today as a clinical model (still an Anthem brand) serving more than 150,000 Medicare and Medicaid patients in nine states

In 1993 Dr. Sheldon Zinberg founded the CareMore Medical Group in Southern California. From the start, he and the other physicians who joined him, applied a unique approach to caring for the elderly. They were prevention-centric vs. repair-centric. They focused on providing a series of unconventional, 'upstream' solutions — neighborhood-based care centers, wireless scales, free rides to medical appointments, care managers called extensivists, and others — to prevent more costly 'downstream' outcomes.

CareMore provides a different way of caring for seniors. As a result, the group routinely achieves patient outcomes that break from all of the industry averages.

Each year, from 2005 to 2010, CareMore grew its membership by 15%. In 2015, *The Commonwealth Fund* reported that CareMore's model delivers 20% fewer hospital admissions, 23% lower inpatient days, and 4% shorter lengths-of-stay. A few years ago, CareMore added another 'upstream' solution: home-based integrated care for patients in Connecticut. Based on a study conducted to demonstrate this program's success (two 10-month periods were compared, 2016-17 and 2017-18), hospital admissions and ER visits were down 12.5% and 27.2% respectively.

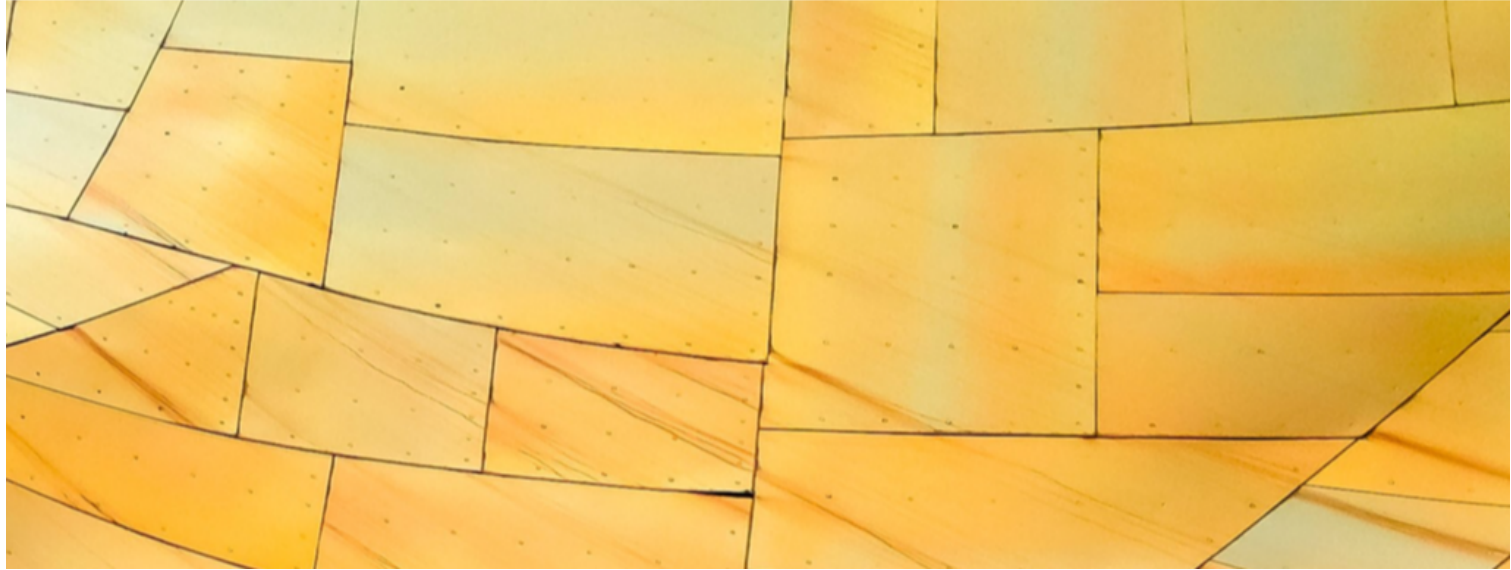
According to one of the leaders at CareMore: "Our health system has created a hospital-based delivery system focused on acute illness at the expense of growing and building systems of care to manage chronic illness. What the modern, transactional health system has done is more than just create a cumbersome system riddled with inefficiencies, high costs, and mixed results; it has removed health care from our communities. So we're putting it back. And pretty soon, we think others will too." Healthcare leaders, are we following this lead? CareMore has given us 25 years of innovation, with results to prove it. Isn't it time for more physician groups – for more healthcare organizations – to advance a care model like this, or others like it?

Always Looking Ahead,
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1-DAY INNOVATION WORKSHOP FOR HEALTHCARE LEADERS

There are so many innovators today – like CareMore – re-shaping and re-defining how healthcare can be delivered. At Strategy Advantage we've been tracking, and talking about them, since 2010. While a few years ago, a discussion about innovators might have been a *nice* thing to know, today this is a *need* to know part of how healthcare leaders lead and design strategies and partnerships for the future.

We invite you to tap Kim Athmann King and other of our experts for our [1-Day Innovation Workshop](#). It aims to spark discussion around questions like: What are the marketplace and industry dynamics changing the healthcare business model? Who are the new market entrants/disruptors? How are progressive hospitals and health systems leading with innovative strategies? And, how might your organization pursue new opportunities to energize your strategic vision and priorities forward?

To learn more about the Strategy Advantage Innovation Workshop, contact Kim Athmann King at kking@strategyadvantage.com or call 310/ 416-1400.

ADDITIONAL RESOURCES

Click [here](#) to read an early, 2011, article in *The Atlantic*, featuring CareMore as a pioneering medical group advancing a “Quiet Healthcare Revolution.”

Click [here](#) for *The Commonwealth Fund* review, in 2017, about how CareMore is improving clinical and cost outcomes.

Click [here](#) for a May 2019 piece in *Harvard Business Review*, discussing CareMore’s “Home Team” program.

Click [here](#) to access other *Outside the Lines* issues produced by Strategy Advantage.

This bi-weekly e-mail is curated by the expert team from Strategy Advantage and provides a look across the horizon, and outside the lines, of the healthcare industry.

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