



## A Journey to Best-Practice

How a national healthcare system has begun implementing the Warrior Centric Population Health Platform to optimize care for a “forgotten” population.

### CHALLENGE & OPPORTUNITY

Executives and physicians at a regional division of a nationally recognized leader in health management recognized they were already treating many Warrior Community patients. But they were also aware that they were not fulfilling their mission of “improving the health and well-being of the communities we serve” for these individuals.

This challenge was keenly felt by the Associate Medical Director, a Naval Veteran herself who had served on the USNS Comfort. She well understood the unique health challenges faced by those who had served, as well as their families. She also recognized that the challenge of addressing this population’s healthcare needs effectively was not one she could meet alone. It would require both real commitment throughout the organization and a multi-dimensional toolset to equip them for the task.

Meanwhile, the regional Vice President for Marketing Sales and Business Development recognized the opportunity inherent in developing a branded healthcare program that could be attractive to as much as 20% of the region’s potential patient population. This was an opportunity to both fulfill the organization’s mission AND grow its brand.

Both professionals also saw the opportunity to lead the way for the rest of the national organization.

The Warrior Community consists of military Veterans, reservists, National Guard, active-duty service members, and their families. This population comprises approximately 25% of the total U.S. population

### APPROACH

Led by its two key advocates, the organization chose to implement the Warrior Centric (WCH) Population Health Platform, following the path for its facilities to become Authorized Warrior Centric Health Facilities™. Implementing the platform thoughtfully would provide them both the resources they needed to develop best-practice population healthcare for their Warrior Community patients AND the visible, third-party recognition they needed to leverage the newly-developed capability.

True to organizational form, their approach to implementation has been thorough and methodical.

They began by employing WCH’s data analysis tool — WarriorMark™ — to benchmark the magnitude and demography of the Warrior Community within their facilities’ footprints. This gave them a good idea of which of their facilities was likely to see the greatest volume of Warrior Community patients, what the demographic make-up of that patient volume would be, and how great the upside potential for brand development could be.

Faced with the challenge of identifying their existing Warrior Community patient population and screening for service-related health determinants, the organization worked with their EHR provider to develop a modification for their proprietary EHR system, based in part on WCH’s data collection prescriptions. The EHR modification will capture and store the needed patient data, as well as inform providers in the exam room in real time. Aggregated data from this system will also be used to track and manage the program’s progress toward WCH Authorization against benchmarks set jointly by the healthcare organization and WCH.



## APPROACH (cont'd)

While these efforts were underway, the Associate Medical Director kicked off the Warrior-Centric Healthcare Training® program to begin building the clinical and cultural competencies needed to provide equitable care to this patient population. She designated the region's medical leadership as bellwethers, inviting them to begin taking the CME/CE accredited WCH e-learning modules toward recognition as Authorized Warrior Centric Health Providers™ and Authorized Warrior Centric Health Champions™. These individuals would then be prepared both to treat Warrior Community patients more effectively themselves and help “sell” the program through to their medical colleagues who would also need to become WCH Authorized Providers and Champions..

The team has been availing themselves of WCH's outreach program, regularly receiving two pieces of current WCH content that builds and maintain the organization's expertise regarding Warrior Community healthcare: one (*Warrior Centric Beacon*) that highlights current news from the Veteran's Health Administration and the Defense Health Agency and one (*The Warrior Centric Report*) that features current actionable learning on specific warrior-centric health issues, such as the effects of burn pit exposure.

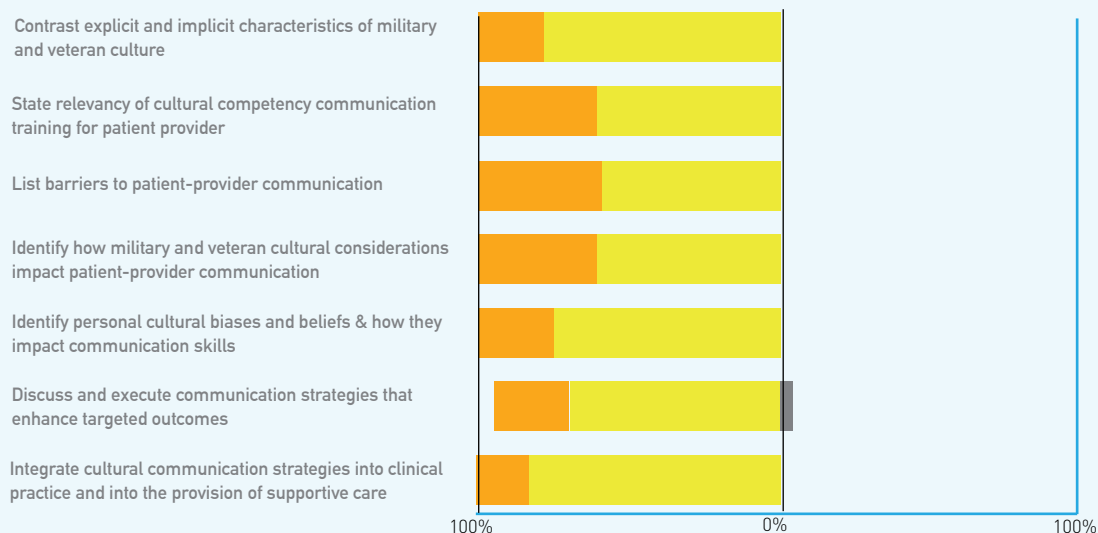
## RESULTS

The program has gotten off to a fast start toward transforming their already high-functioning facilities into Authorized WCH ones. Within the first three months of activity:

- ▶ The EHR screening tool has been fully developed and is ready to deploy, awaiting approval and training.
- ▶ A patient-facing communications campaign utilizing WCH's multimedia content and plan has been readied to jumpstart patient screening and participation in the program.
- ▶ >130 enthusiastic physicians and support staff have enrolled in WCH e-learning modules, earning authorizations at a rapid clip. 100% of participants have responded positively on key performance and behavioral factors that foreshadow greater success in treating their Warrior Community patients (see graphic below).
- ▶ The Associate Medical Director has joined WCH CEO/Co-Founder Ron Steptoe to present a well-attended live CME/CE session on The Effect of Toxic Exposures in the Military Environment, utilizing WCH content.
- ▶ A management dashboard has been designed and is ready for deployment when the EHR screening tools are deployed.

### As a result of participating in this activity, I am better able to:

Strongly agree Agree Disagree Strongly disagree Neutral





## LESSONS LEARNED

1. There is no substitute for enthusiastic and skilled leadership on the facility side. WCH will always encourage clients who commit to Authorization to appoint a senior-level leader with strong ties to the medical team. A provider who is also a military Veteran is ideal.
2. Jumpstarting the screening process is key to moving the program forward. Facilities need to be able to ask the question — “Have you served?” — to existing patients, as well as incoming ones. This is crucial to the program’s success. WCH will continue to evolve its resources to better enable facilities to do this.
3. It is important to create enthusiasm for the mission across the facility. WCH will continue to evolve ways for each facility to do that.

## NEXT STEPS

- ▶ Launch the patient-facing screening campaign.
- ▶ Continue to train staff, while developing more advanced learning modules.
- ▶ Build aggregate EHR data into a dashboard to track the program’s progress.
- ▶ Deploy WCH multimedia outreach tools to engage the system’s Warrior Community patients and attract more patients from outside the system.

## WARRIOR CENTRIC HEALTH

Warrior Centric Health is on a mission to ensure that all members of America’s Warrior Community population —75 million strong — have access to equitable healthcare. To that end, we have developed both the standard for best-practice population health management (the Authorized Warrior Centric Health Facility™) and the means for commercial and military healthcare facilities to implement it cost-effectively (the Warrior Centric Population Health Platform).

The WCH Solution represents the quickest, most comprehensive path to the future of health equity.

... we are proud to provide comprehensive care that is unique to the needs of this important patient population by partnering with Warrior Centric Health. Warrior Centric Health’s approach... makes them a natural fit for (us) as we continue our journey to understand how military service impacts the health of our patients and the best ways for military service members and veterans to experience our exceptional care across our region.

Associate Medical Director



# WarriorCentricHealth™

[WWW.WARRIORCENTRICHEALTH.COM](http://WWW.WARRIORCENTRICHEALTH.COM)

P: 833.924.4376 x700 E: [admin@warriorcentrichealth.com](mailto:admin@warriorcentrichealth.com)



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