



Scale Your Value-Based Contracting  
**A 7 Step Guide to  
Increased Incentives**



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# The Path to Value-Based Success

Value-based care (VBC) represents a fundamental shift in the healthcare industry, emphasizing patient outcomes over service volume. Despite its potential to transform care delivery and reimbursement, many organizations struggle with the complexities of VBC contracts.

This guide outlines the seven critical steps necessary to design, negotiate, and implement effective VBC contracts.

Each step includes a checklist, suggestions, and links to more information -- all designed to guide your VBC strategy and enable your success.

To learn more, contact Syntax Health at [info@meetsyntax.com](mailto:info@meetsyntax.com).

Reach out. We're here to help,



A handwritten signature in black ink, appearing to read 'Rachael Jones'.

Rachael Jones, MPA  
Co-Founder &  
Chief Executive Officer  
Syntax Health



A handwritten signature in black ink, appearing to read 'Emily Walker'.

Emily Walker  
Co-Founder &  
Chief Analytics Officer  
Syntax Health

Rachael has held several leadership positions at Cotiviti, Anthem, HealthFirst and the TriZetto Group. She is a deep VBC expert who has devoted her career to telling stories with data. Rachael is based in Atlanta, GA.

Emily has held several leadership positions at Geisinger Health System and Elevance. She is an analytical and creative problem solver with a passion for transforming healthcare. Emily is based in Danville, PA.

# Value-Based Contracting



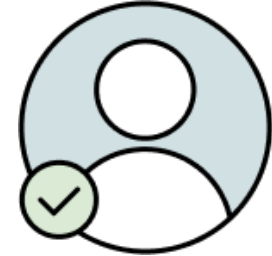
## 7 Steps to Increased Incentives

- 1 Define Clear Attribution Models
- 2 Establish Financial and Quality Metrics
- 3 Design Incentive Structures
- 4 Foster Collaboration and Trust
- 5 Implement Robust Data Management Systems
- 6 Provide Upfront Investments and Support
- 7 Monitor, Evaluate, and Adjust

# 1 Define Clear Attribution Models

Attribution:

- is the assignment of accountability for patient care to specific providers
- helps ensure all parties understand their responsibilities



## Checklist

- Assign patients to providers
- Determine criteria for patient eligibility
- Communicate & update attribution regularly
- Plan for managing and resolving attribution discrepancies



## Achieve success

Syntax Health helps you:

- automate data validation
- maintain up-to-date records
- reduce administrative burdens
- improve accuracy



Watch [this Attribution Webinar](#) to learn how to manage these attribution challenges:



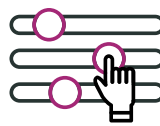
Affinity  
vs.  
Attribution



Patient /  
Member  
Eligibility



Data  
Accuracy &  
Completeness



Inadequate  
Risk  
Adjustment



Transparency  
&  
Communication



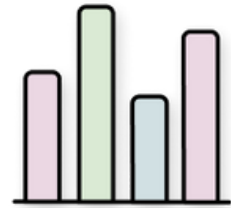
Inconsistent  
Definitions  
& Models

## 2

## Establish Financial and Quality Metrics

Financial and Quality Metrics:

- should be specific, measurable, and aligned with care and cost goals
- should be regularly reported to ensure accuracy and accountability



### Checklist

- Define specific financial metrics
- Define specific quality metrics
- Establish plan for measuring, reporting, and validating metrics
- Create mechanisms to adjust as goals and landscape change



### Achieve success

Syntax Health helps you:

- use a two-sided platform with advanced and actuarial analytics for VBC contracting
- see real-time insights to identify continuous improvement and timely adjustments



Watch [this Metrics Webinar](#) to learn how to manage these metrics challenges:



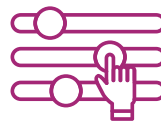
Specificity & Flexibility



Data Availability & Accuracy



Alignment with Provider Capabilities



Measuring Outcomes vs. Processes



Ensuring Stakeholder Consensus

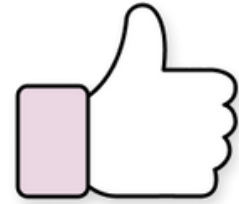


Accountability & Validation Processes

### 3 Design Incentive Structures

Incentives:

- motivate provider behavior in VBC contracts
- should promote alignment with clinical and costs goals while guarding against potential gaming of system



#### Checklist

- Choose incentives that motivate your providers (e.g., shared savings, bonuses, penalties)
- Align incentive structures with your program goals
- Create safeguards to prevent unintended consequences, such as upcoding and service reductions



#### Achieve success

Syntax Health helps you:

- use configurable contract modeling tools
- design and test various incentive scenarios
- ensure alignment with operational goals
- reduce risk of unintended consequences



Watch [this Incentives Webinar](#) to learn how to manage these incentive challenges:



Risk Adjustment & Fair Compensation



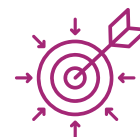
Avoiding Over or Under Utilization



Data Integration & Interoperability



Minimizing Administrative Burden



Aligning Incentives to Quality Care



Cultural & Behavioral Resistance

## 4 Foster Collaboration and Trust

### Collaboration and Trust:

- improve relationships between payers, providers, and other VBC stakeholders
- require transparent, regular communication, and effective conflict resolution mechanisms



#### Checklist

- Create a plan for maintaining transparency through the contracting and implementation processes, and beyond
- Select communication channels and collaboration tools to facilitate ongoing dialogue with all team members
- Design conflict resolution and management plan



#### Achieve success

#### Syntax Health helps you:

- integrate collaboration into analytics platform
- enhance transparency and communication
- maintain a single source of truth for all VBC stakeholders



Watch [this Collaboration & Trust Webinar](#) to learn how to manage these challenges:



Transparency  
in Contract  
Terms &  
Expectations



Data  
Sharing  
&  
Interoperability



Misaligned  
Incentives



Resource  
&  
Capacity  
Constraints



Navigating  
Risk-Based  
Payment  
Models

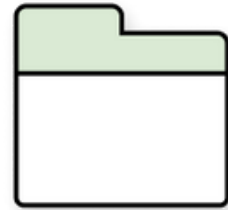


Trust  
&  
Accountability

# 5 Implement Robust Data Management Systems

Data Management Systems:

- include acquiring, integrating, and validating data
- allow for ongoing management to ensure data is accurate, timely, and secure



## Checklist

- Determine data needed to inform VBC strategy
- Plan for maintaining data integrity
- Plan for securely and efficiently sharing data among stakeholders throughout contract
- Identify analytics capabilities needed for decision making and performance monitoring



## Achieve success

Syntax Health helps you:

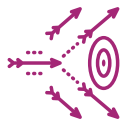
- create sound data management strategy
- automate and validate data integration
- access reliable insights
- reduce manual effort



Watch [this Data Management Webinar](#) to learn how to manage these data challenges:



Data Fragmentation & Interoperability Issues



Poor Data Quality & Inaccuracies



Delayed Data Availability



Lack of Standardization



Resource-Intensive Manual Processes



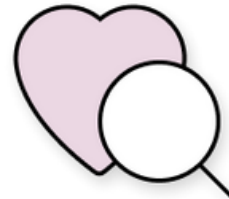
Security & Compliance Concerns



## 6 Provide Upfront Investments and Support

### Investments and Support:

- include support such as care coordination fees, infrastructure support, and more
- address initial barriers and promote long-term sustainability



### Checklist

- Outline financial and operational support needed to enable providers' transition to VBC
- Determine structure for upfront investments to ensure sustainability and success
- Create training and resources to support provider engagement and compliance



### Achieve success

#### Syntax Health helps you:

- facilitate the efficient distribution and management of financial and operational support
- ensure timely and equitable support for providers



Watch [this Investments & Support Webinar](#) to learn how to manage these challenges:



Misalignment of Goals & Incentives



Unclear or Insufficient ROI



Complex Regulatory & Contracting Barriers



Limited Provider Capacity for Risk Sharing



Short-Term vs. Long-Term Focus

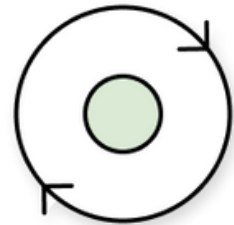


Data Integration & Sharing Issues

# 7 Monitor, Evaluate, and Adjust

Continuous evaluation and adjustment:

- identify areas for improvement throughout the measurement period
- ensure the program remains aligned with its care, quality, and financial metrics



## ✓ Checklist

- Develop plan to monitor performance against established metrics
- Establish proactive processes to identify and address issues or deviations from expected outcomes
- Create process to adjust program as learnings happen and industry dynamics change



## Achieve success

Syntax Health helps you:

- deploy real-time performance dashboards
- see continuous program performance
- make timely adjustments with proactive program management



Watch [this Evaluation & Adjustment Webinar](#) to learn how to manage these challenges:



Data Integration Issues



Complexity of Metrics



Limited Analytical Capabilities



Insufficient Feedback Loops



Lack of Real-Time Insights

Syntax Health can help you manage these seven steps to VBC success, scale your VBC business, and better manage your risk.

Contact us at:



[www.meetsyntax.com](http://www.meetsyntax.com)



[info@meetsyntax.com](mailto:info@meetsyntax.com)

## Meet Syntax Health

Syntax Health's cloud-based solution revolutionizes value-based care by speeding up contract negotiations 40%, ensuring accurate provider performance measurement, and transforming decision-making with advanced analytics and automation. This enables provider organizations to better manage risk, improve patient outcomes and grow market share through enhanced value-based performance.

[ SYNTAX ]

### References

HCP-LAN 2022 APM Measurement Effort

Porter, M. E., & Teisberg, E. O. (2006). Redefining Health Care.

Washington State Health Care Authority.

Note: This guide is intended to provide a framework for developing VBC contracts and should be adapted to the specific needs and circumstances of your organization.

[ Path to VBC Success: Resources ]