

CASE STUDY:

180 Health Partners teams with Salesforce Health Cloud and Virsys12 in opioid epidemic fight

180 Health Partners works to prevent babies from being born dependent on opioids by helping their mothers achieve stabilized goals before birth. The organization contracts with payers (from Medicaid to Exchange products to fully insured plans) to help expectant mothers have healthy deliveries of babies who are free from opioid-dependency, known as Neonatal Abstinence Syndrome (NAS). Through their partnership with health plans, OB/GYNs, other physicians, behavioral health services, and community resources, 180 Health Partners directly provides and coordinates the comprehensive services opioid-dependent mothers need both pre and post birth.

New approach to addiction...and technology

One of the biggest challenges in turning the tide of prenatal substance use is 90% of expectant mothers who want help are unable to participate in the current system of care. They face barriers ranging from job issues, childcare, transportation and financial needs, to dealing with the social stigma of addiction.

180 Health Partners' research has identified care gaps between health plans, government grants, the judicial system and community services and addresses them through physical, socio-economic and emotional solutions for moms. The program is designed to connect this vast network of existing resources, then qualify, evaluate and match those resources with each individual mother's needs.

"Our goal is to provide stability in a mother's world so she can participate in resources available to her," explains CEO and Founder Justin Lanning.

The program gets mothers on the path to health and stability before birth, with more than \$60,000 in cost savings during the first four months of a baby's life. The average cost of a baby born with NAS is \$69,000, compared with \$3,400 for a healthy delivery. The 180

91% member engagement with Health Cloud

71% average decrease in Neonatal Intensive Care stay length

73% reduction in tobacco and alcohol use*

Health Partners business model is to share the savings from a healthy delivery with healthcare payers.

This new approach to addiction required a new approach to technology. From the start, the 180 team knew the technology would have to be seamless, able to accommodate 180 Health Partners' structure—80% of the staff (Advocates) are in the field—and be quickly scalable as the organization adds moms, Advocates and resources.

On the recommendation of Virsys12, 180 Health Partners chose Salesforce Health Cloud as the right tool for the complex care management required to help expectant mothers navigate the fragmented care system and take on societal pressures to break their dependency, and deliver a healthy baby. The SaaS solution provides 180 Health Partners with flexibility and scalability to rapidly grow its impact across the country. And be mobile.

As Lanning notes, 180 Health Partners doesn't replace existing resources; it adds to, expands, complements and connects resources. "This is why Salesforce is important to us," he says. **"At 180 Health Partners we are all about relationship management, and Salesforce is the best tool for relationship management there is."**

A single platform connects resources for personalized care

Breaking dependency requires absolute precision and a high-touch, peer-driven approach. The Virsys12 team worked with 180 Health Partners to implement Salesforce Health Cloud as a single platform and data source. The platform hosts data for a comprehensive network of community and government resources to deliver personalized services quickly, clearly and appropriately. Each mom's program is customized, and all relationships, contacts and progress toward goals are monitored in Salesforce. User experience and ease of use are high priorities for the 180 team and they point to Salesforce Lightning user experience and SMS 360 as vital tools in both staff and mother adoption of the technology.

With multi-modal engagement options—text, online, phone, email, home visits, and other exchanges with social workers and counselors—the 180 Health Partners Advocates use the technology solution to ensure mothers receive guidance and support on their personal journey toward a healthier delivery...and a healthier life.

“In as little as three months, we can already track the differences being made...Virsys12 is helping with processes and tools that can be replicated for scaling the program...”

Justin Lanning

CEO & Founder
180 Health Partners

Deep engagement, reduced hospital stays

Five months* since implementing the solution in April of 2017, 180 Health Partners had achieved more than 90% engagement with mothers in the program using the care coordination functionality in Health Cloud to centralize their multi-channel approach, compared to just 13% engagement for programs using telephonic outreach. Early results reflect babies born to mothers in the program saw a 71.4% decrease in neonatal intensive care hospital stay.

Also, according to Lanning, 100% of the graduates of the program are now engaged in a long-term stabilization program, reinforcing their position as a “Relapse Prevention Company,” keeping moms on the right track going forward.

A daily “feelings” survey texted to moms by their team, allows 180 Health Partners to respond in minutes when there’s an alert a mom does not respond or notes she is struggling. The text feature and automated workflows replace paper surveys. Staff can focus more of their time on helping moms in the program rather than manual data issues and tasks.

“In as little as three months, we can already track the differences being made,” says Lanning. “These are definite, measurable leading indicators of continued similar future results.” And, he notes, “Virsys12 is helping with processes that can be replicated for scaling the program by giving us standard tools and practices based on identified needs and positive results.”

Every 17 minutes a baby is born with NAS. 180 Health Partners is responding to the crisis with the assistance of Virsys12 and drawing upon Salesforce Health Cloud to achieve demonstrable social change.

21.6 average interactions a month

\$1.8M projected annual cost avoidance for 50 members

100% receiving behavioral health, pre/postnatal, and baby care education*

*All Statistics valid as of 09/15/2017

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