

iCare First Payer to Sign Up for WISHIN Pulse

Independent Care Health Plan (iCare), a managed-care organization providing insurance benefits to low-income Wisconsin residents and people with disabilities, this month became the first payer organization to sign an amendment with WISHIN to access the WISHIN Pulse community health record under WISHIN's newly approved payer-access case (learn more [here](#)).

Technology has irrevocably altered the landscape of health care—by 2020, experts predict the volume of available clinical data will double every 73 days. The proliferation of health information presents significant challenges and opportunities to payers and providers as the trend toward value-based care continues. “Interoperability and seamless data sharing is essential for success and WISHIN is uniquely positioned to help payers and providers access the right data and turn it into actionable insight,” said WISHIN CEO Joe Kachelski.

iCare has been a WISHIN customer since 2015, using the Patient Activity Report (PAR) to support the work its care-coordination teams do for their medically complex member populations. “The PAR provides us with close-to-real-time data on ED visits, hospital admissions, and diagnoses so we can address any change of condition in a timely manner that is meaningful for the member,” said Kris Peterka, iCare's Nurse Care Management Supervisor.

“In addition, the PAR provides us with recent contact information which enables us to locate our members, who tend to be highly mobile. Because this information is packaged together, it reduces staff time needed to track down information and provides more time for member engagement,” Peterka said.

While the PAR provides value, the additional layer of information now available to iCare through WISHIN Pulse opens up new possibilities. “iCare is a very high-touch, intensive care-management organization and we care a great deal about making sure that our members are getting the best possible care that they can,” said Beth Medina, iCare's Director of Information Systems. “I work really closely with our prior-authorization and care-management teams. Accessing WISHIN Pulse was the logical next step for us, and the transition was seamless.”

For payer organizations already using WISHIN services, activating access to Pulse is a simple process. First, contact WISHIN and update the terms of your existing contract. Then, WISHIN's implementation team will work with you to set up and train your authorized users. The entire process can be completed in as little as one to two weeks.

The blurring lines between payers and providers and the increased shared risks associated with value-based payment models result in a demand for better, more reliable access to health information for all who are involved in the management and coordination of care. In fact, in a recent study conducted by the Healthcare Financial Management Association, 70 percent of health care executives identified data sharing as key to success in value-based care. However, the successful management of value-based care can be inhibited by the limitations in data-sharing capabilities between payers and providers.

“Information sharing between payers and providers has always been a bit of a challenge,” said Medina. “On the one hand, insurance companies are looking for information about what's going on with their members and for quality data to fulfill their HEDIS measures, and on the other, providers want to know what's going on with their patients. There is a lot of noise going in both directions; how do we share

information with one another effectively when everyone has their own systems, everyone has their own internal processes for communicating? WISHIN can be that conduit of information, a more singular solution. That has tremendous value.”

Kirk Heminger, *iCare*’s Director of Marketing, sees payer and provider adoption of WISHIN Pulse as a benefit to both parties, who share the common goal of doing what’s best for patients:

“Sometimes in a business relationship, or the implementation of an IT solution, a benefit can come to one party at the expense of another. This is not one of those situations,” said Heminger. “Our partnership with WISHIN is one of those fortunate instances where this is good for *iCare*, this is good for the providers we partner with, and this is good for the end consumer as well. We have access to information that will help us deliver better outcomes for our members because we’re able to be more proactively involved in their care—there’s really nothing but a true win-win here.”

To learn more about *iCare* [plans](#) or to join over 2600 *iCare* [providers](#), visit www.iCareHealthPlan.org.

To learn more about [WISHIN Pulse](#) services or the [Patient Activity Report](#), visit www.wishin.org, or contact WISHIN at (608) 274-1820 or wishin@wishin.org.