

Curation Health

Situation Formerly known as Trust Healthcare, Curation Health drives a more efficient, scalable risk adjustment process amplifying quality program performance by curating and delivering clinical insights clinicians at the point-of-care. Their platform seamlessly integrates into electronic health records (EHR) leveraging more than 500 proven clinical rules – connecting CDI specialists, clinicians, and coders in one closed-loop workflow –enabling clinicians and care teams to more efficiently and effectively capture the most accurate real-time information about their patients. All of this is done by “The Platform’s 3Cs”:

Curate: Curating actionable risk adjustment insights before a visit

Capture: Capturing accurate clinical opportunities at the point of care

Confirm: Confirming appropriate provider documentation after a visit

Trust Healthcare was experiencing immense growth, and internal changes. This led the group to change their name to Curation Health. Curation Health leadership team turned to Channel Communications to assist with a full rebrand.

Solution Channel developed a new logo, a branded look and feel, an entirely new website, brand style guide, a suite of tactical items (PowerPoint template, one-pager, case study template, a print ad and social media profile assets) as well as tradeshow materials (booth, counter, tablecloth and banner-ups).

The Curation team landed on a Channel designed “three-tier funnel” logo, which aligned nicely with Curation Health’s 3Cs: Curate, Capture, and Confirm. The branded look carries a sleek, sophisticated feel that includes hues of blue, teal, and green – a creative nod to the healthcare space.

Results Channel finalized a series of high-end deliverables in just 10-weeks. The entire suite of assets was well-received and collected top praise among Curation leadership.

Curation Health is partnering with leading, risk-bearing healthcare providers and health plans reducing clinician documentation burdens to improve patient care while elevating overall performance in value-based contracts.



Curation Health

Capturing the full value of care



OUR OFFICIAL LOGO

Our corporate logo and trademark (shown below) is an important brand asset. It is comprised of three primary elements:

- A distinctive symbolic mark.
- Our typographic signature directly to the right of that symbolic mark, and
- Our tagline.

The only accepted forms of our logo are found in the officially provided vector files. No attempts should be made to replicate or mimic the logo or create an alternative text treatment or any altered arrangement or modification of spacing of our logo elements. Under no circumstances may the logo elements be stacked but must always appear in its original horizontal configuration.

In general, the entire logo should be used in communication applications to identify the source or provider of such information. So long as the full logo appears in such communications, the companion use of the symbolic mark by itself is acceptable as a graphic accent, watermark or other complementary features, such as a publication page folio as used in this guide. In the vast majority of applications, the tagline should always appear with the full logo, at least through December 31, 2020 and until further direction is provided. The tagline may be removed in circumstances where the logo is being used so small that the tagline becomes illegible (such as imprinting on a pen or other small object). See page 5 for additional guidance.

SYMBOLIC MARK



TYPOGRAPHIC SIGNATURE



TAGLINE



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ACCEPTABLE LOGO USAGE

Our logo is clean, crisp and distinctive. This visual aesthetic should guide everything we do in producing any communication to clients, partners, prospective clients and others.

Our logo should appear in one of the following accepted treatments, listed in order of preference: (1) in its full-color form on a white background; (2) in its full-color form over a photograph, so long as readability of the entire logo is not impaired; (3) reversed to white from a solid color of Pantone 294CP, Pantone 5415CP, Pantone 7481CP, Pantone 3262CP, Pantone 306CP, or black; (4) reversed to white from a brand gradient; (5) legibly reversed to white from a photograph; (6) in all black; or (7) in all Pantone 294CP. In all cases, the entire logo must be clearly readable and positioned to respect clear space guidelines.

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BRANDED COLOR PALETTE

Using the official Curation Health colors will provide a strong, consistent look for all of our materials and communications channels. Note that these colors can vary widely from screen to screen.

We have five specific brand colors as noted below, including our five primary brand colors and two secondary or complimentary colors. Listed in order from left to right by general preference are the primary colors to be used within the logo and as accent colors.

To ensure the consistency of Curation Health's official colors, please follow the usage instructions below.

PRIMARY COLORS

Pantone® 294 CP CMYK: 100 69 7 20 RGB: 0 87 123 HEX: 00437b	Pantone® 306 CP CMYK: 75 0 5 0 RGB: 0 188 231 HEX: 00bee7	Pantone® 7481 CP CMYK: 62 0 16 0 RGB: 0 178 96 HEX: 00b060	Pantone® 3262 CP CMYK: 78 0 38 0 RGB: 0 194 176 HEX: 00b660	Pantone® 5415 CP CMYK: 56 24 11 34 RGB: 81 120 145 HEX: 517891

SECONDARY COLORS

Pantone® 2369 CP CMYK: 87 77 0 0 RGB: 59 63 162 HEX: 3b3b6e	Pantone® 380 CP CMYK: 16 0 82 0 RGB: 219 228 66 HEX: dbe442

HOW TO USE THESE COLORS:

Pantone colors are the official brand colors. All other color formulas aim to match these official colors. Pantone colors can be printed on an offset press using spot ink, and are guaranteed to be consistent from press to press.

CMYK colors are used when printing digitally either in-house or on a professional digital press. Not all Pantone colors (especially bright neon colors) can be replicated appropriately by CMYK colors, and CMYK colors are not as consistent as Pantone colors.

RGB colors are used digitally or on the web. Since every computer screen is unique, the appearance of RGB colors can vary from screen to screen.

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Simplify risk contracting and improve quality performance

Curation Health helps to more accurately and efficiently address care gaps, enhance clinical documentation accuracy and specificity, and maximize performance on key measures.

THE CURATION HEALTH PLATFORM



CURATE
actionable risk adjustment insights before a visit



CAPTURE
accurate clinical documentation at the point of care



CONFIRM
provider documentation after a visit

KEY BENEFITS OF THE CURATION HEALTH APPROACH

- Easy Integration**
Integrated with top EHR vendors to present clinicians opportunities at the point of care
- Customized Support**
Implementation and ongoing support including advisory services that are tailored to your needs
- Simplified Clinician Experience**
Designed to reduce provider and care team's administrative burden

PROVEN RESULTS

CLINICALLY RELEVANT CODING IMPACT

56%
Increase in RAF value capture compared to the prior year*

PROVIDER ADOPTION

-10 mins
Up to 10-minute reductions in physician documentation per patient

*Based on a per-claim basis accessible for visit volume. Calculated by Curation Health based on ongoing EHR claims data.

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Applying Advanced Clinical Decision Support to Improve Risk Adjustment and Quality Performance Without Burdening Clinicians

▶ A CASE STUDY ON CURATION HEALTH AND A PHYSICIAN GROUP IN THE MIDWEST

CLIENT PROFILE

Revolution Physicians Group (RPG)¹

CASE IN BRIEF

- Physician group in the Midwest
- Subsidiary of a large national health system
- Participating in the second year of MSSP-Track 1
- New to risk contracts and risk adjustment but anticipating broader risk exposure in the coming years
- Seeking new tools to improve performance and compliance in value-based contracts

THE PROBLEM

Status quo documentation and coding practices pose barriers to performance. Like many clinician organizations, RPG is investing in capabilities to manage care quality and financial performance to support a growing portfolio of risk contracts. In early 2019, the RPG leadership team recognized that enhancing the group's medical documentation and clinical coding accuracy were top priorities to effectively prepare for—and deliver greater value under—risk.

Wrestling with the physician bandwidth challenge, while documentation and coding improvements were acknowledged as critical success factors, options for making such improvements without adding significantly to physicians' clinical administrative workloads were elusive. RPG leadership feared major setbacks in physician efficiency and engagement with the introduction of additional workflows and requirements.

THE APPROACH

Designing a frictionless model of clinician support for documentation, RPG challenged Curation Health to design and enable a sustainable documentation and coding improvement program. Specifically, the program had to deliver the opposite of anticipated (negative) effects on providers' time, rather than pose a burden on physicians, the program was expected to liberate them from clinical administrative tasks while improving revenue integrity and facilitating faster, better-informed quality management activities, clinical history research, and patient care decisions.

Curation Health introduced a series of technical, programmatic, and strategic supports—within redesigned pre-visit, point of care, and post-visit workflows—to achieve these desired enhancements.

Curation Health began a limited deployment of these supports in a proof-of-concept engagement in summer 2019. This pilot focused on a practice of 10 providers and 1,200 attributed MSSP lives over a three-month period. During this period, Curation Health:

- Deployed proprietary analytics engine including 500+ clinical and quality rules to identify care management needs against patient data in the EHR (automated);
- Designed an outreach campaign to secure appointments with patients with unmanaged chronic conditions;
- Deployed nurse documentation specialists to review evidence from analytics engine and curate summaries of each complex case for physician review;
- Implemented (and provided hands-on go-live support for) newly designed tools that presented the CDI-curated evidence to providers within the workflow at the point of care;
- Initiated a post-visit coder review of documentation to ensure MEAT standards were met; and
- Codified workflow enhancements related to the above into a formalized, cross-functional risk management program with specific roles and accountabilities.

¹ Pseudonym.

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Capturing the full value of care

Curation Health helps providers and health plans to more accurately and efficiently address care gaps and enhance clinical documentation accuracy and specificity.

Our advanced clinical decision support platform for value-based care drives more precise risk adjustment and quality program performance by curating and delivering relevant, real-time insights to the clinician and care team.

Visit us at our booth to learn more or go to curationhealthcare.com



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CURATE

Curating actionable risk adjustment insights before a visit



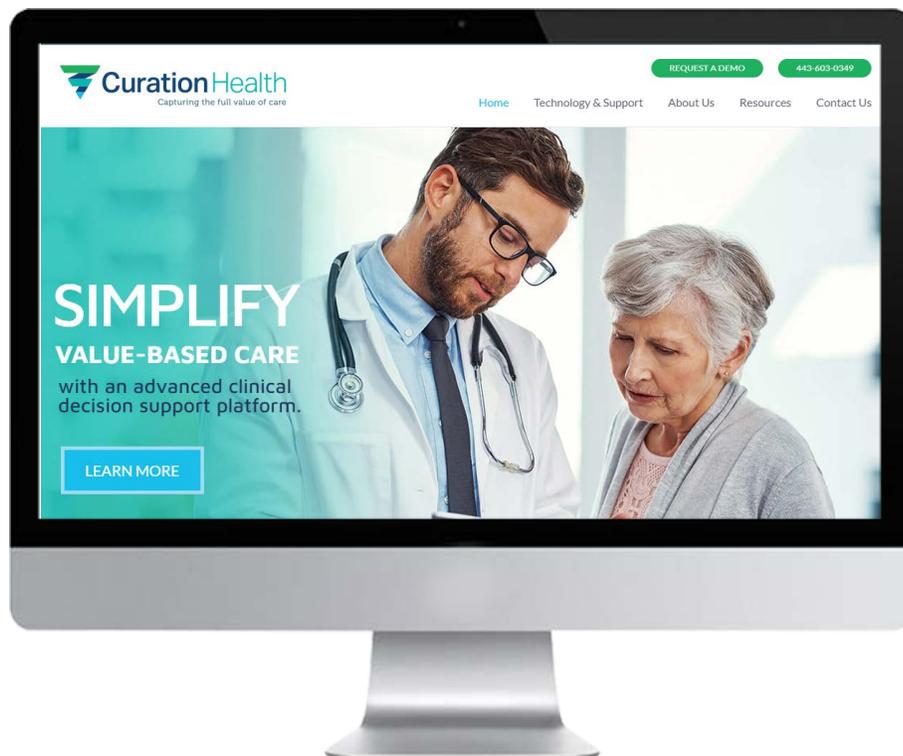
CAPTURE

Capturing accurate clinical opportunities at the point of care



CONFIRM

Confirming appropriate provider documentation after a visit



- *banner ups
- *exhibit backdrop and podium



CurationHealth
Capturing the full value of care

An advanced clinical decision support platform for value-based care

www.curationhealthcare.com



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**Curate.
Capture.
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A large rectangular backdrop with a blue-to-green gradient and a geometric pattern of overlapping triangles. A grey silhouette of a person stands to the left of the backdrop for scale.