Excerpts from Y Health Messaging Foundation

*Guiding Narrative*

**Y Health**

*Making Specialized Care, Routine.*

At Y Health, we believe that preventative, routine care ought to be as specialized as the patients who consume it. That’s why, we’re designing a care delivery model which puts our patients at the center, surrounded by the providers specifically trained to help them. A coordinated network of physicians, ancillary services, and care team members, incentivized to better manage, even the most complex patients, together; Where communication and collaboration thrive, giving patients continuous, ***routine*** access to the ***specialty*** care their health demands.

Experts in lower extremity care, Y Health is honoring this need by building a care-first model to extend far beyond the exam room - offering, even our most vulnerable patients, routine access to the specialty care they deserve.

*Value Proposition*

*Y Health is making specialized care, routine.*

*Mission Statement*

Y Health is a specialty provider network extending collaborative care far beyond the exam room. With scalable resources & collective accountability, we bring simplicity, advocacy, and synergy to the delivery of lower extremity medicine.

*Features/Descriptors*

The Y Health Care-First Model removes obstacles to simplify care delivery

* Care Beyond the Exam: Detangling the system to provide patients with preventive, urgent & ongoing care, directly
* Scalable Resources: Designed to bring simplicity and ease to specialty medicine
* Collective Accountability: Aligned incentives keeps our patients at the center – when good care leads, value follows

*Key Messages: Stakeholder Language*

***Patients***

* In our complex healthcare system, it can be nearly impossible to navigate the specialist appointments, medication lists and lifestyle choices your health condition demands
* That’s why, we’ve designed a care model to simplify your experience and communicate with the specialists you already see
* As lower extremity experts, our team of physicians and ancillary providers understand your risks and know exactly how to prevent further complications
* Because we believe, preventative, routine care should be as specialized as the patients who consume it;
* Our care extends far beyond the exam room, through education, care coordination and communication amongst specialists and with your PCP - accessible without added stress or cost to you
* Plus, at Y Health, providers are part of a collective accountability network, incentivized to keep you well, together

***Specialist Providers***

* As an expert in lower extremity care, you know how critical routine, preventative medicine can be for your patients
* Yet, the current system makes it challenging to access patient information, communicate between other providers and manage the burden of administrative tasks
* We understand this challenge and have built a system to bring simplicity to the care you offer, without adding stress or cost to your patients
* We support your patients in between visits, through coordination, education, and communication - amongst providers in and out of our network
* And with multiple, robust and scalable resources for your practice, we alleviate administrative burden so you can focus on delivering excellent specialty care to your patients, routinely
* At Y Health we believe in collective accountability - where we are incentivized to better manage, even our most complex patients, together

***Primary Care Physicians***

* Keeping our sickest patients well requires multiple, coordinated approaches to care
* That’s why, we’ve built a model to support the specialty care your patients receive
* Imagine monitoring your patient’s health between annual visits and collaborating with their specialists, in real-time
* Experts in lower extremity care, we know what type of specialty medicine your patients need
* We’ll support your patients in between visits, with coordination, education, and communication, often amongst the physicians they already see
* Plus, our empathic care team puts your patient at the center - surrounded by the specialists and ancillary providers needed to avoid complications and hospitalization
* Keeping you informed and your patients well

***Payers***

* Our patients are at high risk for ulcers, amputations, hospitalization and even death; and these poor outcomes put severe financial burden on our system
* Keeping these patients well requires multiple, coordinated approaches to care
* Today’s solutions burden the already understaffed primary care physicians and ignore the X% of patients who visit specialists instead
* As experts in lower extremity care, we know that system wide cost savings rely almost entirely on the proper management of our sickest population (1.6 RAF)
* In fact, patients under specialty care are 70% less likely to contract an ulcer, and those who do, heal 70% faster and experience an 80% reduction in amputation risk
* Our robust specialty network is uniquely trained to identify lower extremity complications, before the arise, reducing overall spend by 30%;
* We do this by communicating with the specialists’ patients already see – and providing access to the services they need
* Our full risk model ensures we build, offer and pay for the services our patients need – and are financially incentivized to maintain their health
* Care – First approach decreases rate of hospitalizations and invasive surgeries, increasing per patient revenue from $200 to $20,000/yr