



ValidationInstitute

2020 Validation Report

Review for: Proactive MD
Valid through January 2022



Company Profile



Category:	Primary Care
Website:	http://proactive-md.com
Public or Private:	Private
Year Established:	2016
CEO:	John Collier
Company contact:	info@proactive-md.com

Description:

People are a company's greatest resource; that's why caring for employees and keeping them healthy is so important. **Proactive MD** offers a comprehensive health management solution that extends well beyond the clinic walls. Access to on-site physicians, full direct primary care services, and excellent client support are the hallmarks of its program. By engaging a workforce and offering them a personal relationship with a primary care physician, **Proactive MD** can deliver measurably better outcomes making people happier, healthier, and more productive while significantly lowering overall medical costs for employers. **Proactive MD** put employee's health first because amazing care yields amazing results.





Claim Assertion for Validation

Proactive MD works with self-funded employers to offer onsite Advanced Primary Care. Proactive MD's Health Centers focus on assessing and responding to patients' risk levels and managing chronic conditions. They offer clients a guarantee of their performance to reduce medical spending.

The on-site clinic engages patients through a strong doctor-patient relationship, a Patient Advocate, and care coordination support. The program seeks to ensure that specialty care is high quality and effective. This goal is supported by partnerships with other organizations that assess specialty care quality. In addition, the program strives to reduce spending on secondary and tertiary care by using high-performance networks and applying reference-based pricing.

There is evidence that patients receiving Direct Primary Care services have lower medical costs than comparable patients receiving care in traditional primary care settings [1].





Method / Calculation / Examples

The analysis matched a group of 86 patients receiving care through the program to an 86-person group receiving care elsewhere. Matching criteria included selected chronic conditions, age, gender, and member eligibility months. Per member Per month allowed amounts were calculated for both groups for a period of 18 months before the program began, and for 24 months afterward.





Findings & Validation

The treated group had a \$42 PMPM decrease from the baseline period to the second year of the program, compared to a \$129 PMPM increase in the matched control group. PMPM dollar amounts for both matched groups are inclusive of Proactive MD’s program cost normalized to a PMPM over the 24 months after the program began. (See table below.)

Comparison of PMPM costs within groups		
	Matched Control	Matched Treatment
Baseline	\$273.89	\$295.92
Year 1	\$347.63	\$318.53
Year 2	\$402.98	\$253.36
Difference	\$129.09	-\$42.56

Works Cited

1. Eskew and Klink, Direct Primary Care: Practice Distribution and Cost Across the Nation The Journal of the American Board of Family Medicine November 2015, 28 (6) 793-801;





Validation and Credibility Guarantee

Proactive MD achieved level 1 validation for Savings. Validation Institute is confident that **Proactive MD** performs as they state they are willing to provide up to a \$25,000 guarantee as part of their Credibility Guarantee Program*.

Level 1 - Savings

Can produce a reduction of health care spend including the cost of the provider. Product/solution has produced, and replicated a lower cost for healthcare overall or a specific component of healthcare

Level 2 - Outcomes

Product/solution has measurably “moved the needle” on an outcome (risk, hba1c, events, employee retention, etc.) of importance.

Level 3 - Metrics

Claim is made that – with sourced, overridable assumptions linked to peer-reviewed or government sources

Level 4 - Contractual Integrity

No outcomes or savings has been shown, but vendor is willing to put a part of their fees “at risk” as a guarantee





Limitations

As with all observational studies where participation is voluntary, an unmeasured variable may have influenced the outcomes.





Validation Expiration: January 2022

CERTIFICATE OF VALIDATION

Applicant:

Proactive MD

10 Centimeters Drive

Mauldin, South Carolina, 29662

Product:

Advanced Primary Care

Claim:

They offer clients a guarantee of their performance to reduce medical spending

Validation Achieved:

Level 1 - Validated for Savings

Linda Riddell

VP, Population Health Scientist

Validation Institute

Benny DiCecca

Chief Executive Officer

Validation Institute





About Validation Institute

Validation Institute is a professional community that advocates for organizations and approaches that deliver better health value - stronger health outcomes at lower cost. We connect, train, and certify health care purchasers, and we validate and connect providers delivering superior results. Founded in 2014, the mission of the organization has consistently been to help provide transparency to buyers of healthcare.

To strengthen our offering and provide additional credibility around our service, the **Validation Institute** recently announced a Credibility Guarantee* that offers customers of validated solution providers up to a \$25,000 guarantee. This guarantee confirms that a validated solution provider will, achieve what the validation language on a marketing claim says it will achieve.

