



**Validation**Institute

# 2022 Validation Report

**Review for: Proactive MD**

**Validation Achieved: Level 1 - Savings**

**Valid through January 2024**



# Company Profile



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|                           |   |
|---------------------------|---|
| <b>Category:</b>          | Primary Care  |
| <b>Website:</b>           | <a href="http://proactive-md.com">http://proactive-md.com</a> |
| <b>Public or Private:</b> | Private   |
| <b>Year Established:</b>  | 2016  |
| <b>CEO:</b>               | John Collier  |
| <b>Company contact:</b>   | info@proactive-md.com   |

## Description:

**Proactive MD** provides a total healthcare and population health management solution for employers by partnering with them to offer Advanced Primary Care Health Centers for employees. The **Proactive MD** model is designed to elevate the standard of primary care, going above and beyond the typical boundaries of healthcare to meet each employee's unique mental, emotional, social, and physical needs. **Proactive MD's** care model is built on the foundation of strong Physician-patient relationships and onsite Patient Advocates, empowered by advanced population health insights, who personally guide and advise employees through the full healthcare system. Coupled with reduced-rate access to the nation's leading specialists for complex and catastrophic diagnoses, the **Proactive MD** model removes obstacles to care, reduces risk, and dramatically improves the quality of care for employees while simultaneously lowering healthcare costs for employers.





# Claim Assertion for Validation

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**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

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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

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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          |
| <b>Difference</b>                      | <b>\$129.09</b> | <b>-\$42.56</b>   |

# Works Cited

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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;





# Limitations

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





# Validation and Credibility Guarantee

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**Proactive MD** achieved level 1 validation for Savings. Validation Institute is willing to provide up to a \$25,000 guarantee as part of their Credibility Guarantee Program. To learn more, visit

<https://validationinstitute.com/credibility-guarantee/>.

## Level 1 – Savings

Can reduce health care spending per case/participant or for the plan/purchaser overall.

## Level 2 – Outcomes

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

## Level 3 – Metrics

Credible sources and valid assumptions create a reasonable estimate of a program's impact.

## Level 4 - Contractual Integrity

Vendor is willing to put a part of their fees "at risk" as a guarantee.





**Validation Expiration: January 2024**

# CERTIFICATE OF VALIDATION

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**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

**Validation Award Date:** January 2021

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**Linda K. Riddell, MS**  
**VP, Population Health Scientist**  
**Validation Institute**

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**Benny DiCecca**  
**Chief Executive Officer**  
**Validation Institute**





# About Validation Institute

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**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 health care.

