



**Validation**Institute

# 2022 Validation Report

**Review for: Crucialist®**

**Validation Achieved: Level 2 - Outcomes**

**Valid through: September 2022**



# Company Profile

**Category:** Population Emergency Medicine

**Website:** <https://crucialist.care/>

**Public or Private:** Private

**Year Established:** 2019

**CEO:** Michael Shumer

**Company contact:** Howard Teitelbaum  
[hteitelbaum@crucialcare.com](mailto:hteitelbaum@crucialcare.com)

**Description:**

**Crucialist®** contracts with benefit plans and physician groups to provide virtual-first emergency medicine as an extension of the care they provide. By offering members a better experience for unscheduled care, **Crucialist®** reduces unnecessary medical expenses and hospital encounters.

**Crucialist® meets members where they need us, so we can bridge the gaps that prevent them from accessing care and staying healthy.** Our unique solution targets members in realtime and delivers highly appropriate care in a convenient & timely manner, driving sustainable quality outcomes.

Member care starts with a virtual visit with one of our physicians and extends as needed to include guidance back to primary-care, care plan support, in-home visits, mental health, and social resources. With every interaction, our board-certified emergency medicine physicians and care team focus on nurturing trusted member relationships to support the design and management of convenient, effective, individualized care plans.





# Claim Assertion for Validation

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Groups that use Crucialist's services decrease their use of emergency services.





# Method / Calculation / Examples

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A randomly selected group of 5,831 employees' use of Emergency Department services was tracked for 2019, 2020, and the first six months of 2021. The number of ED visits per 1,000 member months was calculated for each time period. The year-to-year trend was then compared to a market trend taken from published literature.





# Findings & Validation

Chart 1 summarizes the Emergency Department visits per 1,000 members for 2019, 2020, and six months of 2021. The Crucialist practice showed an 11.3% decrease in ER/1000 from 2019 to 2020 and an additional 12.3% decrease from 2020 to the first six months of 2021.

Chart 1: Comparison of ER/1000, Year-Over-Year Reduction, and Total

Year	ER/1000	Annual Reduction	Total Reduction
2019	195.3	-	-
2020	173.2	11.3%	11.3%
2021	151.9	12.3%	<b>22.2%</b>

Chart 2 compares the 2019 to 2020 Crucialist reduction to the Market Trend Reduction from the COVID-19 pandemic. Due to the pandemic, ED visits decreased by 8.1% from 2019 to 2020 (Hartnett, Kathleen P; & et al, 2020). Crucialist results were superior to the COVID Market Trend. Crucialist ER/1000 reduction was 39.9% higher than the Market Trend.

Chart 2: Comparison of Crucialist ER Reduction to COVID market trend

Period	Crucialist ER/1000 Reduction	COVID Market Trend ER/1000 Reduction	Crucialist Outperformed
2019 - 2020	22.1	15.8	<b>39.9%</b>





# Limitations

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As with any observational study, we cannot know what might have happened without the intervention. Randomly selecting members within a group is meant to strengthen the results. The analyzed group's trend outperforming the market trend indicates a difference.





# Works Cited

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Hartnett, Kathleen P; & et al . (2020, June 12). Morbidity and Mortality Weekly Report .





# Validation and Credibility Guarantee

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**Crucialist's ED Management Services** achieved Level 2 validation for Outcomes. 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: September 2022**

# CERTIFICATE OF VALIDATION

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**Applicant:** **Crucialist®**  
Jacksonville, FL US

**Product:** ED Management Services

**Claim:** Groups that use Crucialist's services decrease their use of emergency services.

**Validation Achieved:** **Level 2 - Validated for Outcomes**

**Validation Award Date:** January 2022

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**Linda Riddell**  
**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.

