



Getting Providers To Adopt Value-Based Care Programs: A Practical Playbook

Despite billions invested in value-based care (VBC), many ACOs, MSOs, and provider organizations still struggle to drive meaningful adoption of VBC programs among clinicians. Mandates, emails, and one-off trainings have limited impact. The issue isn't awareness. **It's workflow.**

Providers are overwhelmed, navigating fragmented systems and chasing disconnected incentives. What they need isn't another portal, report, or manual process. They need technology that makes it easy, and natural, to do the right thing.

This playbook outlines a new approach: embedding programs, actions and insights directly into clinical workflows to drive sustained behavior change, engagement, and performance.



Why Provider Behavior is the Linchpin of VBC Success

- Provider action is the tipping point for VBC performance. From promoting accurate risk adjustment coding to utilization management and patient engagement, outcomes are won or lost in the exam room.
- Providers don't have time to hunt for patient opportunities, program requirements or toggle between systems. Unless VBC tools are intuitive, real-time, and context-aware, they won't be used or may be used ineffectively.

Insight: Adoption isn't about pushing harder, it's about enabling smarter.

Why Traditional Mandates and Portals Fall Short

- Static attribution lists and PDFs are outdated by the time they're reviewed and used.
- External portals require toggling out of workflows, breaking focus and reducing efficiency.
- Administrative burden erodes trust and decreases provider satisfaction.

Result: Even well-designed programs go underutilized because they're poorly delivered.

The Embedded Workflow Approach

Embedding relevant, actionable VBC information directly into the EHR workflow transforms provider experience:

- Attribution, care management opportunities, medication reconciliation suggestions, program eligibility and enrollment, quality measure gaps in care, preferred in-network specialists, risk adjustment coding opportunities, and more information to support optimal patient outcomes and VBC performance are presented in context.
- Providers and their care team receive patient-specific insights in real-time, supporting effective decision-making during pre-visit, point of care, post-visit, and other necessary workflows.
- Actionable prompts improve real-time data utilization and capture, reducing friction between administration and care teams.

With Vim, this experience is fully EHR-native, with no toggling, pop-ups, or added clicks.



The 5-Step Playbook for Diving Adoption

1

Identify the moments that matter

- Focus on touch points where provider and care team action drives measurable outcomes.
- Prioritize high-volume, high-impact workflows and visit types.

2

Integrate, don't navigate away

- Embed insights in the EHR, not external dashboards and static paper-based methods.
- Surface only what's relevant for the patient while in the workflow.

3

Make it actionable

- Provide clear next steps (e.g., close a gap, document a diagnosis, refer in-network).
- Guide action with precision by offering up turnkey applications that can be utilized right when it's needed, such as AI scribes.

4

Build provider trust

- Show transparency into data sources and program logic while allowing providers to give real-time feedback to improve data.
- Avoid vague prompts; give clinical context and rationale wherever possible as much as you can.

5

Measure, iterate, improve

- Track engagement and outcomes by program, site, and provider or care team member.
- Share wins and feedback to build momentum and refine delivery.



Real World Impact: Embedded Enablement in Action

Organizations using embedded point-of-care tools like Vim have seen...

97%

Provider engagement
within 3 months

33%

**Increase in care gaps
addressed** during the
patient visit

77%

Diagnosis recapture rate
achieved for a major payer contract
3 months sooner than the previous
year without Vim

Frictionless Wins Drive Sustained Behavior Change

To truly activate VBC performance, ACOs and provider organizations must stop pushing the use of disconnected tools and start enabling providers with workflow-embedded technology. By having the ability to utilize multiple applications at the point of care without having to navigate externally, the administrative burden is removed and patient outcomes improve. Behavior change doesn't come from mandates. It comes from making the right action the easiest one.

Want to see how Vim does it?

[Request a Demo](#)