



FirstCare Health Plans Chooses Palladian Health/MCG Health Partnership for its Spine Care Management Program

BUFFALO, NY, October 18, 2016 – FirstCare Health Plans (FirstCare) in Austin, Texas has chosen Palladian Health and MCG Health to deliver improved clinical outcomes to its members with spine pain, with the additional benefit of streamlined operational processes.

Palladian, a leading provider of quality integrated programs for spine care, and MCG, part of the Hearst Health Network and a leading provider of informed care strategies, recently announced a strategic partnership between the two companies. The partnership creates a seamless experience for health plans, like FirstCare, and providers as existing technologies are leveraged to deliver medical necessity criteria.

Integrating with MCG’s Cite CareWebQI via Cite AutoAuth API, Palladian receives case details and performs real-time medical necessity reviews on behalf of MCG’s health plan clients. The results of the reviews are documented and stored in MCG’s platform eliminating the need for FirstCare to search multiple sources for case details.

“We are pleased to have been selected by FirstCare and to work with Dr. Valadez and FirstCare’s leadership team, as well as with our partners at MCG on this and other implementations,” said Mike Giaquinto, Palladian’s CEO. “We believe that our technology and proprietary algorithms for spine care, integrated with MCG’s solutions, can add significant value to payers nationwide.”

“We took great care in searching for the right partner for our spine pain management program and the Palladian/MCG combination provides the perfect fit,” said FirstCare Chief Medical Officer (CMO), Dr. Adolfo Valadez. “Both Palladian and MCG have proven track records of success and we have high expectations for the launch and program outcomes resulting from the Palladian/MCG partnership.”

Valadez continued, ‘Palladian’s ability to integrate with MCG has enabled us to tap into their spinal care expertise while retaining control over final authorization decisions, as well as member and provider communication.’”

Jon Shreve, MCG’s President and CEO said, “We believe that this demonstrates the strength of our Cite AutoAuth technology and we are pleased that FirstCare is able to leverage that technology to route their workflow to Palladian for spine cases.”

(MORE)



About FirstCare Health Plans

FirstCare's mission is to provide access to high-quality, affordable health care through strong partnerships in the communities they serve. Since 1985, they have been serving health care needs of members across North, West, and Central Texas. Their service area includes 143 counties, with local offices in Abilene, Amarillo, Lubbock, and corporate offices in Austin, Texas. They offer a wide range of HMO, PPO, HSA and ASO products through a variety of programs, including small and large employer plans; state, federal and teacher plans; government programs; and the Health Insurance Marketplace. With the support of owners, Covenant Health in Lubbock and Hendrick Health System in Abilene, they serve over 188,000 members. For more information, visit www.FirstCare.com.



About MCG Health

MCG, part of the Hearst Health network, helps healthcare organizations implement informed care strategies that proactively and efficiently move patients toward health. MCG's transparent assessment of the latest research and scholarly articles, along with our own data analysis, gives patients, providers and payers the vetted information they need to feel confident in every care decision, in every moment. For more information, visit www.mcg.com.



About Hearst Health Network

The Hearst Health network includes FDB (First Databank), Zynx Health, MCG, Homecare Homebase, MedHOK, Hearst Health International, Hearst Health Ventures and the Hearst Health Innovation Lab (www.hearsthealth.com). The mission of the Hearst Health network is to help guide the most important care moments by delivering vital information into the hands of everyone who touches a person's health journey. Each year in the U.S., care guidance from the Hearst Health network reaches 84 percent of discharged patients, 177 million insured individuals, 47 million home health visits, and 4 billion prescriptions. www.hearsthealth.com.

About Palladian Health

Palladian provides health insurers, hospital systems, and physician/employer groups with quality, integrated health programs focused on improving both clinical and economic results for the management of spine and musculoskeletal health conditions. With its unique services, Palladian incorporates a collaborative approach that educates decision makers and stakeholders across an entire care cycle, supporting our mission to provide the best access for clinically excellent and affordable musculoskeletal health. Palladian services millions of lives nationwide in the areas of chiropractic, physical therapy, employee assistance programs, wellness and prevention and Coordinated Spine Care (CSC). For more information, visit www.palladianhealth.com

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