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Anthem Blue Cross Partners with Seven LA & Orange County Health Systems to Launch Vivity

Unique Product Created by Insurer and 7 Health Systems that Uniquely Aligns Care

Anthem Blue Cross and seven top hospital systems have partnered to offer Anthem Blue Cross Vivity, an integrated health system in Los Angeles and Orange counties. This is a first in the nation partnership between an insurer and seven competing hospital systems that will align to enhance the health of all Anthem Blue Cross Vivity members and also share financial risk and gain.

The seven hospital systems – which all have hospitals ranked in the top 30 in Los Angeles and Orange counties by U.S. News & World Report – are Cedars-Sinai, Good Samaritan Hospital, Huntington Memorial Hospital, MemorialCare Health System, PIH Health, Torrance Memorial Medical Center and UCLA Health.

“This is an exciting and historic time,” said Pam Kehaly, west region president for Anthem Blue Cross. “This innovative venture will create a foundation to significantly advance the medical delivery system, simplifying the care experience and creating a structure with aligned incentives to eliminate waste and redundancy and improve overall health.”

Vivity continues the move away from traditional fee-for-service reimbursements that may incentivize increasing the volume of medical procedures performed by providers, and continues the trend of moving toward a structure that financially rewards activities to keep patients healthy.

This is just the first step in aligning the delivery system. Longer term value will come from future improvements in efficiency and effectiveness enabled by such things as a common electronic medical records system, shared care management systems, joint wellness resources, etc.

Anthem Blue Cross Vivity will provide members with a simpler experience and convenient access to some of the best primary care doctors, specialists and hospitals in the region at an affordable price. The seven hospital systems and their affiliated medical groups have built a network of doctors that provide both quality care and affordable prices to Vivity members in Los Angeles and Orange counties.

In the creation of Vivity, accessing health care has been greatly simplified and costs have been made vastly more predictable. When Vivity members go to the doctor, have a medical procedure or pick up a prescription, all they pay is their co-pay. They won't have to worry about meeting deductibles or deciphering complicated medical bills.

CalPERS, the nation's second largest purchaser of health benefits and an early adopter of health care system innovations, has already agreed to use Vivity network doctors and hospitals within their Select HMO network in Los Angeles and Orange counties. Large group brokers can start requesting proposals on Oct. 1, with coverage starting on Jan. 1, 2015.

This announcement is the culmination of a year's worth of work. Each party worked diligently to come together and develop an innovative way to provide Vivity members with convenient access to quality care at an affordable price.

The name Vivity captures a fresh perspective on healthcare. Coined from vivify, a verb meaning "to enliven or animate," Vivity speaks to the energized team of providers coming together to deliver a uniquely people-centric offering. The name's root in the Latin vivere, "to live," highlights what Vivity is all about: impacting the lives of Southern Californians by giving them access to the highest-quality care—as well as choice within and control over their experience.

What Vivity Network Hospital Systems Are Saying About the Joint Venture

PIH Health

"Our goal at PIH Health is to be the health and wellness partner for our community, and Anthem Blue Cross Vivity helps us extend our reach and improve the quality of care and the patient experience at a reasonable price," said Jim West, PIH Health President and CEO.

UCLA Health

"Vivity will create economies of scale, allowing us to provide the highest quality and affordable healthcare to thousands of Californians," said David T. Feinberg, MD, President, UCLA Health System, CEO, UCLA Hospital System. "UCLA is proud to join Anthem Blue Cross and its hospital partners at the vanguard of healthcare delivery in the U.S."

Good Samaritan Hospital

"It is an honor for Good Samaritan Hospital to be one of the founding collaborators on Anthem Blue Cross Vivity," says Andrew B. Leeka, President and CEO of Good Samaritan Hospital. "This partnership deepens our relationship with Anthem Blue Cross and will be a great benefit to our patients. Adopting an innovative health care model that promotes disease prevention, coordinated care, quality outcomes and most of all allowing patients to be an active participant in their own care at an affordable price is definitely the future of health care."

Cedars-Sinai Health System

"Our patients continually tell us how important it is that they can access outstanding primary care and highly skilled specialty care in a seamless network," said Thomas M. Priselac, president and CEO of Cedars-Sinai Health System. "Vivity expands this ability to more people throughout Southern California, by providing access to the region's highest quality hospitals and medical groups in a simple, easily navigated network."

Torrance Memorial Health System

"Vivity will benefit consumers by the quality of the hospital and physician network, combined with innovative consumer-friendly programs and benefits, all at a competitive price," states Craig Leach, President and CEO of Torrance Memorial Health System. "Torrance Memorial is very pleased to be joining the new partnership with Anthem Blue Cross and the hospital partners."

MemorialCare Health System

"This unprecedented partnership was created to provide employers and consumers with a unique health care offering," says Barry Arbuckle, PhD, President and CEO of MemorialCare Health System in Orange and Los Angeles counties. "Anthem Blue Cross Vivity provides choice, convenience and affordable access to exceptional physicians and hospitals throughout our region. MemorialCare is pleased to be part of this high value, innovative plan."

Huntington Memorial Hospital

"Being part of Anthem Blue Cross Vivity is central to our mission of providing people in our region real choice and value in how they access the affordable, quality healthcare that is right for themselves and their families," said Stephen A. Ralph, president and CEO of Huntington Memorial Hospital. "As healthcare continues to evolve to meet the needs of all Americans, our participation in Anthem Blue Cross Vivity is one important way that we will continue to attend to the varying healthcare needs of the San Gabriel Valley - just as we have for more than 120 years."

Vivity can be found online at www.VivityHealth.com.