

EXECUTIVE SUMMARY

Healthcare is at a tipping point. As CMS and payers accelerate the transition to value-based care and digital reporting, providers face an urgent challenge: demonstrating measurable quality outcomes. EHRs and point solutions have improved visibility into care gaps but haven't solved the deeper problem—fragmented workflows that prevent primary care networks from operationalizing prevention at scale.

CarePlus by HealthOcta presents a forward-looking vision for preventative care. Rather than acting as another single-condition tool, CarePlus is designed as a connected, data-driven platform that enables health systems to identify, close, and document care gaps seamlessly. By integrating digital intake, in-office screenings, asynchronous specialist review, and ECDS-ready reporting, CarePlus aims to transform how quality measures are captured, tracked, and rewarded.

This whitepaper outlines the current challenges facing population health, the risks of inaction, and the long-term vision for building the infrastructure that makes prevention measurable, scalable, and sustainable.

The New Landscape of Population Health

According to CMS data, over 80% of quality measures will transition to ECDS-only reporting by 2026, with Star Rating cut points increasing by an average of 1.5 points year-over-year. This shift underscores the urgency for systems to modernize data capture and reporting infrastructures.

Despite years of investment in EHRs, population health management remains reactive. Systems like Epic, Cerner, and Meditech flag overdue screenings but don't drive the workflows required to complete them. The result is a widening gap between what quality programs expect and what primary care networks can operationally deliver.

CMS's tightening Star Ratings cut points and NCQA's push for ECDS reporting make this gap more urgent. Many health systems struggle to gather, normalize, and transmit quality data at the required standard. Health systems and payers are under increasing pressure to prove that care delivery translates into measurable, reportable outcomes.

Meanwhile, chronic disease rates continue to rise. Preventable conditions—diabetes, hypertension,

cardiovascular disease—consume the majority of healthcare spending. Primary care practices sit at the center of this challenge but lack the infrastructure to make prevention operational at scale.

Point solutions for diabetic eye exams, cardiovascular screenings, or A1c management solve narrow problems but contribute to workflow fragmentation and data silos.

EMR / EHR systems can identify what needs to be done. They flag overdue screenings and missing data points. But flagging isn't fixing. There is no unified workflow to close these gaps or return validated results that count toward quality performance.

Key Pain Points:

- EHRs flag gaps but don't close them.
- Point solutions create operational and data silos.
- Quality reporting remains manual and inconsistent.
- CMS and payers now demand electronic evidence of care completion.

Fragmentation and Lost Opportunity

Over the past decade, dozens of point solutions have emerged, each addressing a single screening, measure, or chronic condition. Retinal imaging tools detect diabetic retinopathy. Kiosks capture blood pressure. Third-party vendors perform remote monitoring.

Individually, these solutions solve narrow problems. Collectively, they create operational chaos: disconnected workflows, inconsistent data formats, and missing quality documentation. PCPs and their

staff spend valuable time managing alerts instead of executing care. Hospitals and payers face incomplete data feeds that don't meet CMS's digital reporting standards.

The result is predictable: open care gaps, low completion rates, and lost value-based incentives.

In short, EHRs flag the need. Point solutions add tools. But no one closes the loop.

The Risk of Inaction

As CMS tightens cut points and mandates ECDS submissions, the gap between compliant and non-compliant systems will widen dramatically. Plans that fail to close gaps risk losing millions in Star Rating bonuses. Providers that can't demonstrate digital-quality performance will struggle to compete in value-based contracts.

Operationally, the lack of integrated workflows will continue to erode efficiency:

Financial loss: Every unclosed quality measure represents missed reimbursement and potential penalties.

Clinical risk: Patients miss early detection opportunities, leading to more advanced disease and higher downstream cost.

Strategic disadvantage: Systems without data integration can't meet payer or CMS reporting requirements, jeopardizing network contracts.

The industry is approaching a breaking point. More point solutions is not the answer, its in fact soon to be the new problem. Prevention cannot remain a checkbox exercise, it must become an embedded, measurable process.

The CarePlus Vision: Closing the Loop on Prevention

CarePlus envisions a world where every regular/annual visit becomes a proactive, preventative encounter. The platform will enable PCPs to deliver comprehensive screenings and seamlessly document results in structured, ECDS-compliant formats.

We're designing CarePlus to close the care gap by building an infrastructure for prevention. Rather than operating as another single-condition tool, CarePlus is a platform that connects every component of preventative care into one ecosystem.

How CarePlus is Designed to Work:

- **Smart Digital Intake** – Data is pulled in from EHR/EMRs. Patients complete a pre-visit form that identifies risk factors and confirms eligibility for preventative screenings.
- **Targeted Screenings** – PCPs or staff perform relevant screenings (e.g., retinal imaging, cardiovascular checks) using integrated tools and devices. Where applicable, self-administered screens are enabled

- **Asynchronous Specialist Review** – Board-certified specialists interpret results remotely. Or interpretation can be performed where applicable through automation/AI.
- **Structured Data Exchange** – Results flow back into the EHR and payer systems through

HL7/FHIR standards, ensuring that every screening counts toward quality measures.

This workflow reimagines primary care or specialist visits as opportunities for early detection, data-driven intervention, and measurable quality improvement.

Why EHRs Alone Are Not Enough

EHRs excel at storing data and flagging gaps, but they don't operationalize prevention. They identify problems but don't execute solutions. CarePlus complements EHRs by transforming alerts into actionable workflows:

digital intake triggers, device-assisted screenings, and automated reporting loops.

EHRs/EMRs flag care gaps. CarePlus will take a platform approach close them.

The Platform Approach

CarePlus is not another point solution, it is the foundation for a connected ecosystem. The vision is to integrate with existing tools for A1c testing, cardiac screening, or cancer detection and unify their data through a single platform. This creates a consolidated digital-quality pipeline rather than a scattered set of reports.

Planned Capabilities:

- Multi-condition support (retinal, cardiovascular, metabolic, cognitive).

- Integration with EHR and payer systems via HL7/FHIR and ECDS standards.
- Scalable, device-agnostic architecture.
- Embedded analytics for quality tracking and reporting.
- MSO model enabling compliance-safe non-clinical support.

This ecosystem approach will empower health systems and payers to improve Star Ratings, HEDIS scores, and total cost of care while aligning every stakeholder around prevention

Impact on Value-Based Care

The long-term vision for CarePlus is to operationalize value-based care through proactive, measurable prevention.

For Providers: Streamlined workflows, reimbursable screenings, and transparent quality performance.

For Health Systems: Unified data capture, real-time quality dashboards, and scalable population health infrastructure.

For Payers: Improved quality performance, validated digital evidence, and enhanced member outcomes.

Future pilots and integrations will demonstrate how embedding CarePlus workflows across PCP

networks can increase care gap closure rates, enhance Star performance, and reduce downstream cost of care.

The Grand Vision: Building the Infrastructure for Prevention

CarePlus envisions a healthcare system where prevention is not a parallel initiative but the foundation of value-based care. By connecting patients, providers, specialists, and payers in a single data ecosystem, CarePlus turns population health from a reactive reporting exercise into a real-time, measurable process. The platform will integrate with existing EHRs and point solutions, unify data pipelines, and empower every stakeholder to deliver better care at lower cost.

This is more than a product roadmap, it's a blueprint for the future of healthcare delivery.

With CarePlus by HealthOcta, we're building the infrastructure for prevention, so that quality care becomes the default, not the exception.

Conclusion

The path to value-based care requires more than better data, it requires better infrastructure. As the healthcare landscape shifts toward digital-quality reporting and outcome-based reimbursement, the need for integrated, actionable preventative workflows becomes urgent.

CarePlus is defining that future. By creating a connected, data-driven ecosystem that bridges patients, PCPs, specialists, and payers, CarePlus is laying the foundation for a healthcare system where prevention is measurable, quality is visible, and outcomes are predictable.

The journey to prevention-first care begins with connection and CarePlus is building the bridge.

About CarePlus by HealthOcta

CarePlus by HealthOcta is a preventative-care engine that helps primary care practices and health systems move from reactive to proactive medicine. By integrating digital intake, in-office screenings, and asynchronous specialist review, CarePlus turns every visit into a data-driven opportunity to detect risks early, close care gaps, and lift quality measures like HEDIS and Star ratings, without adding workflow burden.

Learn more at <https://careplus.healthocta.com>