



## **Vicky Waithe**

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### **Practicum Site:**

VUMC (Office of Population Health)  
Nashville, TN

### **Practicum Site Supervisors:**

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## **Exploring Value-Based Care Bundles**

**Purpose:** This practicum was developed as a means to more fully understand value-based care in a dynamic environment and explore the challenges of affordability and access to healthcare, a key public health concern. The Episodes of Care Office (EOC) provided a unique opportunity to participate in the development and rollout of several procedure-based bundles and explore the development of patient-centric products in the context of a health system. The design of this practicum provided the opportunity to meet some specific learning objectives: 1.) understanding strategy and methodology behind selecting specific bundles, 2.) working with diverse stakeholders, and 3.) developing competency in working across teams to deploy a new product.

**Methods:** Participating in meetings, working with project managers, and understanding key checkpoints and milestones in bundle development provided the means for meeting learning objectives. Practicum products were developed through conducting and presenting marketing research tied to the medical weight loss bundle (MWL), taking ownership of project management smartsheets for spine and total joint populations, and working with marketing to develop content for the newly-launched MySpineHealth.org and MyOrthoHealth.org sites.

**Results:** The MWL research presented to the EOC and the Vanderbilt University Medical Center Bariatrics teams provided key competitor information to bundle stakeholders and helped define the scope of the medical weight loss bundle. The technology research presentation provided the EOC team with important vendor information and resulted in a refined vendor strategy. To keep the process on deadline and centralize marketing assets, MySpineHealth and MyOrthoHealth marketing smartsheets were monitored.

**Conclusion:** This practicum provided a unique view of the challenges and benefits of delivering bundled care. The work of developing bundles is a balance of meeting a core commitment to patient-centric care with the challenges of operationalizing bundles and managing existing frameworks of care.