

Provider Journey

From hidden CMS/Payer opportunity to validated reach, provider-branded outreach, and completed care.

Yuri Zhivago, MD • Zhivago Family Practice

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PROVIDER ASSESSMENT

\$218.4K

Annual Opportunity

14 services with opportunity

CMS/Payer Intelligence

\$218.4K annual opportunity

Validated Patient Reach

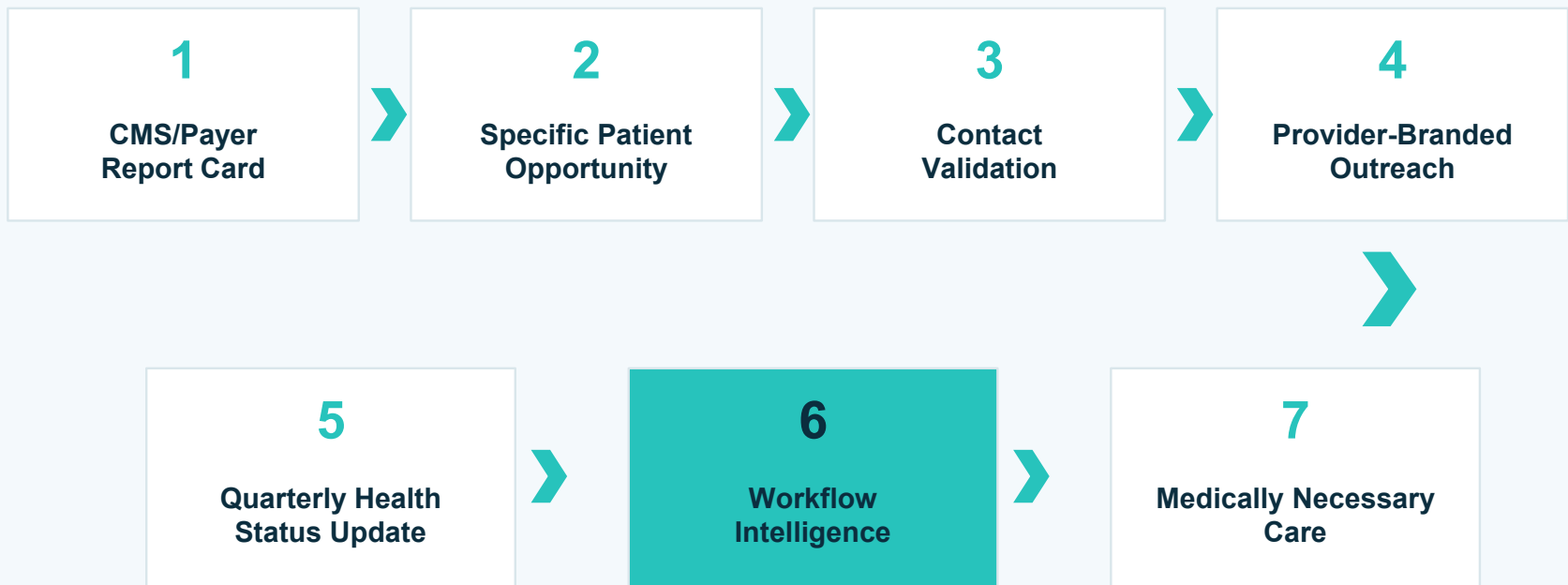
18,843 reachable patients

**Provider-Branded
Activation**

Right patient → right message

CMS/Payers Already Know. Precision Lets the Provider Act.

The same intelligence used to measure performance becomes a patient-level operating workflow.



Same grading intelligence → specific patient → documented action

The Report Card Exposes Missed Medically Necessary Care.

These are not optional services. CMS/Payer data identifies the eligible patient, current utilization, utilization, remaining gap, and value.

334

BENEFICIARIES

14

**SERVICES
EVALUATED**

14

WITH OPPORTUNITY

\$218.4K

ANNUAL OPPORTUNITY

CCM

271 eligible • 0 current
122 active opportunity • \$58.6K

RPM

284 eligible • 0 current
85 active opportunity • \$51.0K

Behavioral Health

126 eligible • 0 current
50 active opportunity • \$48.0K

AWV

334 eligible
128 active opportunity • \$22.4K

Precision converts payer-visible opportunity into provider-visible action.

Care Can Be Delivered — And Revenue Still Missed.

CMS data shows the difference between allowable reimbursement and the amount actually realized.

HCPCS	SERVICES	ALLOWED	PAID	GAP
99213	727	\$87	\$60	31.5%
99214	375	\$128	\$86	32.4%
99495	30	\$206	\$163	20.8%
99496	16	\$278	\$220	20.9%

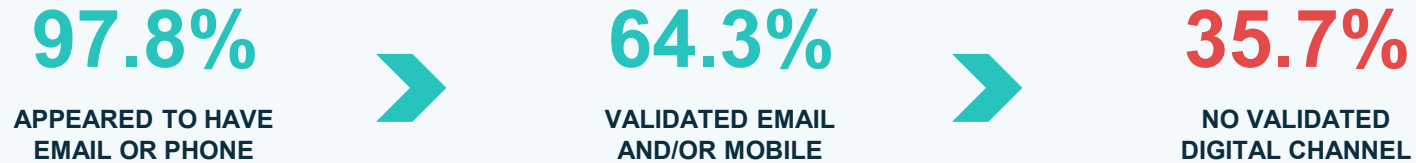
Two Economic Levers

1. Missed medically necessary care
2. Payment realization gap

One Provider Journey

Your EHR Says They're Reachable. Validation Says Otherwise.

Populated fields are not the same as usable email and mobile channels.



9,821 records were reclassified

Validation replaces assumed reach with evidence before outreach begins.

Validation Finds Patients Your EHR Would Miss.

The biggest SMS recovery was sitting in the “Home Phone” field.

18,760

VALIDATED MOBILE PATIENTS

10,196

MOBILE FOUND ONLY IN “HOME
PHONE”

10,453

STILL REQUIRE CONTACT-DATA
REMEDiation

**10,196 SMS-capable patients would have been missed if the
practice trusted the EHR field labels.**

Reliable patient engagement starts with reliable patient reach.

Provider-Branded Outreach Turns Reach Into Response.

Precision operates the communication infrastructure while the patient experience remains centered on the provider.

Provider Identity

Provider/practice name
and branding

Office phone + email
for verification

Email + SMS

ActiveCampaign email
Twilio SMS

No PHI in ordinary
email or text

Quarterly HRA

Brief health-status update
update
every 90 days

Completed patients
exit reminders

Patient Trust Domain

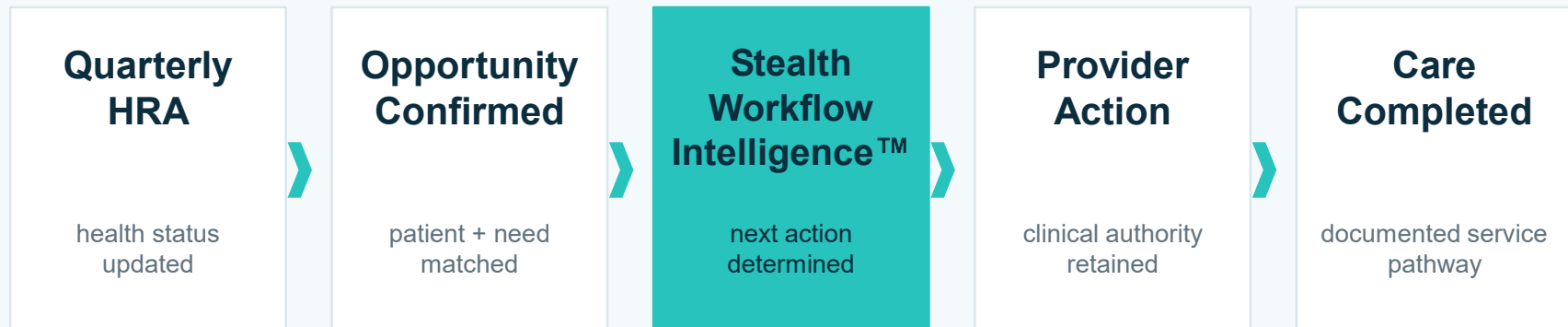
MyCareMessage.com

Built for trust, verification,
and scale

Right patient → right message → current health status

Data Identifies the Opportunity. Intelligence Turns It Into Action.

Health-status data only creates value when it becomes documented,
clinically appropriate action.



Data is not the product. Precision turns identified opportunity into completed, medically necessary care.

YOUniversal Care Activates the Infrastructure You Already Have.

Nothing is replaced. Precision operates upstream and makes the existing stack perform.

Portal

reinforces existing
existing messages

EHR

provides clinical
context

Provider

retains full clinical
authority

RCM

carries claims
through
adjudication

Outreach

provider-branded
email + SMS

**Precision connects intelligence, reach, outreach, workflow, and payment
— without replacing the stack.**

The Provider Journey Is Repeatable.

Yuri Zhivago, MD is the example. The model scales provider by provider.



The provider keeps 100% of the clinical revenue activated and retains full clinical authority.

Precision Stealth Workflow Intelligence™ closes the loop
EHR transfer → encounter → claim submission → adjudication follow-up