



FOR IMMEDIATE RELEASE

Genesis Physicians Group and KONZA Launch GenesisLink

Physician and Health Plan Collaboration to create Health Information Exchange for Independent Physicians

DALLAS, TX – March 10, 2022 - Genesis Physicians Group announced today it has partnered with the KONZA National Network to establish a physician and health plan-led electronic Health Information Exchange, GenesisLink, serving the Dallas Ft. Worth Metropolitan Service Area.

“This is a natural extension of Genesis Physicians Group’s innovative population health management solutions with our partner Innovista Health Solutions, expanding the capabilities of independent physicians to participate in risk-bearing arrangements and addressing rapidly growing health care costs across the North Texas region. We are excited to collaborate with local health plans in the development of a new model of health information exchange, jointly supporting improvements in patient care through comprehensive data sharing and data aggregation for Dallas Ft. Worth physicians, said Dr. Jim Walton, Genesis President and CEO. GenesisLink provides the technical infrastructure for physician-health plan collaboration, alleviating unnecessary burdens on physicians, patients, and health plans that are created due to data silos.”

The population of the Dallas Ft. Worth MSA is over 7 million people, larger than 37 of the states in the nation. Providers across Dallas use over 35 different electronic medical records (EMRs) that do not communicate easily with each other. GenesisLink helps to solve this problem by connecting disparate EMRs together. Using GenesisLink clinicians, health plans and patients across the Dallas Ft. Worth MSA can share critical health information at the point of care, support improved care quality and reduce the burdens associated with sharing medical records.

Since KONZA is a national network and connects hospitals, physician practices, behavioral and social service providers together, providers in the Dallas Ft. Worth that participate in GenesisLink have immediate access to patient data from large Dallas health systems including Parkland Health and Hospital System, Children’s’ Medical Center of Dallas, JPS Healthcare, Veterans Health Administration, and CVS Health and Minute Clinics, as well as patient data from other states in the KONZA network including neighboring Louisiana.

Furthermore, health plans can utilize KONZA’s NCQA DAV accredited data feeds and analytics tools to aggregate near real time clinical data for their members for HEDIS reporting and risk adjustment. Providers can stratify high risk patients, identify 30-day readmission patterns, support opioid initiatives, send, and receive alerts and better track quality measure performance for value-based contracts. Lastly, GenesisLink provides a free personal health record to all Dallas Ft. Worth patients so they can access their own medical records in one location.

Laura McCrary EdD, President and CEO of KONZA noted, “GenesisLink is the next generation of HIE. It represents a shared investment from providers and health plans that results in improved quality outcomes and reduced administrative costs. GenesisLink has achieved the “right” balance of provider and health plan collaboration that will improve care and reduce costs for patients in the Dallas Ft. Worth area.”

For more information about this partnership and participant benefits, visit konza.org.

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About Genesis Physicians Group

Based in Dallas, Texas, Genesis Physicians Group offers physician members the benefits of being independent, yet not alone. Through Genesis, members receive services, tools, and information to support their practices such as contracting, credentialing, group purchasing, education, population health management, practice consulting, and more. Genesis supports approximately 1,500 physician members and over 200 Advanced Practice Providers. For more information visit, genesisdocs.org or www.genesisaco.org.

About Innovista Health Solutions

Innovista Health Solutions, a wholly owned subsidiary of Health Care Services Corporation (HCSC), is a Population Health Management organization that enables providers to engage, support and manage populations in new value-based savings and shared-risk models. For more information visit, www.innovista-health.com.

Together, Genesis Physicians Group and Innovista have created Genovista, a joint-venture risk-bearing entity and population health management company for primary care physicians in North Texas. Currently, Genovista supports primary care physicians in more than a dozen value-based and risk-bearing partnerships with health plans.

About KONZA

KONZA operates and supports exchanges in many states, including Kansas, Missouri, Louisiana, Mississippi, Georgia, South Carolina, New Jersey, Connecticut, northern California and Texas. KONZA is deeply committed to connecting healthcare providers, patients, health plans, and our technology partners together to organize healthcare data into information that will drive healthcare transformation. Patients, health plans, physicians, healthcare facilities, and other healthcare providers from across the country benefit from KONZA's delivery of unequalled actionable intelligence. For more information, visit www.konza.org.

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