



Here's to the next 100 years

How a century-old health care provider partnered with Optum to better serve its unique community

With roots stretching back 100 years, Bassett Healthcare Network has served generations of families throughout Central New York State. And when Dr. Tommy Ibrahim became CEO in 2020, he knew a priority was getting Bassett the operational and financial sustainability it needed to serve generations more.

Maintaining deep roots with the community

Historically, health systems relied on mergers or acquisitions by larger health care networks to accomplish this goal. So while either might have been the obvious choice, Dr. Ibrahim wasn't interested as it wasn't the Bassett way. For one thing, he wanted to preserve the careers of his employees; for another, it was the network's independence itself that gave it a unique insight into the needs of the community.

That's when Optum entered the conversation. A strategic partnership would give Bassett access to a range of services, including revenue cycle management, advanced data and analytic capabilities, and IT, all working together to provide higher-quality care and improved patient experiences while preserving the unique, community-focused health care network Bassett nurtured over generations.

Keeping employees engaged – and on board

The first order of business for Bassett was making sure Optum shared its commitment to the careers and well-being of its employees – roughly 500 people would be impacted by the partnership. As it turned out, these employees would not only be either retained by Bassett or welcomed into Optum, they'd also benefit from new training and advancement opportunities.



Bassett Healthcare Network

“Optum’s scale and range of resources strengthens our ability to deliver unmatched care to our local communities. Building on our long history of strategic relationships, our collaboration with Optum will create career opportunities for our employees and infuse Bassett with leading innovators and expertise that will greatly modernize and enhance experiences and improve access to clinical services for patients. It also will expand our ability to partner with other health care providers in the region, to better serve patients in Central New York.”

– **Tommy Ibrahim, MD**
President and CEO
Bassett Healthcare Network

By working with Optum, Bassett has been able to focus on modernizing three key areas of their business:



Revenue cycle management

End-to-end revenue cycle managed services across the acute and ambulatory settings for scheduling and pre-patient access (acute), coding and documentation and patient financial functions



Information technology

Application and infrastructure management, including enterprise cloud and data center services, managed security services, as well as vendor/contract management and instructional designers



Analytics

Better data processing closes care gaps, supports organizational transformation, and leads to more informed decision-making

Savings, growth and additional investments in technology

A key to the value of the relationship was to first put in place the mechanisms that could drive strong cost savings and use those savings to help drive growth and innovation investments in the future.

Optum tools are embedded into the revenue cycle management and IT components, which will drive improved financial performance for Bassett. Process improvement, automation and helping Bassett become more efficient in managing its applications was the priority.

Since Bassett operates several different hospital and health system locations, it needed systems in place to operate as one unit. Having already implemented an EHR platform to manage the patient systems, Optum was able to quickly assist in positioning the right resources and expertise to help refine the application. This enabled Bassett to focus on utilizing its EHR in the most effective way possible for both the provider and the patient.

Optum also helped deliver an analytics portfolio that went beyond the typical standard reporting tools and would have the ability to leverage a full business intelligence capability in the future. The collaboration will have the capabilities to really drill down and shift the focus to social determinants of health and the population health management of the community.

“Partnering with Optum enables Bassett not only to remain independent, but to thrive in their market.”

– **Mike Valli**
Vice President
Optum



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