

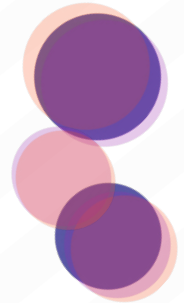
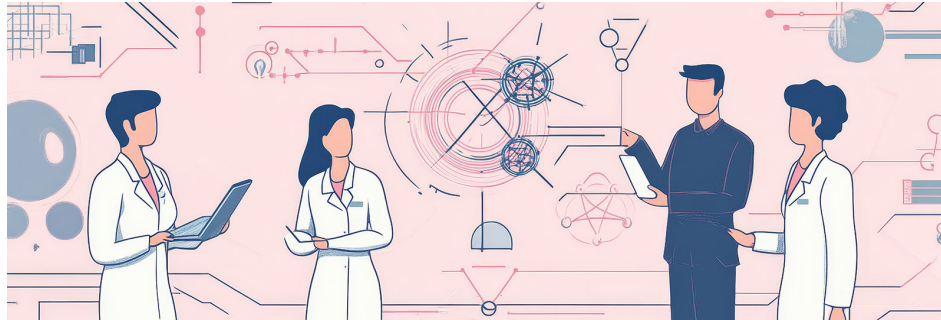


# THE HERTEL REPORT

April 2025

The **BIG** Idea

## Achieve the Quintuple Aim With a Robust, Efficient Primary Care System



**Achieving the Quintuple Aim depends on a strong, sustainable primary care system, but Arizona is struggling. Rising provider burnout, outdated 40-year-old data strategies, and financial instability fail to meet current demands, putting patient outcomes, cost savings, provider well-being, and population health at risk.**

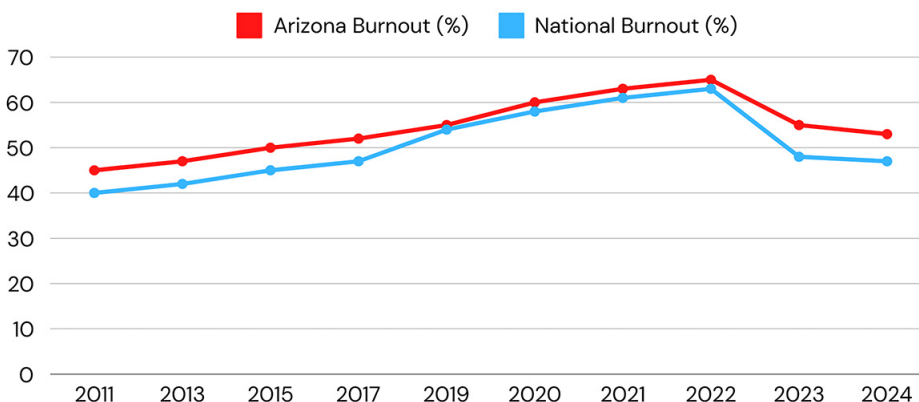
### A DOUBLE THREAT

Burnout among Arizona's primary care providers is improving, with rates dropping from 53% in 2022 to a preliminary estimate of 45% in 2025. While this progress is promising, the core issues driving burnout remain unaddressed. High patient volumes, excessive administrative tasks, and growing insurer demands continue to strain providers, pulling their focus away from delivering quality care and improving patient outcomes.

One of the biggest challenges is the fee-for-service model, which incentivizes providers to maximize patient visits to stay financially viable, overloading them with appointments and leaving little time for meaningful patient interactions. With a projected shortage of more than 1,900 primary care providers in Arizona by 2035, we must shift our focus and find better ways to reduce burnout.

Efforts like the University of Arizona's 2025 Primary Care Workforce Summit and a \$3.9 million rural training grant are steps in the right direction, but they don't address the underlying inefficiencies that continue to push providers to their limits.

COMPARISON BETWEEN ARIZONA BURNOUT RATE AND THE NATIONAL AVERAGE



**“We are bringing stakeholders together statewide because it’s a statewide problem that we are addressing, and we are calling out that we are in a workforce crisis and our trajectory is not good.”**

Leah Hillier, MD, University of Arizona

## DATA DILEMMA

### Information Without Action

Reducing patient loads alone won't solve provider burnout. The real issue isn't just time spent with patients—it's the overwhelming administrative burden before and after each patient visit. Without real-time, actionable insights, providers must navigate excessive utilization management demands and one of the biggest time wasters, the EHR inbox, leading to inefficiency, frustration, and missed opportunities for better care.

A major culprit? Inefficient data exchange. Instead of streamlining workflows, EHR systems often make it harder to access actionable data during the visit. Providers often spend significant time searching for missing or outdated information, navigating fragmented systems, and managing administrative tasks—factors that can detract from patient care.

Providers aiming to improve overall quality of care need seamless access to patient data, eliminating the need for providers to “hunt” for information and ensuring a complete, accurate picture at the point of care.

## FINANCIAL PRESSURES

### Moving from Fee-For-Service to Value-Based Care

Financial pressure to perform will never go away, but health clinics can control the way they approach this issue.

To maintain the fee-for-service model and reduce provider burnout, clinics must focus on efficiency—minimizing administrative burdens and errors and optimizing scheduling to maintain a full patient load without increasing provider burnout.

In either scenario clinics need more efficient ways to react to financial instability, with systems, teams and data that allow us to be successful in any situation. Primary care providers have options on different models to promote quality and revenue like value-based care and capitation.

**“Value-based care isn't just a trend—it's primary care's lifeline.”**

Mark McClellan, MD, Ph.D.

## INNOVATION IN ACTION

### Automate | Integrate | Optimize | Simplify

MedWest is committed to building a sustainable primary care system where providers can thrive, patient care improves, and administrative burdens no longer drive burnout. By leveraging automation and real-time data integration, we eliminate inefficiencies that force providers into after-hours work and reduce the overwhelm caused by fragmented, inaccurate data. Our solutions empower providers to focus on patient care rather than paperwork, ensuring a healthier, more efficient practice environment. (NIH)

Realizing this vision requires bold innovation and collaboration. MedWest partners with Arizona primary care providers, policymakers, and payers to streamline workflows, reduce EHR inefficiencies, and advance value-based care. Instead of adding more portals or clicks, MedWest delivers actionable insights directly in the EHR—capturing critical documents, closing care gaps, and enriching each visit.

Providers can finally stay patient-focused while ensuring front and back-end data updates happen seamlessly. No more provider portal pain, no more extra staff for data entry, no more layered systems, and no extra clicks!

## SOLVE QUINTUPLE AIM WITH VBC

### The Future of Primary Care in Arizona

Despite these challenges, Arizona's healthcare system stands at a critical turning point—burdened by burnout, financial fragility, and demands for higher-quality care. Yet there is a clear path forward, one that aligns with the Quintuple Aim: improving patient outcomes, reducing costs, enhancing the provider experience, strengthening population health and advancing health equity.

Value-based care models help achieve these goals by reducing administrative burdens, improving patient follow-ups, and lowering hospitalization rates. By shifting the focus from volume to quality, providers work more efficiently, engage patients in proactive care, and drive better long-term health management. More importantly, these models align financial incentives with patient improvement, making the system more sustainable for both providers and patients.

Fully realizing the benefits of value-based care requires a smarter, more efficient approach to managing patient data—one that reduces administrative burdens and prevents provider burnout. Integrated, data-driven solutions must streamline workflows, minimize inefficiencies, and provide actionable insights without adding complexity. Primary care teams can move beyond burnout toward a sustainable and fulfilling practice by removing administrative obstacles, supporting financial stability, and focusing on patient-centered outcomes. The future of healthcare depends on efficiency, smarter data, and a stronger commitment to provider well-being and patient care—making change essential.

### Founded by Shaun and Rick Romero,

MedWest LLC combines Rick's 25+ years of executive leadership—spanning sales, business process optimization, and analytics—with Shaun's 15 years as a cross-industry entrepreneur and primary care practice owner focused on integrated behavioral health and value-based care. Together, they bring deep expertise in boosting workflow efficiency, profitability, and provider well-being without compromising patient outcomes.