

Precision and Partnership: How Cityblock Uses Ursa to Drive Focused Improvement in Value-Based Care

Overview

Cityblock Health, a value-based care organization focused on improving outcomes for complex, underserved populations, is redefining what quality means in value-based care. Rather than settling for standard reporting or box-checking compliance, the organization sought to build a smarter, more adaptive quality engine that could power new innovations, unify data across sources, and help care teams focus on real improvement where it matters most.

According to **Dr. Michael Tang, Vice President of Integrated Care at Cityblock**, “Our goal was to go beyond compliance and truly change how quality work gets done. With Ursa, we can empower our care teams with the right data at the right times, allowing them to focus their efforts where they can create real impact for our members.”

Cityblock partnered with **Ursa Health** to build a more dynamic, multi-source analytics environment that was capable of seamlessly combining claims, EHR, clinical data feeds, and payor gaps-in-care reports. The result is a high-fidelity, real-time foundation that empowers Cityblock’s teams to zero in on open quality gaps and direct their attention where it matters most.

The Challenge: Getting the Measures Right to Power Innovation

For Cityblock, an organization that values thinking big, acting boldly, and adding value, advancing quality meant more than meeting benchmarks — it meant building the precision needed to innovate with confidence. Managing over one hundred thousand members across Medicare and Medicaid populations requires a strong measurement foundation, one capable of handling unique attribution rules, lookback periods, and data variations without losing accuracy or context. With Ursa’s robust library of certified quality measures, including **HEDIS, PQA, and Medicare Stars**, Cityblock gained the rigor and consistency needed to measure performance confidently across every program.

Additionally, within such a complex environment, Cityblock’s teams required the ability to not only view quality measure results, but also to fully understand how those results were built. They needed to integrate payor-specific data, interrogate logic, and adjust parameters in real time, ensuring every measure reflected their evolving goals. By getting the measures right, Cityblock could focus on what it does best: creating new, more effective ways to build people-centered care for its members.

In Dr. Tang’s words: *“Reliable measures are the foundation for innovation. When we trust the data, we can focus on improving what matters most and advancing how we deliver quality care.”*

The Partnership: Building a Flexible, Transparent Platform

Ursa’s modular platform provided the flexible architecture Cityblock needed. Through direct integrations with their **EHR, clinical data feeds, and claims data**, Ursa harmonized multiple sources into a single, auditable environment.

Beyond the technology itself, **transparency and collaboration became the foundation of the partnership**. The ability to review each measure line by line and understand exactly how results were derived proved essential to building trust. That trust grew even stronger through Ursa’s hands-on approach, as the implementation team partnered closely with Cityblock’s quality and technical teams to align definitions, validate results, and demonstrate precision through clear documentation of sources.

Ursa’s infrastructure also gave Cityblock the flexibility to:

- Prioritize and customize data sources to align with clinical priorities
- Include or exclude specific feeds from denominator logic at will
- Quickly update configurations as new payors or contracts were added

- Compare Ursa-calculated results side-by-side with payor-provided measures to validate accuracy
- Leverage Ursa's data foundation for future AI enhancements and innovation

Results and Impact

Since implementing Ursa, Cityblock has achieved:

- **Streamlined integration** of multiple payors and populations, accelerating time to insight across Medicare and Medicaid programs.
- **Improved accuracy and confidence** across analytics and quality teams through transparent validation.
- **Faster identification of high-priority care gaps** through real-time data ingestion and flexible measure logic.
- **Reduced wasted effort** by focusing outreach only on patients with truly open gaps.
- **Accelerated actionability** by leveraging clinical data feeds to surface targeted care gaps for new patients immediately upon receiving rosters, rather than waiting for claims cycles to close.
- **Full flexibility to continuously innovate** to support new models of care and expanding populations.

Dr. Tang reflects: *"Ursa gives us the tools to adapt and innovate at the pace value-based care demands. Our teams can act on insights faster, measure results more accurately, and continually refine how we deliver quality across every population we serve."*

Conclusion: Transparent Partnership, Measurable Progress

For Cityblock, Ursa has become a true partner in progress. Together, they've built an analytics foundation that supports value-based care today while paving the way for the next evolution of quality. With a platform designed for transparency, flexibility, and sustained progress, Cityblock's teams can focus their energy on what matters most: personalizing the service and care for each patient, closing meaningful gaps, and driving measurable improvement through ongoing innovation in value-based care.

As Dr. Michael Tang explains: *"Our partnership with Ursa gives us the foundation and flexibility to keep innovating. We're ready to advance the way we define and measure quality, explore new ways to evaluate impact, and continue raising the bar for what quality looks like in value-based care."*

Together, Cityblock and Ursa are charting a new path for quality performance — one built on precision, collaboration, and the shared pursuit of better outcomes for every member served.

Cityblock Health is a value-based healthcare provider focused on the complex clinical, behavioral health, and social needs of dually eligible and Medicaid populations. Cityblock offers a fully integrated solution that directly delivers clinical care to one of the most at-risk and hardest to reach populations.

Powered by advanced technology that provides its care team with a data-driven understanding of member needs and risks, Cityblock has demonstrated industry-leading engagement, member retention, meaningful reductions in avoidable hospital readmissions, and reduced total cost of care. Cityblock currently serves more than 100,000 members and partners with national and regional Medicaid health plans and health systems across more than ten states.

Ursa Health is a data analytics software and professional services company that is reinventing how organizations use data to practice, make decisions, and innovate in healthcare.

To learn more, reach out to us at info@ursahealth.com.

