Hospitals and physician groups launched into the new Bundled Payments for Care Improvement Advanced on October 1, though the new model wasn't the flip-of-a-switch that defined another October 1 start date when providers began using new ICD-10 codes in 2015.

There's been a huge surge of interest in the advanced bundled payment model as compared to the former "BPCI classic."

"We've been in that program now five years. We've seen tremendous uptick in interest," said Harrison Frist, National President of Operations at naviHealth.

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