My Viva Inc. Joins CMS ACCESS Model to Advance Technology-Enabled Chronic Care Management

Named among the accepted applicants, My Viva will support eCKM and CKM tracks through its lifestyle medicine platform that extends care between clinic visits.

CHICAGO, IL, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- My Viva Inc. announced today it has been named among the accepted applicants for the Centers for Medicare & Medicaid Services (CMS) Advancing Chronic Care with Effective, Scalable Solutions (ACCESS) Model.

The voluntary payment model shifts healthcare reimbursement toward measurable health outcomes, encouraging organizations to deliver coordinated, technology-supported care between visits. Rather than reimbursing based on the volume of appointments or procedures delivered, participating organizations are compensated based on their ability to demonstrate improvements in patient outcomes.

"We created My Viva Plan® around the idea that the greatest opportunity to improve health happens between clinic visits, and the ACCESS Model recognizes that patient self-management is fundamental to improving chronic disease outcomes," said Loreen Wales, Chief Executive Officer of My Viva Inc. "It's about giving patients practical tools and ongoing support to put their care into action between visits, while helping healthcare providers stay informed and connected along the way."

My Viva Plan® is certified by the American College of Lifestyle Medicine (ACLM) and delivers structured lifestyle medicine programs that complement clinical care by translating clinical goals into personalized daily actions. At the start of a patient's journey, clinicians receive a comprehensive view of the individual's baseline health and lifestyle factors, including relevant biometrics, nutrition patterns, physical activity levels, sleep, stress management, and other health behaviours. The platform then translates these insights into a personalized lifestyle medicine plan aligned with the patient's diagnosis, health goals, and clinical measures, providing practical, evidence-based guidance to support sustainable behavior change.

Throughout the program, patients receive ongoing guidance and engagement while clinicians receive meaningful updates on progress, including changes in lifestyle behaviors, health measures, and adherence to personalized care recommendations. By connecting clinical goals

with measurable daily actions, My Viva helps patients build sustainable habits while giving care teams greater visibility into the factors influencing their patients' health outcomes. That approach has helped 88% of participants maintain healthy habits over the long term.

Chronic conditions do not exist in isolation. Cardiovascular disease, kidney disease, diabetes, and obesity are closely interconnected, yet patients often receive care for these conditions in separate settings and have limited support between appointments.

The scale of the challenge is reflected in a recent American Heart Association survey, which found that about 9 in 10 U.S. adults have not heard of cardiovascular-kidney-metabolic (CKM) syndrome, despite the condition affecting 90% of U.S. adults. CKM syndrome recognizes the interconnected nature of cardiovascular, kidney, and metabolic health and underscores the need for more integrated approaches to prevention and chronic disease management.

The ACCESS Model creates new opportunities for technology-enabled approaches to chronic disease management, particularly those that connect clinical care with the day-to-day behaviors that influence health outcomes.

By being accepted into the ACCESS Model, My Viva Inc. is positioned to support healthcare organizations with the digital infrastructure needed to engage patients, track outcomes, and deliver personalized lifestyle medicine at scale.

About My Viva

My Viva Inc. is transforming healthcare through lifestyle medicine: combining digital tools, expert coaching, and clinical integration. The core program, My Viva Plan®, automates the creation of personalized, evidence-based self-care plans grounded in lifestyle medicine. This digital platform empowers patients to take control of their health by preventing and managing chronic conditions. The company continuously builds, tests, and refines My Viva Plan through their “Living Lab,” where healthcare professionals work directly with patients, ensuring the tools are effective, adaptable, and centred around patient needs.

For media inquiries:

Callie Wright
My Viva Inc.
media@myvivaplan.com
Visit us on social media:
LinkedIn

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