



Fact Sheet

Physician Group Incentive Program

2012

About Value Partnerships

Value Partnerships is a collection of clinically oriented initiatives among Michigan physicians, hospitals and Blue Cross Blue Shield of Michigan that are improving clinical quality, reducing complications, controlling cost trends, eliminating errors, and improving health outcomes throughout Michigan.

About The Physician Group Incentive Program

The Physician Group Incentive Program (PGIP) began in 2005 to encourage and incentivize physicians to more effectively manage populations of patients and build an infrastructure to more robustly measure and monitor care quality. As of September 2011, 40 physician organizations (POs) across the state of Michigan representing nearly 15,000 primary care physicians and specialists are working together to improve health care for nearly 2 million Michigan Blues members. Additionally, PGIP is cultivating a healthier future for all Michigan residents by catalyzing all payer system development. Patients throughout the state, regardless of payer, benefit from the improved care processes developed through the PGIP provider community.

Advance Care Planning Initiative

Overview

Phase I of the Advance Care Planning Initiative will allow physician organizations (POs) the opportunity to assess and prepare their practice units (PUs) related to the capability for addressing advance care planning and managing end-of-life care issues and concerns. The goal of the Initiative is for POs to gain an understanding of PU capabilities for tracking and monitoring advance care planning activities, as well as to create a heightened physician awareness surrounding care options near the end of life. The Initiative will be expanded in subsequent years to become a performance-based initiative that measures the quality of care provided at the end-of-life. The first phase of the Initiative will require POs to assess:

- Practice Unit capabilities to address advance care planning needs such as advance directives
- Educational needs regarding physician awareness and knowledge about important issues surrounding advance care planning and care at the end of life

Objectives

The objective of this Initiative is to serve as a catalyst for physicians to begin assessing their current practices related to advance care planning capabilities, as well as consider how processes for advance care planning may be embedded into daily practice in order to assist in the provision of compassionate and appropriate care for terminally ill patients.

Incentive Design

A flat rate for participation will be paid for each PO that demonstrates full participation in the Initiative. Full participation is defined as satisfactory completion of the PO reporting requirements, and the below listed activities.

- Attendance at PGIP Quarterly meetings
- Assessment of advance care planning processes and activities for affiliated practice units
- Completion of self-reported database (SRD) questions
- Satisfactory completion of PGIP Progress Reports
- Completion of summary action plan and any additional reporting/survey requirements requested during the program year



Participation Criteria

This Initiative will be open to POs participating in PGIP whose affiliated physicians include Oncologists, Cardiologists, Nephrologists, Pulmonologists, Primary Care Physicians, and any other specialties where advance care planning opportunities exist or end-of-life issues are encountered. Because of the unique nature of end-of-life care within the pediatric population, BCBSM pediatric members (0-17 years) will not be addressed in this Initiative. Therefore, pediatricians are not eligible for participation in the first year of the Advance Care Planning Initiative.

Evaluation

The evaluation of the Advance Care Planning Initiative is designed to assess the effectiveness of the Initiative in achieving stated objectives. The evaluation will address how the Intervention is functioning, including process, structure, behavioral and knowledge-based changes brought about as a result of the Initiative. The outcome evaluation (generally the long-term and possibly intermediate term evaluation) will focus on the effects theorized to result from the Initiative's interventions. See Appendix III for detailed evaluation metrics.

Results

Results are to be determined and will be reported in future updates.

Questions about the Advance Care Planning Initiative?

Please contact Kristy Wietholter, Manager
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For more information on PGIP, or for a copy of the full initiative plan, please contact:

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