



JPA's PGIP News SPECIAL EDITION

This newsletter updates JPA Practices on the BCBSM PGIP program

The Patient Centered Medical Home (PCMH)

Over the past couple of years, the concept of the Patient Centered Medical Home (PCMH) has grown significantly in popularity. The Jackson Physicians Alliance (JPA) along with many other physician groups, employers, insurance payers, healthcare consultants and others are convinced that this model of healthcare delivery is the proper direction and one that will transform healthcare. In JPA's opinion, it is one of the few models that will re-focus medical care and revitalize the role of the primary care physician. More over, it will improve quality of healthcare.



What is a Medical Home?

It is a model of healthcare delivery that treats the "whole person" through a centralized coordinated approach led by a primary care physician. The patient centered medical home seeks to strengthen the physician-patient relationship by replacing episodic care based on illness with coordinated care and a long-term healing relationship.

The PCMH is not a new concept, but represents a re-packaging of several managed care concepts (PCP case management; centralized medical record, patient education; health risk assessments; etc.). The model is designed to maximize chronic care management, prevention and wellness while compensating primary care physicians for care coordination and counseling and education done outside of the typical office visit, such as via telephone or e-mail.

The PCMH typically requires physicians, predominately primary care physicians, to transform their practice operations. This means enhancing

See PCMH, Page 2

'The Challenge of Change' An Extreme Makeover

On Wednesday January 28th over seventy physicians and practice administrators listened to Ms. Ewa Matuszewski, CEO of Medical Network One. Ms. Matuszewski spoke of the process her physicians have undertaken to transform their practices to be designated as Patient Centered Medical Home practices.

Over the past several years, the Rochester based organization has been working with its more than 750 primary care and specialty care providers to re-orient their health care delivery to meet medical home criteria.

Their focus began in 2002 with the creation of a chronic disease management division, the Michigan Institute for Health Enhancement. It was further enhanced with Medical One's development of a Chronic Care Travel Team.

See Change, Page 2



Welcome Bonnie Mauch, RHIA, CPHQ

Bonnie Mauch, RHIA, CPHQ has joined the JPA Administrative team to work with practices on their PGIP program compliance. E-mail Bonnie at BonnieM@JPAdocs.com.

PCMH

From Page 1

the relationship between the physician and patient with a covenant letter; introducing more proactive patient education; adopting an electronic medical record; and utilizing a patient disease registry to name just a few of the new required activities.

JPA has committed to helping its members become designated as a patient centered medical home practices. This is an evolving process and will not be completed without a significant investment by all parties. It represents a transitional journey that may take several years to complete.

Why become a Patient Centered Medical Home?

Aside from optimizing the quality of care provided to patients, PCMH practices are being recognized and compensated by private and public health plans and employers. This means additional payment. Accrediting and regulatory bodies are also looking for P-PCMH designation. This includes NCQA Bridges to Excellence and the Federal Government. PCMH practices will receive special recognition and optimize reimbursement potential.

What do you need to do?

At the moment, you should contact the JPA administrative office and schedule an assessment of your practice. The JPA team will work with you and your practice manager to benchmark your office's readiness. JPA uses the NCQA, as well as BCBSM PGIP, criteria in its evaluation. At the conclusion of the assessment, you will receive an overall readiness score as well as identification of key areas for improvement. Collectively JPA will be providing tools to practices so that you can begin work towards your PCMH designation. Please call Bonnie at 517-817-2140 so she can help you better understand what needs to be done.

PGIP Program



The Challenge of Change

From Page 1

Ms. Matuszewski admits that the road has not always been smooth. Commitment to health care transformation is an immense strategic choice and change. Successful transformation requires all stakeholders to actively participate, collaborate, and embrace the new way of doing business. Medical One sees the Patient Centered Medical Home as the 21st Century Model of Medicine and anticipates rapid, widespread implementation.

"Changing a primary care practice is like trying to change the front tire on a bicycle while you're riding it!"

Ms. Matuszewski identified the critical characteristics for successful transformation to be:

- (1) A positive attitude;
- (2) A true sense of team;
- (3) Diligence to quality improvement process mapping;
- (4) A systematic approach to decision-making; and
- (5) Respect all for their contributions.

Medical One is continuing to look for innovative ways to educate health providers and practice staff to form the necessary inter-professional teams.

Benefits of PCMH designation

- Increased patient and family/caregivers satisfaction
- Improved healthcare quality
- More efficient use of limited resources
- Reduced health disparities
- Improved professional satisfaction
- Higher reimbursement

JACKSON
PHYSICIANS
ALLIANCE

JPA

1310 Greenwood Avenue
Jackson, MI 49203