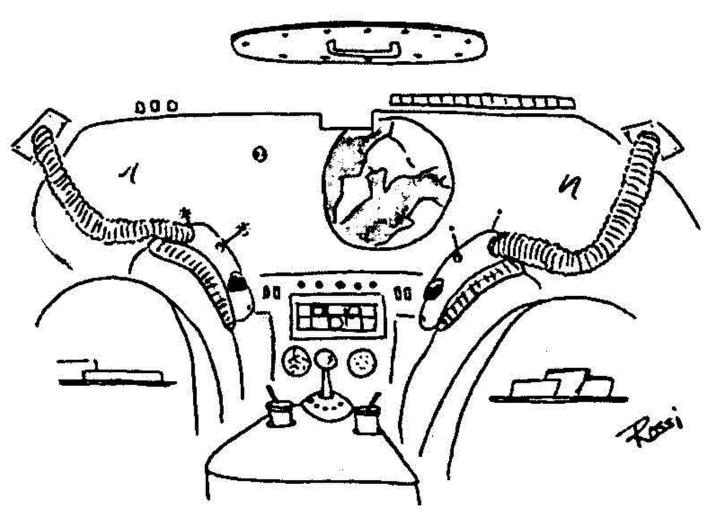
Building the BCBSM Physician Group Incentive Program and Patient-Centered Medical Home

May 2011

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"Maybe there will be some primary care doctors available on this planet!"



What Can We Do Together?



- 2004 meetings with Michigan State Medical Society, Michigan Osteopathic Association, & Council of Physician Organizations (POs)
 - ✓ Suggested that BCBSM establish partnership with POs
 - ✓ Harness the full measure of physicians' creative efforts



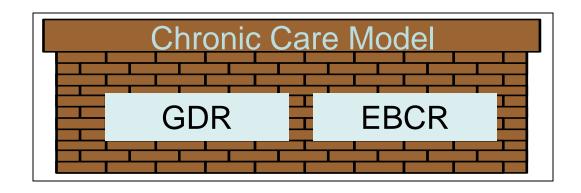




"Relentless Incrementalism"

2005-2007

- Catalyze physicians to form "Physician Organizations"
- Focus on chronic condition management
- Encourage development of <u>all-payer</u> patient registries
- Open-ended "Progress Reports"
- Convene "Quarterly Meetings"

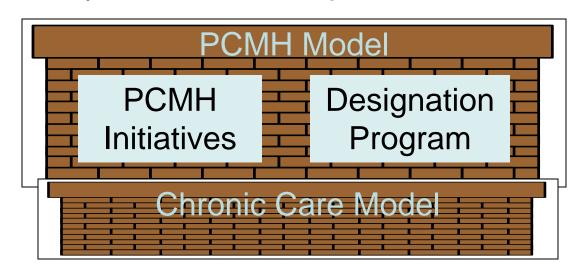




More Structure for Expanding Program

2008-2010

- •POs participate in collaboratively-developed "Initiatives"
- PCMH Program with Interpretive Guidelines
- Collection of self-reported data on PO progress
- Clinical Epidemiology & Biostatistics Department creates reports for POs
- Primary Care Leadership Committee



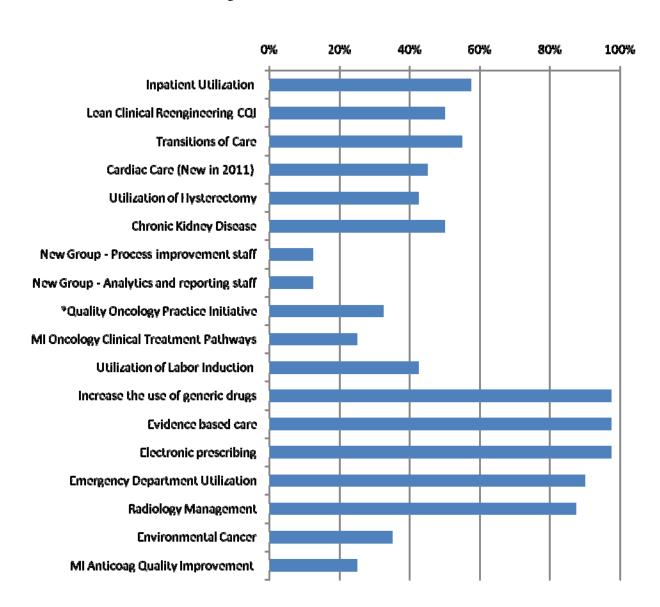


Anatomy of a PGIP Initiative

- Eligibility criteria
- Description of the scope, focus and objectives
- Data, Metrics and Reports designed to:
 - Describe the improvement opportunity
 - Assist in diagnosing the process problems
 - Track progress of implementation effort
 - Measure improvement success
- Resources and services (educational materials, etc.)
- Incentive design



Percent of PGIP POs Participating in Quality, Use and Efficiency Performance-based Initiatives





Initiatives with PGIP Reporting

CORE CLINICAL

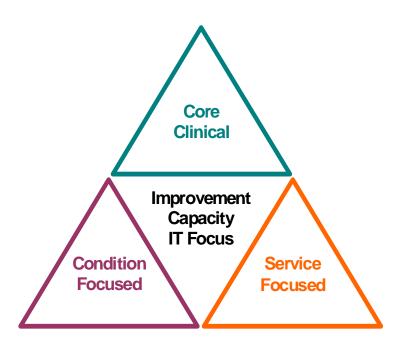
- Evidence Based Care Report
- Transitions of Care

SERVICE FOCUSED

- Pharmacy Generic Dispense Rate
- Inpatient Utilization
- Emergency Department Utilization
- Radiology Use

CONDITION FOCUSED

- Cardiac Care
- Women's Health (Hysterectomy & Labor Induction)





Types of PGIP Reporting

Dashboards

Datasets

Both have 3-6 months of claims lag as the basis for the reporting.

Claims Feeds



Opportunity Analysis

PO effective use of data is <u>key</u> to PGIP success. New full-time analyst to train and assist POs with data.

PGIP Reporting – Dashboards

- Physician Organizations receive dashboard files semi-annually
 - Distributed to all POs regardless of participation
 - Includes data on all POs regardless of participation
- Includes:
 - Physician Organization demographics and attribution volumes
 - Risk adjustment comparisons (if applicable)
 - Tables & Figures to show POs' outcomes for initiative metrics
 - PGIP-Overall and Benchmark comparison
- Metrics at PO level: Allows for PO PO comparison**

**Some metric data are on a PO's Practice Unit level (GDR, ED and Radiology),

but included only in that PO's dashboard and not shared among POs



Dashboard – Table Example

| | | Attributed | l Members | Diabetes | | | | | | | | | | | |
|------------|-------------------|--------------------------------|---------------------------|----------------|--------------|------------------|----------------|--------------|------------------|----------------------|--------------------|---------------------------|--------------|--------------|-----------------------------|
| PGIP Physi | cian Organization | Total Attributed Members | Total Member Months | HbA1C denom | HbA1C num | HbA1C Testing | LDL-c denom | LDL-c num | LDL_C Testing | Nephropathy denom | Nephropathy num | Nephropathy Monitoring | lipid denom | lipid num | Lipid Lowerin Drug Ra |
| PDA \ | | 31,497 | 301,652 | 649 | 550 | 84.7% | 649 | 460 | 70.9% | 649 | 547 | 84.3% | 487 | | 75.4 |
| PDВ | | 33,829 | 330,752 | 1,006 | 764 | 75.9% | 1,006 | 755 | 75.0% | 1,006 | 789 | 78.4% | 710 | | 63.4 |
| ОС | | 23,276 | 232,419 | 597 | 459 | 76.9% | 597 | 429 | 71.9% | 597 | 469 | 78.6% | 402 | | 72.4 |
| O D | | 40,673 | 402,382 | 1,404 | 1,103 | 78.6% | 1,404 | 995 | 70.9% | 1,404 | 1,089 | 77.6% | 1,049 | | 73.2 |
| ØΕ | | 14,311 | 135,899 | 654 | 473 | 72.3% | 654 | 449 | 68.7% | 654 | 525 | 80.3% | 490 | 333 | 68.0 |
| ΦF | | 35,875 | 344,419 | 1,452 | 1,148 | 79.1% | 1,452 | 1,126 | 77.5% | 1,452 | 1,153 | 79.4% | 1,150 | 885 | 77.0 |
| OG | | 15,807 | 153,923 | 563 | 440 | 78.2% | 563 | 427 | 75.8% | 563 | 441 | 78.3% | 424 | 274 | 64.6 |
| ОН | | 35,048 | 339,117 | 1,019 | 773 | 75.9% | 1,019 | 673 | 66.0% | 1,019 | 820 | 80.5% | 729 | | 63.2 |
| O1 | | 12,404 | 123,648 | 178 847 | 125 656 | 70.2% 77.4% | 178 847 | 125 607 | 70.2% 71.7% | 178 847 | 142 662 | 79.8% 78.2% | 116 654 | 79 490 | 68.1° 74.9° |
| OK | | 30,172 42,246 | 302,541 419.645 | 665 | 543 | 77.4% 81.7% | 665 | 493 | 74.1% | 665 | 543 | 78.2% 81.7% | 496 | 373 | 74.9° |
| OL. | | 24,591 | 242,173 | 639 | 543 537 | 84.0% | 639 | 493 | 73.9% | 639 | 524 | 82.0% | 496 | 337 | 72.6 |
| MOC | | 25,656 | 248,855 | 665 | 549 | 82.6% | 665 | 472 | 72.0% | 665 | 564 | 84.8% | 512 | | 76.4 |
| PON | | 8,902 | 85,993 | 285 | 234 | 82.1% | 285 | 201 | 70.5% | 285 | 227 | 79.6% | 211 | 156 | 73.9 |
| 200 | | 15,965 | 154,178 | 588 | 489 | 83.2% | 588 | 456 | 77.6% | 588 | 492 | 83.7% | 451 | 377 | 83.6 |
| 20 P | | 44.486 | 422,360 | 1,654 | 1.218 | 73.6% | 1.654 | 1.207 | 73.0% | 1,654 | 1.294 | 78.2% | 1,220 | 775 | 63.5 |
| 20 Q | | 11.132 | 109,398 | 414 | 330 | 79.7% | 414 | 307 | 74.2% | 414 | 299 | 72.2% | 306 | 198 | 64.7 |
| POR | | 21,211 | 207,655 | 452 | 361 | 79.9% | 452 | 365 | 80.8% | 452 | 388 | 85.8% | 336 | | 80.4 |
| POS | | 8,192 | 82,550 | 134 | 109 | 81.3% | 134 | 106 | 79.1% | 134 | 110 | 82.1% | 108 | 84 | 77.8 |
| POT | | 9,814 | 90,975 | 273 | 207 | 75.8% | 273 | 193 | 70.7% | 273 | 225 | 82.4% | 180 | 136 | 75.6 |
| POU | | 29,136 | 283,576 | 883 | 653 | 74.0% | 883 | 629 | 71.2% | 883 | 728 | 82.4% | 690 | 504 | 73.0 |
| POV | | 68,191 | 658,314 | 2,282 | 1,685 | 73.8% | 2,282 | 1,668 | 73.1% | 2,282 | 1,835 | 80.4% | 1,665 | 1,136 | 68.2 |
| POW | | 30,183 | 291,364 | 1,402 | 1,033 | 73.7% | 1,402 | 1,074 | 76.6% | 1,402 | 1,107 | 79.0% | 997 | 713 | 71.5 |
| POX | | 16,796 | 158,453 | 237 | 204 | 86.1% | 237 | 189 | 79.7% | 237 | 188 | 79.3% | 164 | 113 | 68.9 |
| POY | | 33,069 | 333,809 | 1,037 | 804 | 77.5% | 1,037 | 761 | 73.4% | 1,037 | 845 | 81.5% | 743 | 514 | 69.2 |
| POZ | | 24,968 | 241,113 | 1,032 | 772 | 74.8% | 1,032 | 799 | 77.4% | 1,032 | 818 | 79.3% | 795 | 574 | 72.2 |
| POAA | | 25,589 | 250,055 | 733 | 556 | 75.9% | 733 | 517 | 70.5% | 733 | 585 | 79.8% | 509 | | 65.2 |
| PO BB | | 53,730 | 496,541 | 1,447 | 1,193 | 82.4% | 1,447 | 1,075 | 74.3% | 1,447 | 1,179 | 81.5% | 1,074 | | 76.9 |
| 2000 | | 12,823 | 131,395 | 391 | 337 | 86.2% | 391 | 309 | 79.0% | 391 | 354 | 90.5% | 287 | 233 | 81.2 |
| PODD | | 78,542 | 757,977 | 2,564 | 1,910 | 74.5% 77.0% | 2,564 | 1,947 | 75.9% 73.4% | 2,564 | 2,056 | 80.2% 81.3% | 1,850 | 1,251 | 67.6° |
| POEE | | 29,208 152,821 | 283,620 | 916 | 705 | 77.0% 81.8% | 916 | 672 | 80.5% | 916 | 745 | | 680 3.037 | 426 | 62.6 |
| OFF | | 30,556 | 1,489,620 301,924 | 4,043 589 | 3,306 499 | 81.8% 84.7% | 4,043 589 | 3,256 411 | 69.8% | 4,043 589 | 3,291 495 | 81.4% 84.0% | 3,037 | 2,124 346 | 82.0 |
| POHH | | 47,235 | 452,136 | 1,796 | 1,298 | 72.3% | 1,796 | 1,318 | 73.4% | 1,796 | 1,304 | 72.6% | 1,254 | 346 865 | 69.0 |
| POII | | 57,222 | 589,941 | 1,796 | 1,502 | 81.9% | 1,796 | 1,196 | 65.2% | 1,796 | 1,304 | 76.7% | 1,328 | 977 | 73.6 |
| 2011 | | 65,312 | 636,498 | 1,406 | 1,131 | 80.4% | 1,406 | 1,190 | 73.4% | 1,406 | 1,407 | 79.9% | 1,023 | 774 | 75.7 |
| 200 | | 00,012 | 000, 100 | 1, 100 | 1,101 | 30. -∓70 | 1,00 | 1,002 | . 0 /0 | 1, 400 | 1,120 | 10.070 | 1,020 | ,,,, | |
| GIP Total | | 1.240.468 | 12,086,869 | 36,730 | 28,656 | 78.0% | 36,730 | 27,178 | 74.0% | 36,730 | 29,363 | 79.9% | 27,013 | 19,203 | 71.1 |
| Non-PGIP | | 349,504 | 3,380,971 | 9,987 | 7,501 | 75.1% | 9,987 | 7,053 | 70.6% | 9,987 | 7,397 | 74.1% | 7,202 | | 68.1 |
| ALC Bench | nmark | , | ,, | | , . | 84.8% | | | 80.6% | , | , , , , , | 85.1% | | | 80.3 |

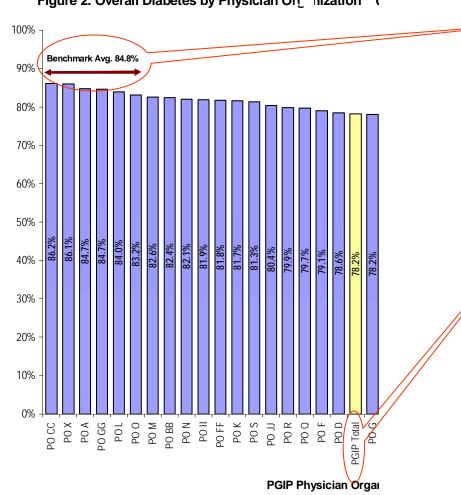
Tables list POs alphabetically

- Metrics typically have raw numbers along with calculated rates
- PGIP Totals, Non-PGIP controls, & Benchmark comparisons included



Dashboards – POs Comparison





Benchmark (if present)
represents top performers with
range to make up 10% total
membership
(20% total membership for
Radiology)

PGIP Total provided for comparison of PO's performance to average performance



PGIP Reporting – Datasets

- Physician Organizations receive their own MS-Access Datasets quarterly
 - Distributed to all POs regardless of participation
- Allows Practice Unit to Practice Unit and/or Physician to Physician comparisons within a PO
- Data tables included for member (patient) level activity information
 - Allows POs to create ad hoc queries as needed using initiative-specific data



PO Statistics - Emergency Department Utilization from Jan. 2009 to Dec. 2009

| | Physician Organizatio | | | | | | |
|---|-----------------------|-----------------|---------------|--|---------------|----------|---------------|
| | <u>Adults</u> | <u>Children</u> | <u>Totals</u> | | <u>Adults</u> | Children | <u>Totals</u> |
| Attributed Members | | | | | | | |
| Number of attributed members | 17366 | 7879 | 25245 | | 955094 | 384158 | 1339252 |
| Total number of visits | 3800 | 1981 | 5781 | | 209105 | 95312 | 304417 |
| Percentage of members with at least 1 visit | 14.9 | 17.2 | 15.7 | | 16 | 19 | 16.8 |
| Number of members with 5 or more visits | 33 | 10 | 43 | | 2233 | 539 | 2772 |
| Percentage of visits accounted for by | 6 | 2.7 | 4.9 | | 8.1 | 3.3 | 6.6 |
| members with five or more visits | | | | | | | |
| Primary Care Sensitive (PCS) | | | | | | | |
| Number of visits that were PCS | 1848 | 848 | 2695 | | 99092 | 41027 | 140119 |
| Percentage of visits that were PCS | 48.6 | 42.8 | 46.6 | | 64.9 | 56.3 | 62.1 |

PO Top 10 ICD 9 Diagnosis Categories (mid level rollup)

<u>Adults</u>

| ICD9 Mid level category | No of ED Visits |
|-------------------------|-----------------|
| Chest pain | 294 |
| Abdomni pain | 251 |
| Sprain | 192 |
| Headache/mig | 146 |
| Opn wnd extr | 142 |
| Ot up rsp in | 142 |
| Superfic inj | 137 |
| Other injury | 118 |
| Ot joint dx | 107 |
| | |

<u>Children</u>

| ICD9 Mid level category | No of ED Visits |
|-------------------------|-----------------|
| Ot up rsp in | 185 |
| Superfic inj | 146 |
| Opn wnd head | 123 |
| Other injury | 118 |
| Sprain | 96 |
| Otitis media | 96 |
| Fx arm | 75 |
| Asthma | 64 |
| Abdomnl pain | 60 |

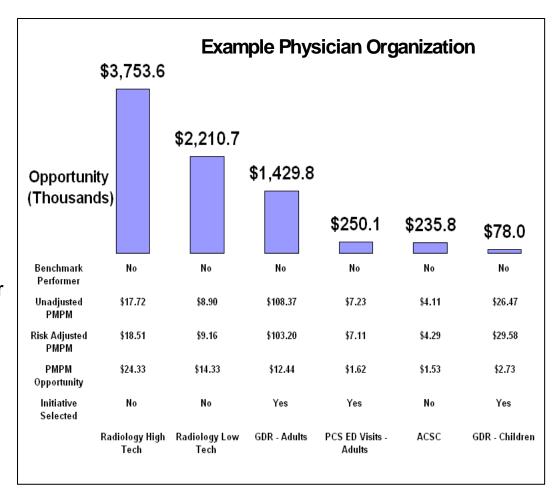
PO Percentage of ED Visits by Day of the Week

| ı | Age Category | Sun | Mon | Tue | Wed | Thurs | Fri | Sat |
|---|--------------|------|------|------|------|-------|------|------|
| | ADULT | 14.6 | 14.9 | 14.3 | 13.5 | 14.6 | 13 | 15.2 |
| | CHILD | 18.5 | 13.6 | 12.3 | 13.1 | 14.1 | 12.6 | 15.9 |

| PO | PO ICD 9 Diagnosis categories (high level rollup) | | | | | | |
|-----------|--|------|--------------|-----------------|---------------|--|--|
| | Asthma | | | | | | |
| | Gender — | | | | | | |
| | ALL | | | | | | |
| | ○ Female | | | | | | |
| | O Male | | V | iew Data | | | |
| ED Visits | | | <u>Adult</u> | <u>Children</u> | <u>Totals</u> | | |
| ١ | lumber of ED Visi | ts | 40 | 64 | 104 | | |
| Pe | ercentage of E | D vi | sits by N | IYU catego | ries | | |
| P | lon-emergent | | 0 | 0 | 0 | | |
| | imergent, Primary are treatable | / | 1.89 | 1.89 | 1.89 | | |
| | imergent, ED nee preventable | ded, | 98.11 | 98.11 | 98.11 | | |
| | imergent, ED nee not preventable | ded, | 0 | 0 | 0 | | |
| I | Injury | | 0 | 0 | 0 | | |
| N | Mental Health | | 0 | 0 | 0 | | |
| A | Alcohol | | 0 | 0 | 0 | | |
| [| Orug | | 0 | 0 | 0 | | |
| ι | Unclassified | | 0 | 0 | 0 | | |

Opportunity Analysis

- Physician Organizations receive own Opportunity Analysis file semiannually
 - Describes key metrics for each PGIP Initiative and opportunity analysis of PO-specific metric outcomes versus PGIP Total and/or Benchmark metrics





Poof! You're a PCMH! [not]







BCBSM Incremental Approach to PCMH Developed in Collaboration with PGIP Providers

PGIP PCMH Initiatives

- •Opportunity for PGIP POs to participate in **12 PCMH Initiatives** (started in 2008)
- •All PCPs and Specialists in PGIP may participate
- Over 6,000 physicians currently working on implementing PCMH capabilities
- \$ to POs via PGIP incentives

PGIP PCMH Designation Program

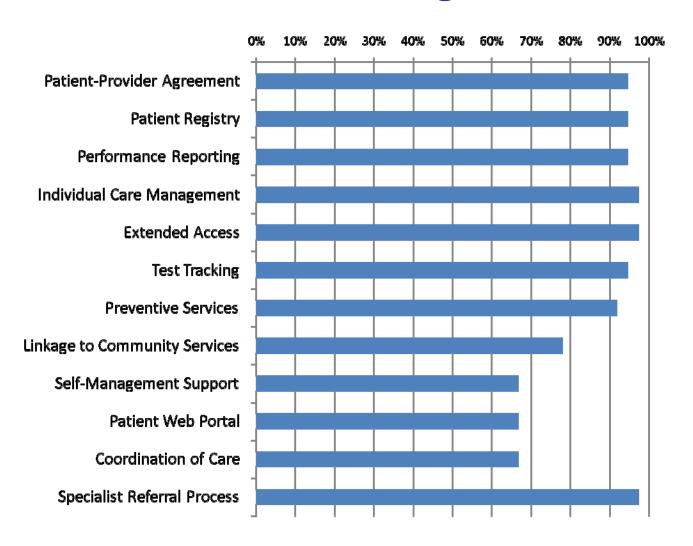
- •Opportunity for PGIP Practice Units to be PCMH Designated by BCBSM and compensated for additional time and resources required (started in July 2009)
- Only PCPs are eligible
- \$ to Practices via increased E&M fees

Office visits → 99201 – 99215 Preventive → 99381 – 99397

POs working on **initiatives**with their practices
leads to Practice **designation**.



Percent of PGIP POs Participating in "Infrastructure Building" PCMH Initiatives





Each PCMH Initiative has "Capabilities" to be Implemented

4.0 Individual Care Management

41

Practice Unit leaders and staff have been trained/educated and have comprehensive knowledge of the Patient Centered-Medical Home model, the Chronic Care model, and practice transformation concepts

4.2

Practice Unit has ability to deliver coordinated care management services with an integrated team of multi-disciplinary providers and a systematic approach is in place to deliver comprehensive care that addresses patients' full range of health care needs

4.3

Systematic approach is in place to ensure that evidence-based care guidelines are established and in use at the point of care by all team members of the Practice Unit

4.4

At least one chronic condition has been identified for initial focus, and practice has assembled and is monitoring all key clinical data, clinical outcomes measures, process measures, and patient satisfaction/office efficiency measures

4.5

Development of written action plan and self-management goal-setting is systematically offered to all patients with the chronic condition selected for initial focus, with patient-friendly documentation provided to the patient

4.6

A systematic approach is in place for appointment tracking and generation of reminders for all patients with the chronic condition selected for initial focus

4.7

A systematic approach is in place to ensure that follow-up for needed services is provided for all patients with the chronic condition selected for initial focus

4.8

Planned visits are offered to all patients with the chronic condition selected for initial focus

4.9

Group visit option is available for all patients in the practice unit with the chronic condition selected for initial focus (as appropriate for the patient)

4.10

Medication review and management is provided at every visit for all patients with chronic

- •Over 120 capabilities in total
- •POs self-report implementation of capabilities at practice unit level (no required sequence)
- •BCBSM uses self-reported data to pay incentives (validated via site visits selected by random sampling)
- •Once all a PO's practice units have implemented all capabilities in an initiative, no further incentives earned for that initiative.

40+ Pages of PCMH Interpretive Guidelines



BCBSM Physician Group Incentive Program

Patient-Centered Medical Home Domains of Function

Interpretive Guidelines

September 2010





"Nurse, get on the internet, go to SURGERY.COM, scroll down and click on the 'Are you totally lost?" icon."

5.0 Extended Access

5.1

Patients have 24-hour access to a clinical decision-maker by phone, and clinical decision-maker has a feedback loop within 24 hours or next business day to the patient's PCMH

Guidelines:

- Clinical decision-maker must be an M.D., D.O., P.A., or N.P. If not M.D. or D.O., clinical-decision maker must have ability to contact supervising M.D. or D.O. on an immediate basis if needed
 - Clinical decision-maker may be, but is not required to be, the patient's primary care provider
- Clinical decision-maker has the ability to direct the patient regarding self-care or to an appropriate level of care.
- Clinical decision-maker communicates all clinically relevant information via phone conversation directly to patient's primary physician, by email, by automated notification in an EMR system, or by faxing directly to primary physician regarding the interaction within 24 hours (or next business day) of the interaction
- Clinical decision-maker responds to patient inquiry in a timely manner (generally 15-30 minutes, and no later than 60 minutes after initial patient inquiry)

5.2

24-hour patient access to clinical decision-maker (as defined in 5.1) is enhanced by enabling clinical decision-maker to access and update patient's EMR or registry info during the phone call

Guidelines

- Clinical decision-maker should routinely have access to patient's EMR or registry information for all calls
 - Occasional technical problems, such as failure of internet service in rural areas, may occur and would not constitute failure to meet the requirements of 5.2 as long as access to the EMR or registry is typically and routinely available

5.3

Provider has made arrangements for patients to have access to non-ED after-hours provider for urgent care needs during at least 8 after-hours per week and, if different from the PCP office, after-hours provider has a feedback loop within 24 hours or next business day to the patient's PCMH

Guidelines:



PCMH Designation Program

- 1. Physician offices nominated by their PGIP PO
- 2. Scores calculated based on:
 - PCMH capabilities in place (50%)
 - Self-reported data validated through site visits
 - Performance on quality/use/efficiency measures (adult and pediatric) (50%)
 - Quality: Evidence Based Care and Preventive measures
 - Use: ED use for primary care treatable conditions and high-tech and low-tech radiology rates
 - Efficiency: Generic Dispensing Rate and trend
- Highest ranked practices are designated
 - Program expands each year

Practice Units that achieve PCMH Designation continue to participate in PCMH Initiatives and are expected to demonstrate ongoing progress towards fully implementing PCMH domains of function

2011 PCMH Designation Nominations

| | 2009 | 2010 | 2011 |
|----------------------------|------|-------|------|
| #PGIP Practice Units* | 2738 | 3173 | 4192 |
| #Eligible Practice Units** | 2202 | 2561 | 2468 |
| #Nominated Practice Units | 670 | 738 | 975 |
| | +10 | 1% +0 | 12% |

2009: 80% of PUs were eligible; 30% of eligible PUs were nominated

2010: 68% of PUs were eligible; 36% of eligible PUs were nominated

2011: 59% of PUs are eligible; 40% of eligible PUs are nominated

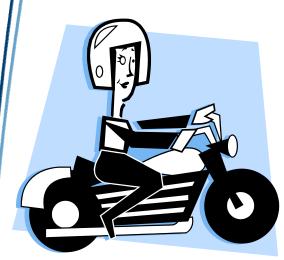
^{**}For this analysis, "Eligibility" is defined as practices with as least one physician functioning as a PCP





^{*}excludes Physician Resource Management practice units

400 Validation Site Visits For 2011 PCMH Designation

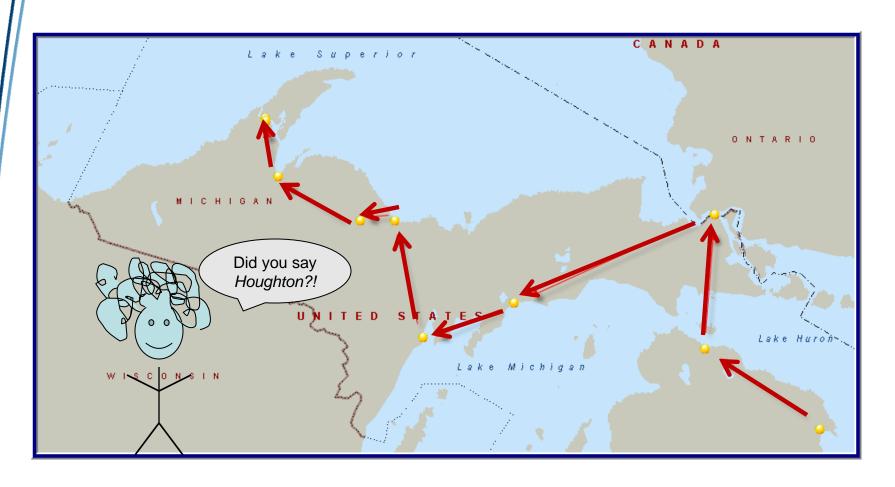


POs are accountable for accurate reporting of practice unit progress





Visits are Educational ~ not "Audits"





Why Don't We Just Use the NCQA Program?

- PGIP PCMH developed at the same time as NCQA, in collaboration with our PGIP partners
- Latest validation results demonstrate greater than 90 percent adherence to our interpretive guidelines
- We are able to assess and validate the association between the presence of specific practice capabilities and related performance measures, such as between after-hours access and ER visits
- High degree of satisfaction with site visits and support materials provided by the health plan and PO's



Indicate your level of agreement with the following statements.

| | Strongly Disagree | Somewhat Disagree | Neutral | Somewhat Agree | Strongly Agree | Rating Average | Response Count |
|--|----------------------|----------------------|----------|-------------------|-------------------|-------------------|-------------------|
| Overall, I was satisfied with the site visit. | 3.8% (5) | 0.8% (1) | 0.8% (1) | 9.1% (12) | 85.6% (113) | 4.72 | 132 |
| The PGIP field representative explained the purpose of the visit. | 3.8% (5) | 0.0% (0) | 0.8% (1) | 3.0% (4) | 92.4% (122) | 4.80 | 132 |
| The PGIP field representative presented/discussed the information clearly and effectively. | 3.8% (5) | 0.0% (0) | 0.8% (1) | 6.1% (8) | 89.4% (118) | 4.77 | 132 |
| The site visit was educational and increased my knowledge of PCMH and PGIP. | 3.8% (5) | 0.0% (0) | 3.0% (4) | 9.1% (12) | 84.1% (111) | 4.70 | 132 |
| The PCMH material provided by my physician organization has had a positive impact on my understanding of PCMH. | 3.8% (5) | 2.3% (3) | 3.0% (4) | 9.8% (13) | 81.1% (107) | 4.62 | 132 |



answered question

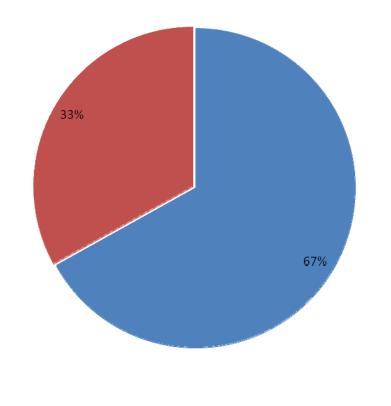
How many times during the year has your physician organization met with your practice to work on the PCMH program?

| | | ponse ount |
|------------|-------------------|---------------|
| 1 - 3 | 20.5% | 27 |
| 4 - 6 | 34.1% | 45 |
| 7 - 9 | 13.6% | 18 |
| 10 or more | 31.8% | 42 |
| | answered question | 132 |

- Survey results show practices receive significant support from both the health plan and the physician organizations. Other processes, such as NCQA, lack programmatic support.
- Over 30 percent of practices were visited "10 or more times" by the physician organization to promote the transformation



2010: 1,777 Designated PCPs*



■ Non-Designated PCPs

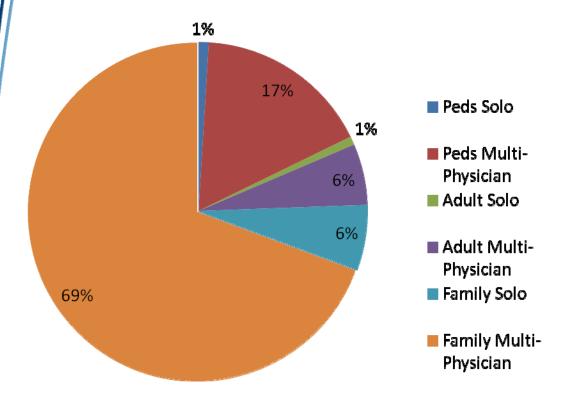
| Designated as compared to All PGIP | Designated | Non Designated |
|---|------------|-------------------|
| AVG number PCPs/ Practice Unit | 3.66 | 2.24 |
| AVG number members/ Practice Unit | 1,220 | 717 |

*505 practices designated

■ Designated PCPs



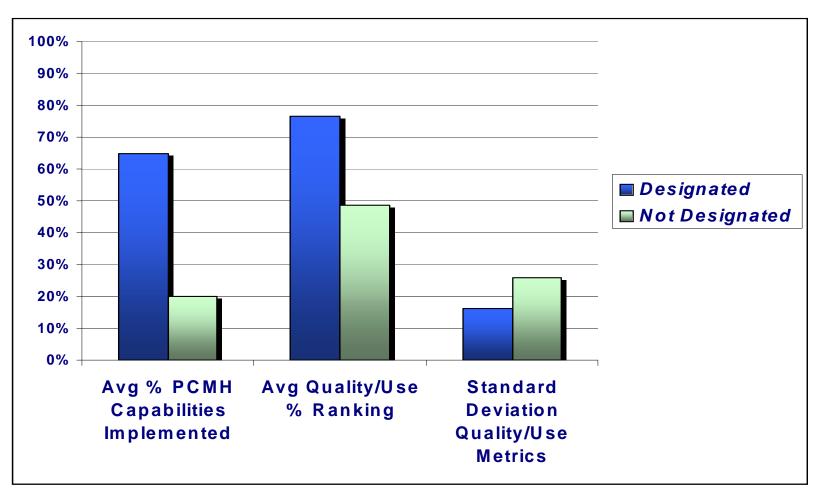
Majority of Designated PCPs are in Family Multi-Physician Practices



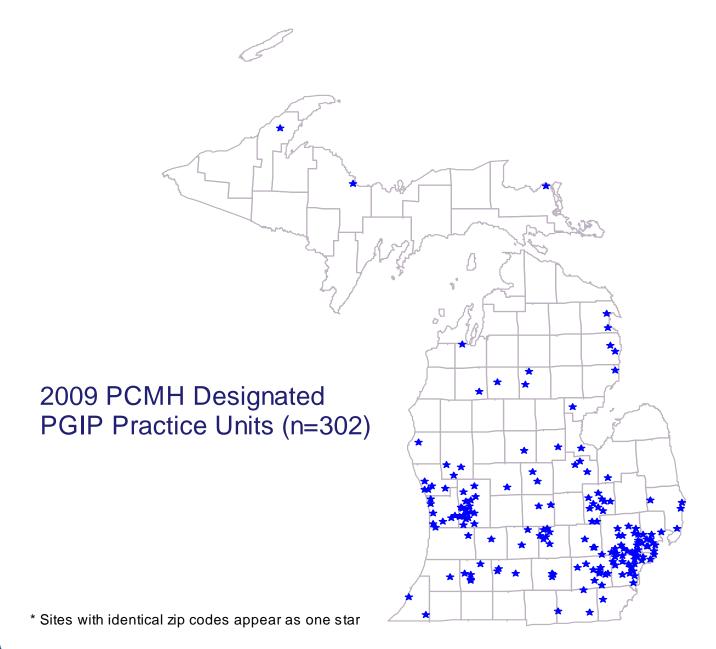
| | Within PGIP |
|----------------------------|-------------|
| Peds Solo | 3% |
| Peds Multi- Physician | 12% |
| Adult Solo | 4% |
| Adult Multi- | |
| Physician | 5% |
| Family Solo | 18% |
| Family Multi- Physician | 57% |

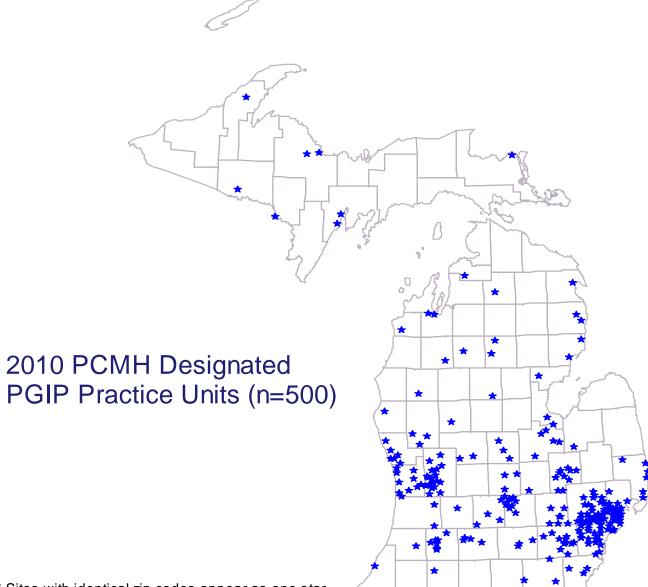


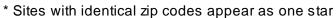
Goal: Strong PCMH Functionality and Quality/Use Performance in Designated Population



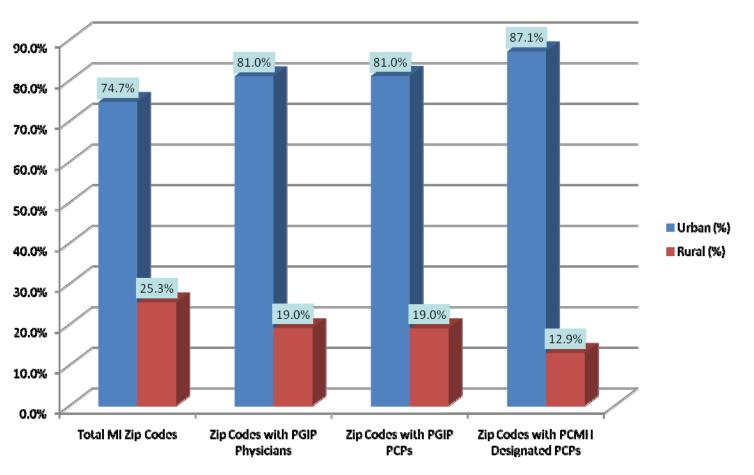








13% of PCMH Designated Physicians are in Rural Areas



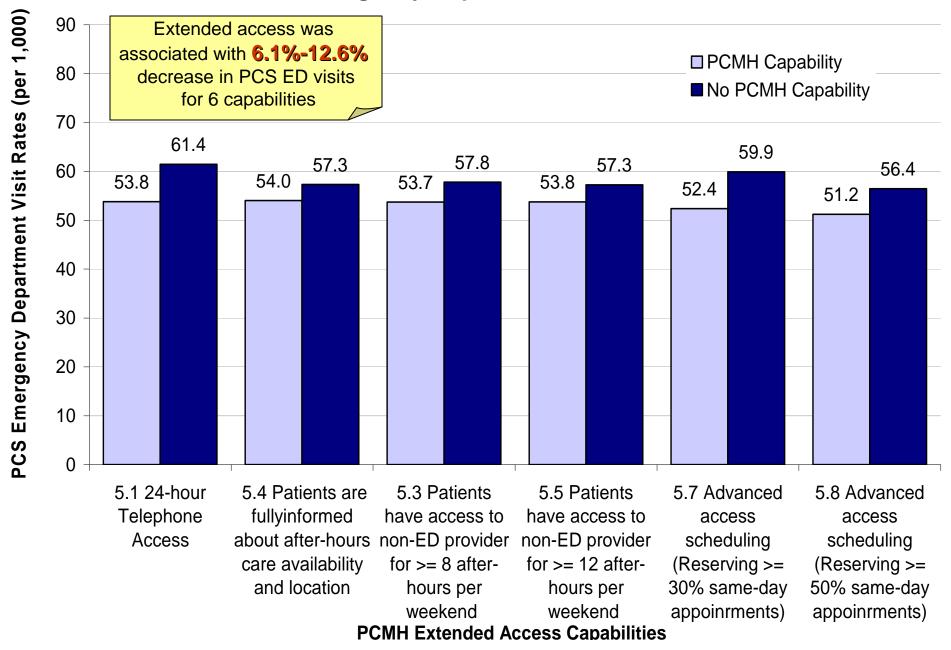


Performance of 2010 PCMH Designated Practices Compared to PGIP Primary Care Non-Designated Practices - Adults

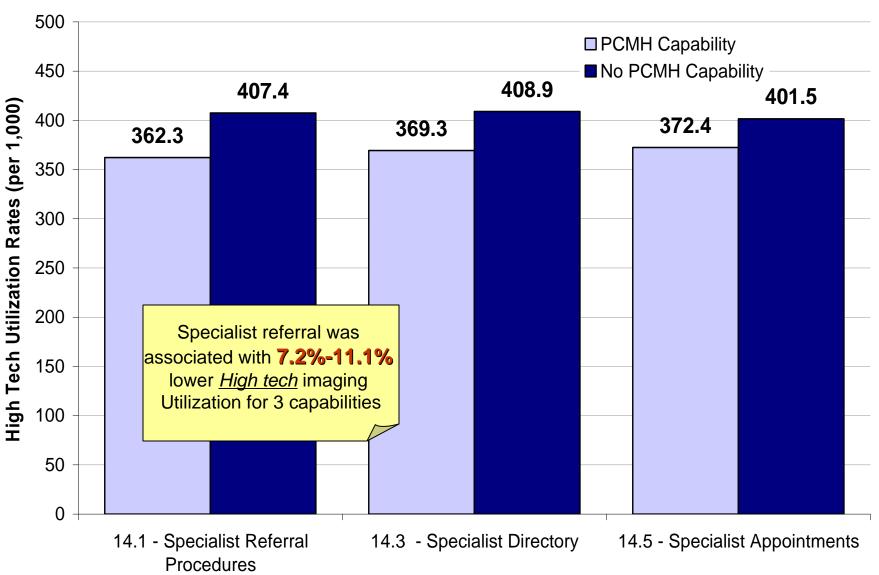
| Metric | 2010 PCMH Designees Compared to PGIP non-PCMH Practices | | | | |
|--|---|-----------------|--|--|--|
| | Jan Dec. 2009 | JanJune 2010 | | | |
| Adults (18-64) | | | | | |
| Emergency department visits (per 1,000) | -2.3% | -2.8% | | | |
| Primary care sensitive emergency department visits (per 1,000) | -1.2% | 0.8% | | | |
| Ambulatory care sensitive inpatient discharges (per 1,000) | -14.6% | -25.5% | | | |
| High tech radiology services (per 1,000) | -10.3% | -7.4% | | | |
| High tech radiology standard cost PMPM | -6.8% | -4.3% | | | |
| Low tech radiology services (per 1,000) | -7.4% | -8.4% | | | |
| Low tech radiology standard cost PMPM | -7.9% | -8.8% | | | |
| Generic dispensing rate | 4.8% | 4.2% | | | |
| Outpatient standard cost PMPM | 0.7% | -1.1% | | | |



The Impact of Extended Access on Primary Care Sensitive (PCS) Emergency Department Visits, 2009

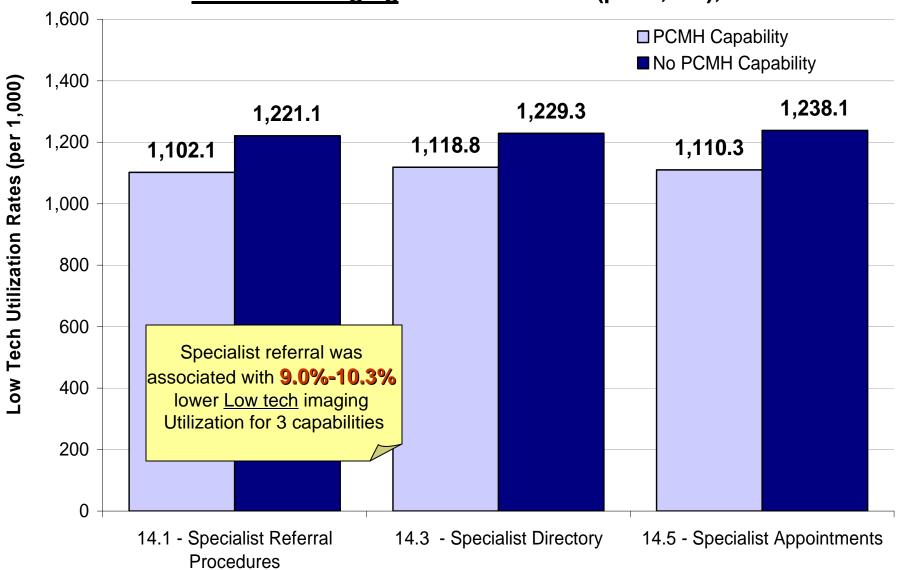


The Impact of <u>Specialist Referral</u> Capabilities on <u>High Tech Imaging</u> Utilization Rates (per 1,000), 2009



PCMH Specialist Referral Capabilities

The Impact of <u>Specialist Referral</u> Capabilities on <u>Low Tech Imaging</u> Utilization Rates (per 1,000), 2009

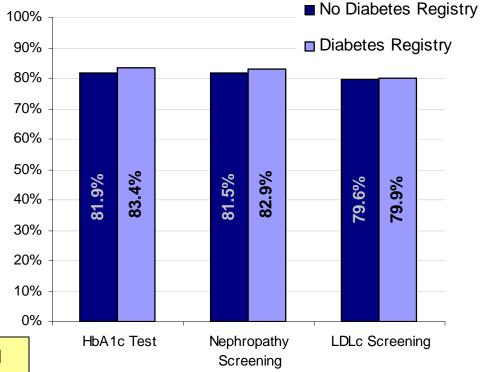


PCMH Specialist Referral Capabilities

Effectiveness of Registry in improving diabetes-related quality of care metrics

Among 68,250 Diabetic Members with a care relationship with a PCP participating in PGIP in 2009

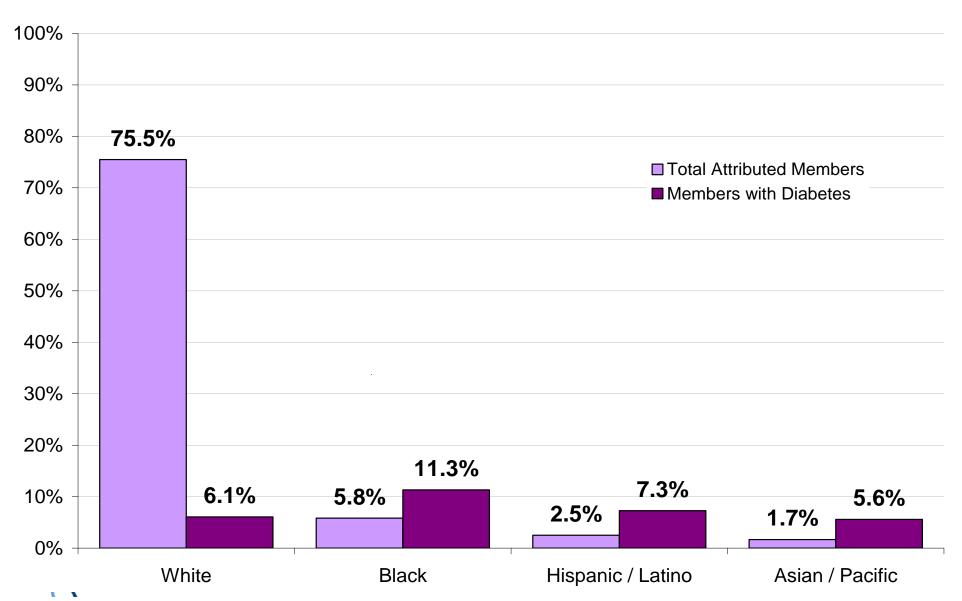
| Quality Indicator | No Registry | Registry | Diff |
|--------------------------|----------------|----------|------|
| HbA1c Test | 81.9% | 83.4% | 1.8% |
| Nephropathy Screening | 81.5% | 82.9% | 1.7% |
| LDLc Screening | 79.6% | 79.9% | 0.4% |



Registries were associated with **0.4%-1-8%** higher quality of care for all 3 diabetes-related Indicators



Percent of Members (0-64) with a Care Relationship with a PGIP PCP and Prevalence of Diabetes by Race / Etnicity, 2009



Effectiveness of Registries in improving quality of care metrics, by Race/Ethnicity

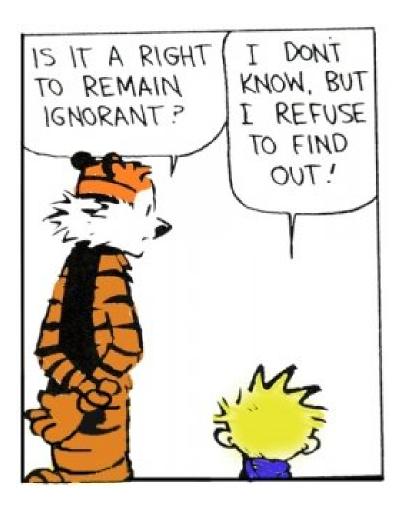
Among 68,250 Diabetic Members with a care relationship with a PCP participating in PGIP in 2009

| Race / Ethnicity | HbA1c Testing | | | Nephropathy Screening | | LDLc Testing | | | |
|-----------------------------|----------------------------|----------------------|------|----------------------------|----------------------|--------------|----------------------------|----------------------|------|
| | No Diabetes Registry | Diabetes Registry | Diff | No Diabetes Registry | Diabetes Registry | Diff | No Diabetes Registry | Diabetes Registry | Diff |
| White | 81.5% | 84.0% | 2.5% | 78.9% | 78.0% | 1.0% | 79.5% | 80.7% | 1.2% |
| Black | 75.8% | 80.6% | 4.8% | 79.9% | 83.2% | 3.3% | 77.9% | 75.4% | 2.5% |
| Hispanic / Latino | 76.7% | 81.6% | 4.9% | 82.3% | 83.3% | 1.0% | 76.9% | 78.1% | 1.2% |
| Asian / Pacific Islander | 82.9% | 85.7% | 2.8% | 87.0% | 91.4% | 4.5% | 85.7% | 84.0% | 1.7% |
| Unclassified | 79.7% | 81.8% | 2.1% | 81.6% | 84.0% | 2.4% | 79.5% | 79.2% | 0.3% |
| Total Races | 80.6% | 83.4% | 2.8% | 79.4% | 80.7% | 1.3% | 79.3% | 80.0% | 0.6% |

Registries were associated with **0.3%-4.9%**higher quality of care for all 3 diabetes-related indicators across all race/ethnicity categories with a greater increase for Black and Hispanic members



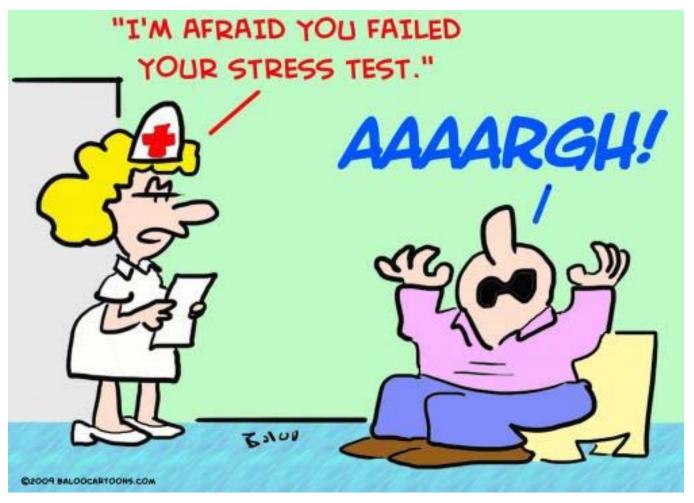
Lessons Learned







Don't be afraid of failure



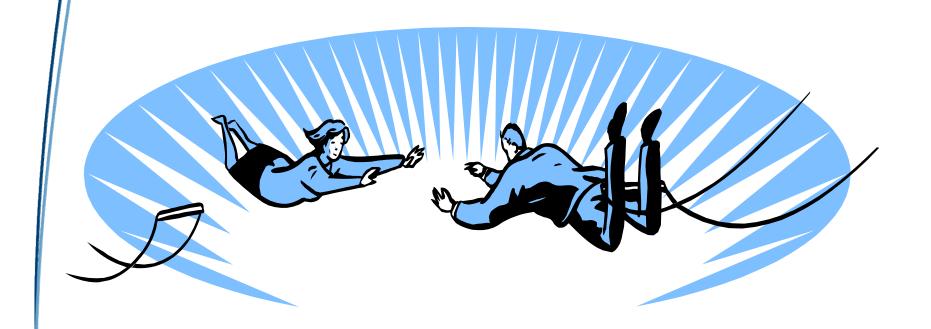


Top 3 Mistakes

- Too much transparency too soon can cause much anxiety ~ should not have sent out preliminary PCMH designation results prior to site visits (year 1)
- 2. Be prepared to revisit your most elegant solutions ~"T codes" for non-physician care management were not widely adopted due to patient liability, inability for POs to bill, and administrative complexity since only BCBSM (and BCN) reimburse
- 3. Don't forget about potato/potahto ~ developed Interpretive Guidelines mid-way through first year site visits

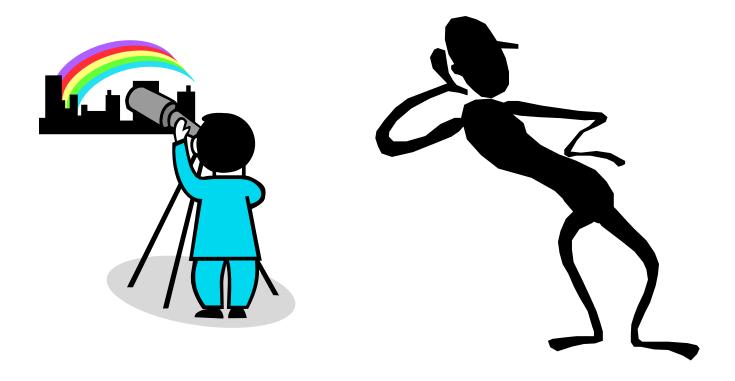


Trust and Collaboration are Key





Maintain long-term vision but also listen and adjust





No ruby slippers





One Size Does NOT Fit All





Random Humor Helps



"Your husband's doing well, but we're going to need to keep him overnight because he's funny and I'm lonely."



Remember what it's all about



Patient, Centered Care





Appendix

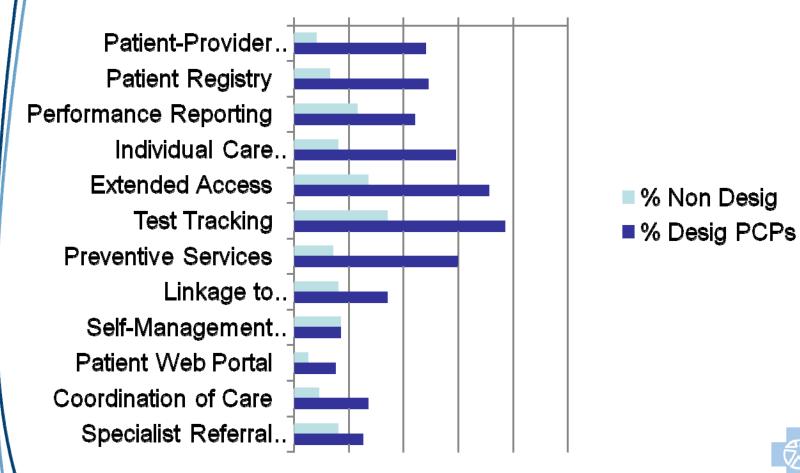
Percent of PCMH Designation-Eligible PCPs with PCMH Capabilities in Place, by Domain

2010 Designated vs. Non-Designated PCPs



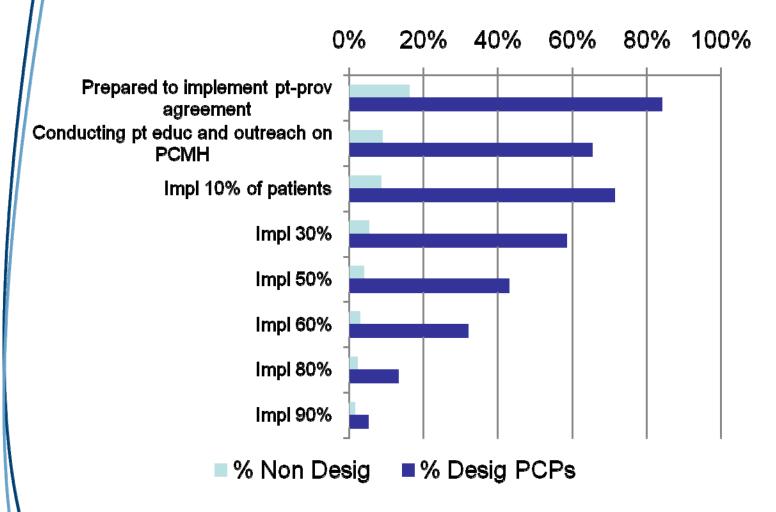
PGIP PCMH Infrastructure in 2010: Average Percent of PCMH Capabilities in Place Designated vs. Non-Designated Practices

0% 20% 40% 60% 80% 100%



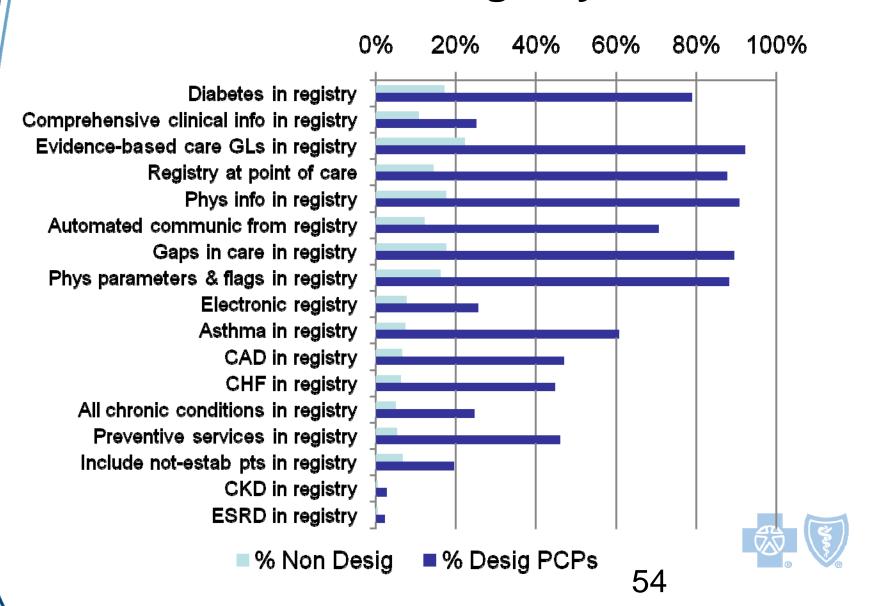


Patient-Provider Partnership

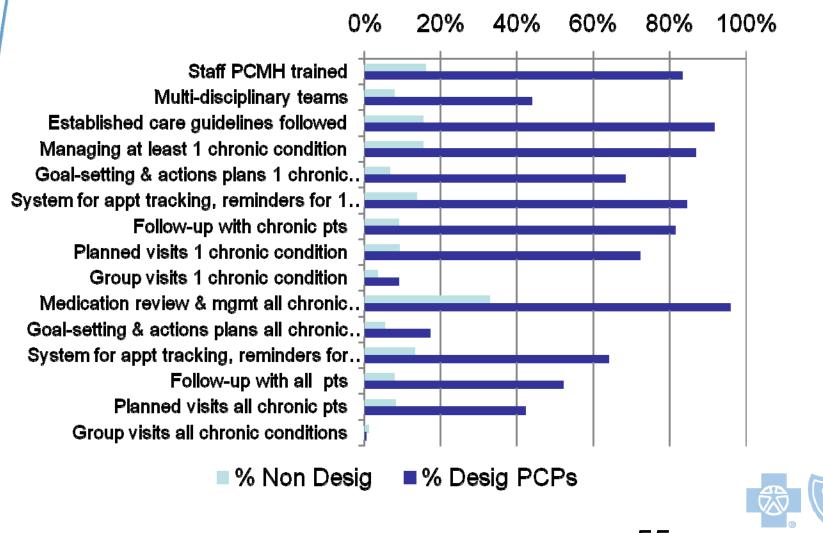




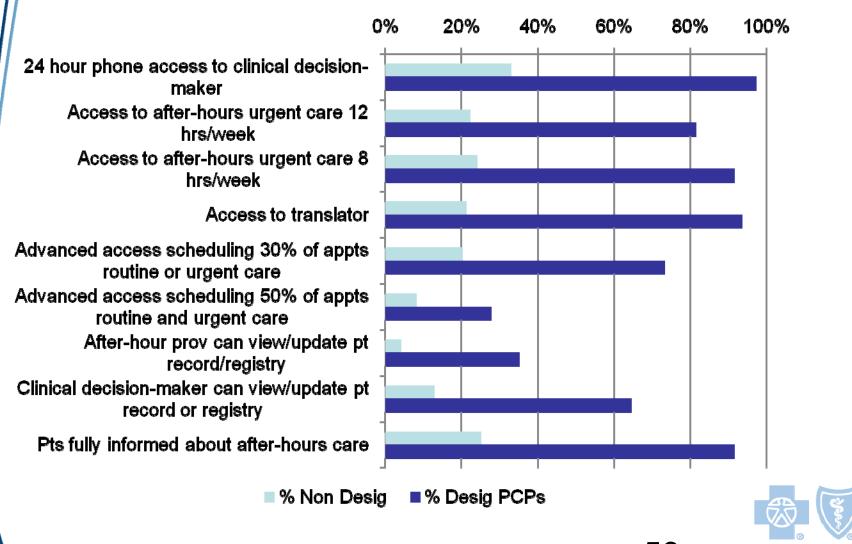
Patient Registry



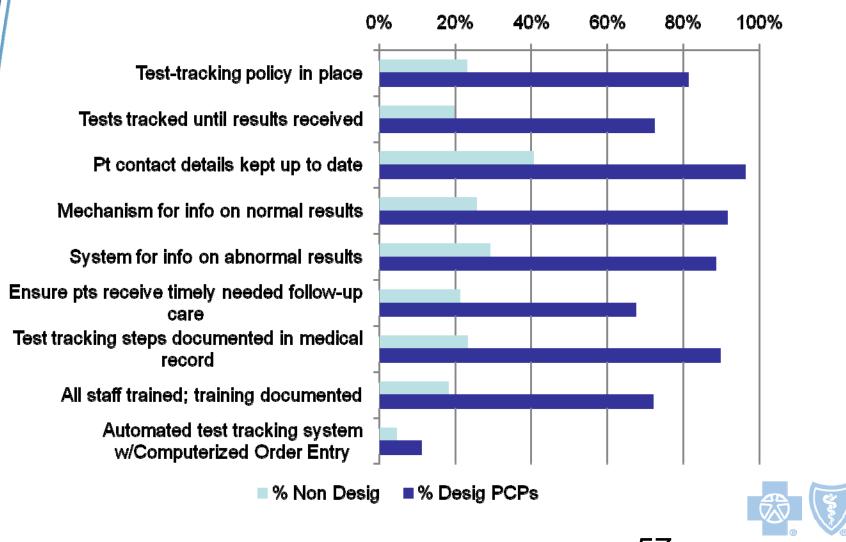
Individual Care Management



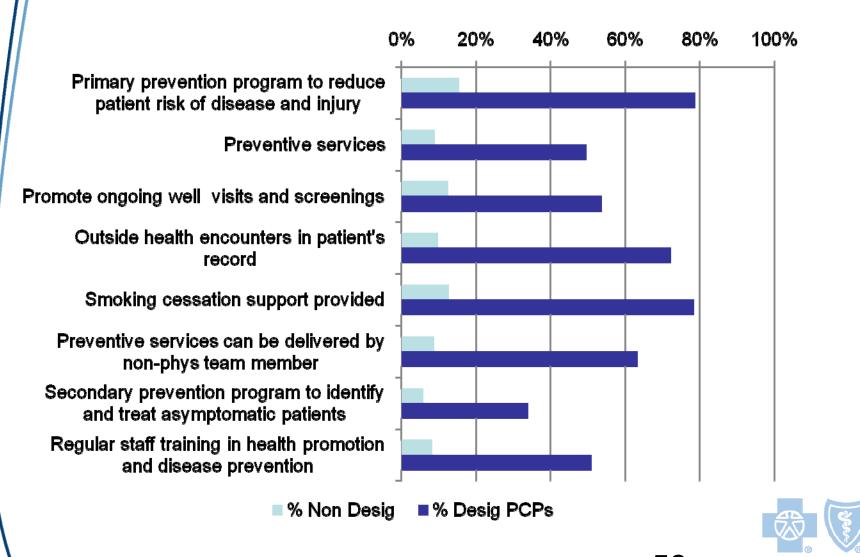
Extended Access



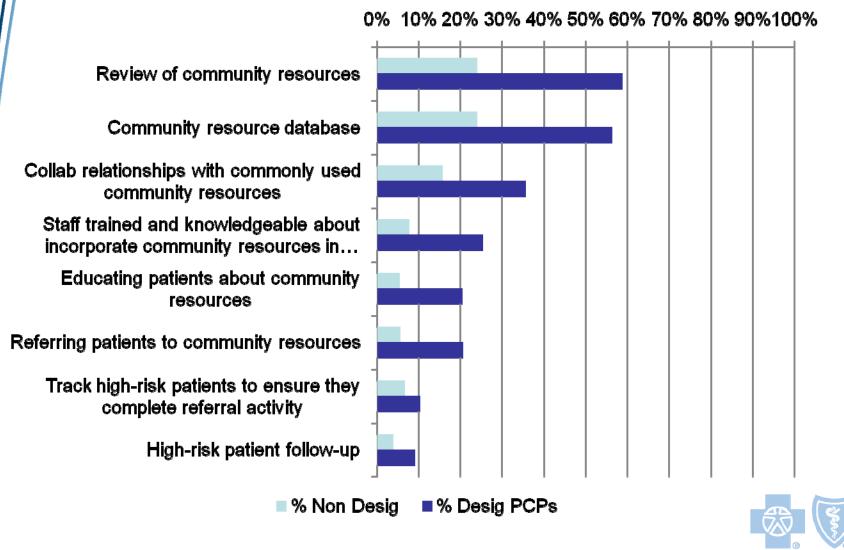
Test Tracking & Follow-up



Preventive Services

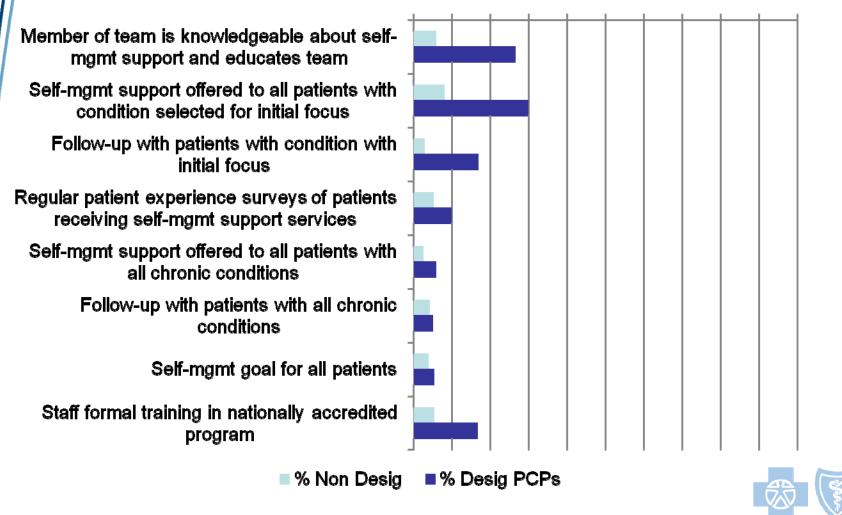


Linkage to Community Services



Self-Management Support

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

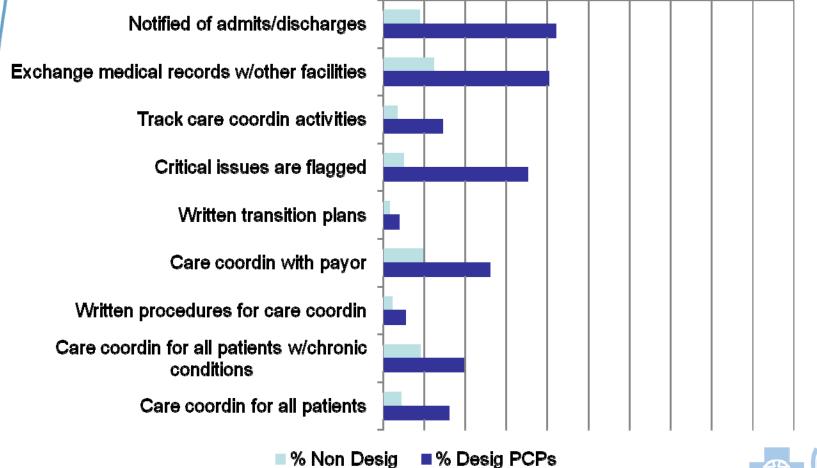


Patient Web Portal

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100% Vendor options evaluated Liability and safety issues addressed Patients can request and schedule appts. Patients can log/graph self-admin test... Providers alerted about health issues from... E-visits available Appt reminders, health educ info sent via pt.. Patients can create personal health records... Patients can view test results on patient portal Patients can request Rx renewals on patient. Patients can log/graph self-admin test... Patients can view own registry and EMR info ■ % Non Desig ■ % Desig PCPs

Care Coordination

0% 10% 20% 30% 40% 50% 60% 70% 80% 90%100%



Specialist Referral Process

0% 10% 20% 30% 40% 50% 60% 70% 80% 90%100%

