

Coaching for Clinical Change



Cleveland

Better Health Greater Cleveland (Better Health) began offering primary care practices free on-site technical assistance to improve the quality of care and care delivery in 2009.

The coaches are focusing their efforts on improving clinical outcomes, care coordination, patient experience, and optimizing electronic health record (EHR) use. In addition, the coaches work with the practices to achieve certification and National Committee for Quality Assurance (NCQA) patient-centered medical home status.

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Lessons Learned

- It is best to assess the needs of practices before beginning a coaching program to ensure the abilities of coaches match the needs of practices.
- Every coaching project should have a specific goal and metrics to assess the outcome.
- Coaching programs help better understand practices' needs and accomplishments, and can better share those accomplishments, to accelerate quality

following topics: implementing the Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey; depression screening; culture change; MOC IV certification; patient experience; implementing patient self-management programs; patient-centered medical home transitions; team-based care; workflow redesign and EHR assistance.

Each coaching project is tailored to the individual medical practice and executed with measurable goals and outcomes. The practice coaching program has been a great incentive to increase regional collaboration and a benefit to Better Health members, from Cleveland Clinic to the Federally Qualified Health Centers. Another benefit of the coaching program is that coaches better understand practices' needs and accomplishments, and can better share those accomplishments, to accelerate quality.

The program also supports the alliance's goals for quality improvement and payment reform in support of the patient-centered medical home model. Requests to participate have been growing. Better Health is continuing to expand this program and create additional capacity through partnerships and collaboration.

For NCQA applications, all Better Health partners use the same conditions (diabetes, hypertension, heart failure) and EHR-related methods. This makes it easier for them both to improve their systems and make the application.

In 2011, 10 Cleveland Clinic sites got Level 3 (highest) recognition; MetroHealth recently received Level 3 recognition for 13 sites.

All of these partner sites collectively represent almost all of the recognized sites in Northeast Ohio, and more are in the pipeline.

To date, Better Health has coached 36 projects on the

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