All of Health Policy Implementation is …

• Local
  • Barbara B Tobias, MD
  • Robert and Myfanwy Smith Professor
  • UC Dept of Family and Community Medicine
  • Medical Director Health Collaborative
Our Regional Health Transformation

- Aligning Forces for Quality 3.0-4.0
- Beacon Collaborative
- Bethesda Inc
- Comprehensive Primary Care Initiative
HC Pilots
Sept ‘09-Sept ‘11

Health Plans’ Commitment:

- Humana, Anthem, and UnitedHealthcare committed to provide Per Member/Per Month Care Management fee for up to 10,000 covered lives each (totaling 30,000)
  - Fees negotiated on a practice by practice basis (ranging between $2-$6 PMPM)
  - Actual covered lives ended up totaling ~18,000 due to market share and lack of participation by some ASOs
Cincinnati Medical Home Initiatives
Sept ‘09-Sept ‘11

- Application Process
  - 22 applications submitted in April 2009
  - Scored based on readiness for change, transformation, commitment, and enthusiasm
    - 11 teams selected as Pilots
    - 9 teams later selected as Co-Pilots
Cincinnati Medical Home Initiatives
Sept ‘09-Sept ‘11

- **Pilots (11 practices)**
  - Virtual facilitation of project
  - NCQA application support
  - 6 Learning Sessions
  - PMPM funded

- **Co-Pilots (9 practices)**
  - 6 mos. of in-practice coaching by local OD expert
  - NCQA application support
  - 6 Learning Sessions
  - 3 teams were PMPM funded
Comparing PCMH Pilot/Co-Pilot D4 Scores to Rest of Community

Percentage of Patients Meeting Composite D4

D4: A1c, BP, LDL, Non-Smoker (IVD status not collected in 2009, so unable to calculate ASA component across years)
Beacon Grant Initiatives (May 2011- March 2013):

- **PCMH Cohort III**
  - 18 practices-began May 2011
  - Monthly data collection-quality metrics & process measures
  - **Onsite** practice coaches-QI, NCQA, & culture change
  - 6 Learning Sessions
  - Monthly Action Period Calls

- **QID5**
  - 6 teams-began Sept. 2011
  - PCMH certified-focus on QI tools and techniques to improve their D5 scores
  - Monthly data collection and **onsite** coaching
  - 4 Learning Sessions
  - Monthly Action Period Calls
Dynamic website designed to help consumers compare & learn about healthcare professionals that will meet their needs.
<table>
<thead>
<tr>
<th>Practice Name</th>
<th>Providers</th>
<th>Score</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>TriHealth Physician Partners, Queen City Physicians - Western Hills Internal Medicine</td>
<td>Marc Alexander, Theresa Aurand (4)</td>
<td>34%</td>
<td>Show scores from each goal</td>
</tr>
<tr>
<td>St. Elizabeth Physicians Williamstown</td>
<td>Brennen C. Burke, William F. Threlkeld</td>
<td>33%</td>
<td>Show scores from each goal</td>
</tr>
<tr>
<td>UC Health Primary Care (West Chester, University Court, Suite 1400)</td>
<td>Srilakshmi S. Murthy, Manoj Kumar Singh</td>
<td>33%</td>
<td>Show scores from each goal</td>
</tr>
<tr>
<td>St. Elizabeth Physicians Union Mt. Zion</td>
<td>Robert M. Fitz, Corey Gallus (1)</td>
<td>33%</td>
<td>Show scores from each goal</td>
</tr>
<tr>
<td>TriHealth Physician Partners, Queen City Physicians - Western Ridge Internal Medicine</td>
<td>Richard Dammel, Ronald Call (3)</td>
<td>33%</td>
<td>Show scores from each goal</td>
</tr>
</tbody>
</table>
Number of Physicians Reporting Diabetes

<table>
<thead>
<tr>
<th>Year of Public Report</th>
<th># of Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009 (Private Pilot)</td>
<td>83</td>
</tr>
<tr>
<td>2010</td>
<td>340</td>
</tr>
<tr>
<td>2011</td>
<td>443</td>
</tr>
<tr>
<td>2012</td>
<td>478</td>
</tr>
<tr>
<td>2013</td>
<td>593</td>
</tr>
</tbody>
</table>
Public Reporting D4 Rates 2009 - 2011

For clinics reporting in both 2009 and 2011:

\[ p = 0.05 \text{ for D5} \]
PCMH Lessons Learned

- Multipayer engagement and payer alignment is critical – CPC is a game changer
- Practice change is hard - requires physician engagement
- NCQA recognition is necessary but not sufficient
- Care management essential
- Sustainable change requires a cultural shift that must include consumers
Enthusiasm Curve of Change

Level of enthusiasm for project by practice, providers, & staff

Starting Level

Project Initiation  Duration of Project  Project Conclusion

Romance Phase-
“This will be a great experience”

Mid-Project-
“Who talked us into this? This is hard work!”

End Point Enthusiasm-
“We did it! This is a much better way to practice”
Changing who you are

Changing what you do

Team Based
Prospective Care
Culture Change

Process & Structure Change
Quality Improvement
NCQA

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