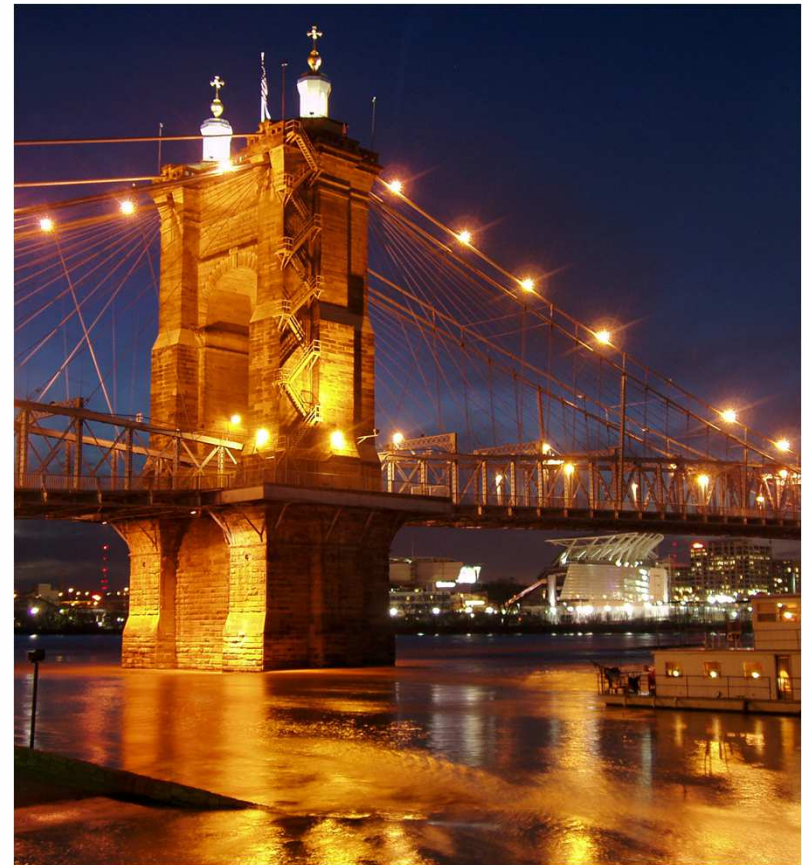


ALL OF HEALTH POLICY *IMPLEMENTATION IS ...*

• 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

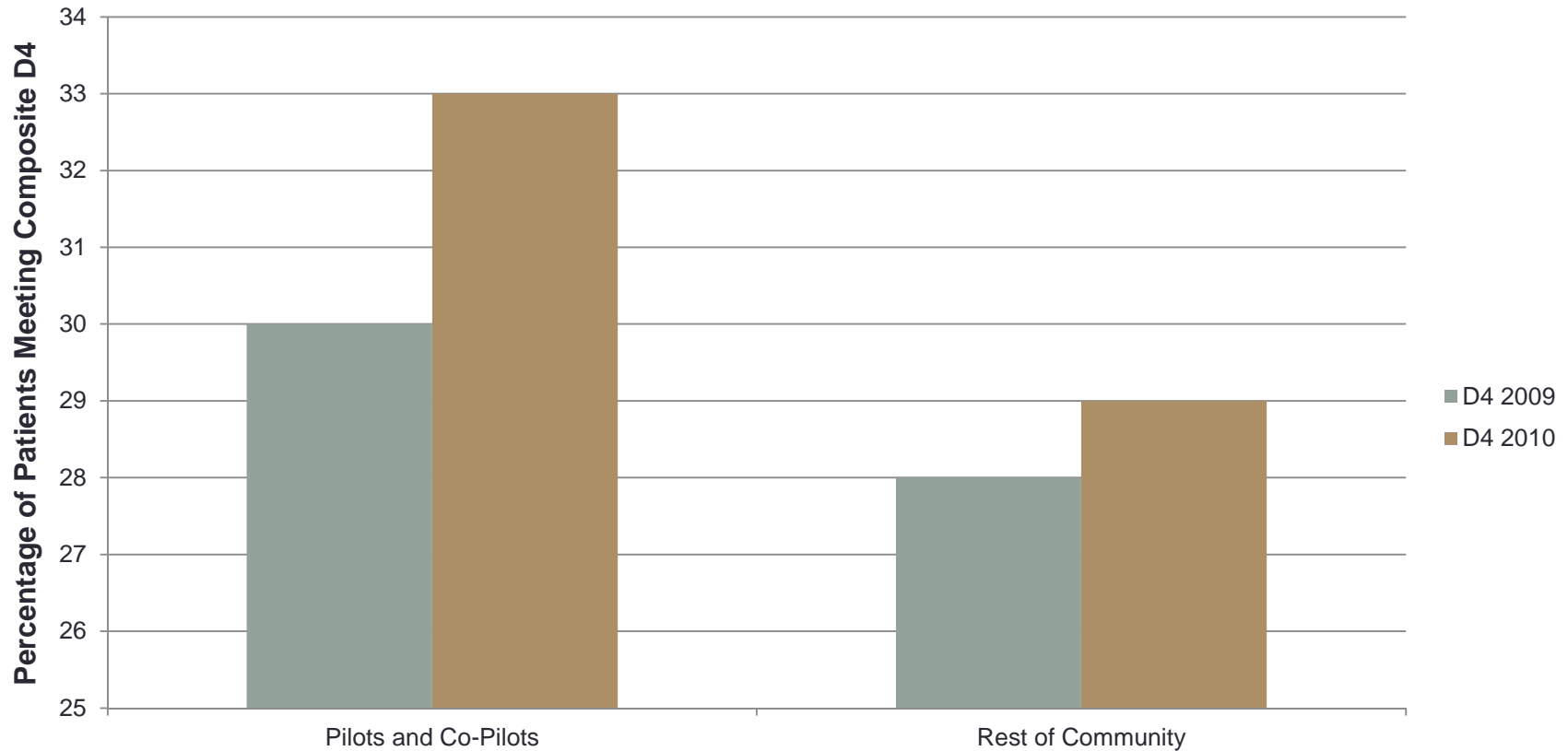
- **Pilots (11 practices)**

- 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



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):

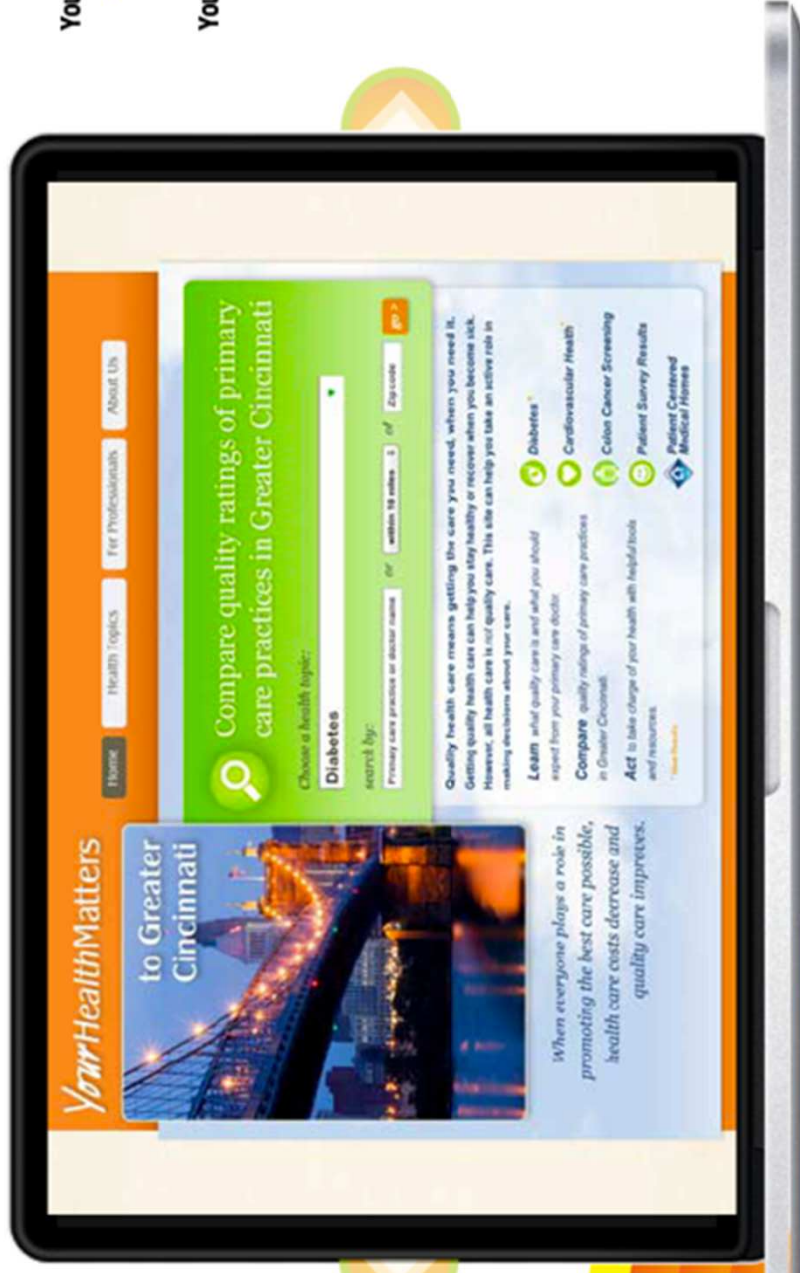
- **PCMH Cohort III**

- 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

KNOWLEDGE is Power



Your Health Matters
Website

Your Health Matters
Portal

Dynamic website designed to help consumers compare & learn about healthcare professionals that will meet their needs.

YourHealthMatters




... To You ... To Your Family ... To Your Doctor ... To Greater Cincinnati
YourHealthMatters is sponsored by the Health Collaborative, a local non-profit organization dedicated to improving the quality of care that patients receive.

 **Health Collaborative**

where collaboration creates transformation

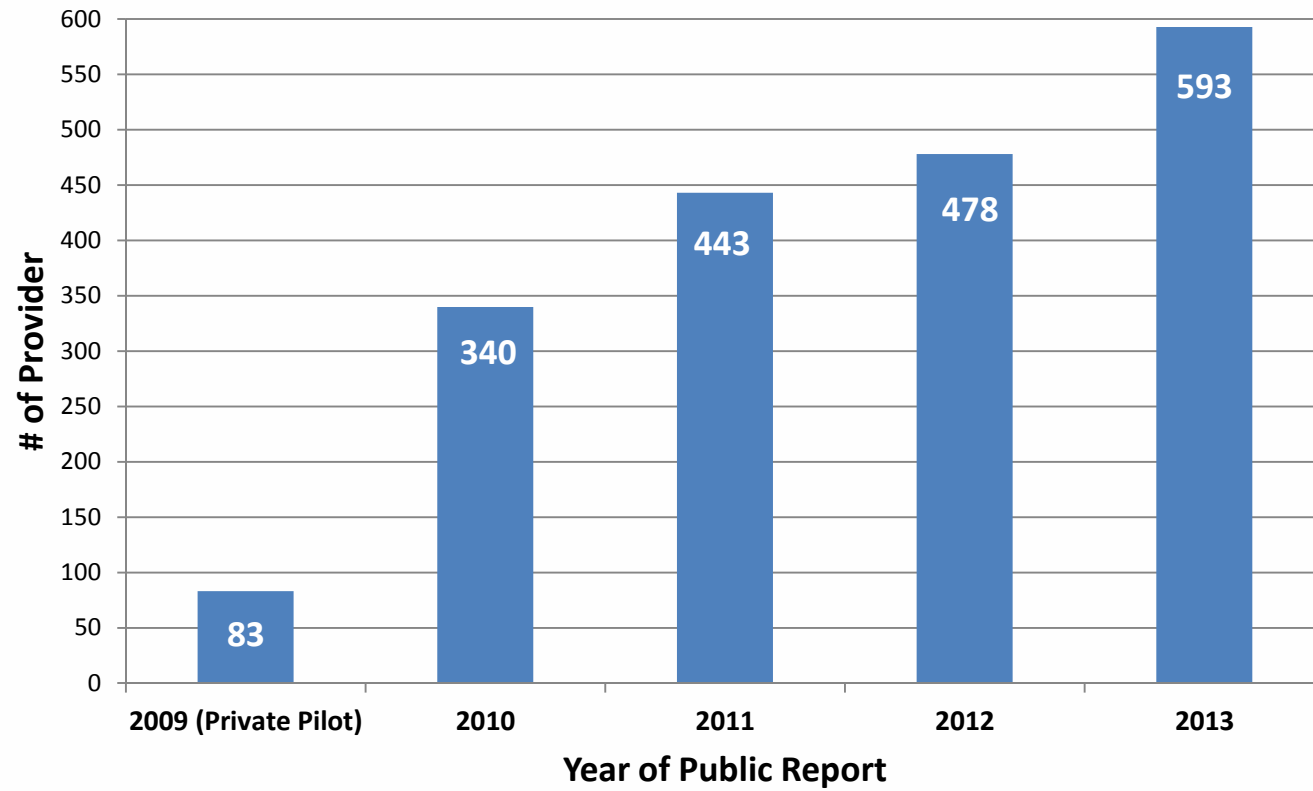
YourHealthMatters

Diabetes

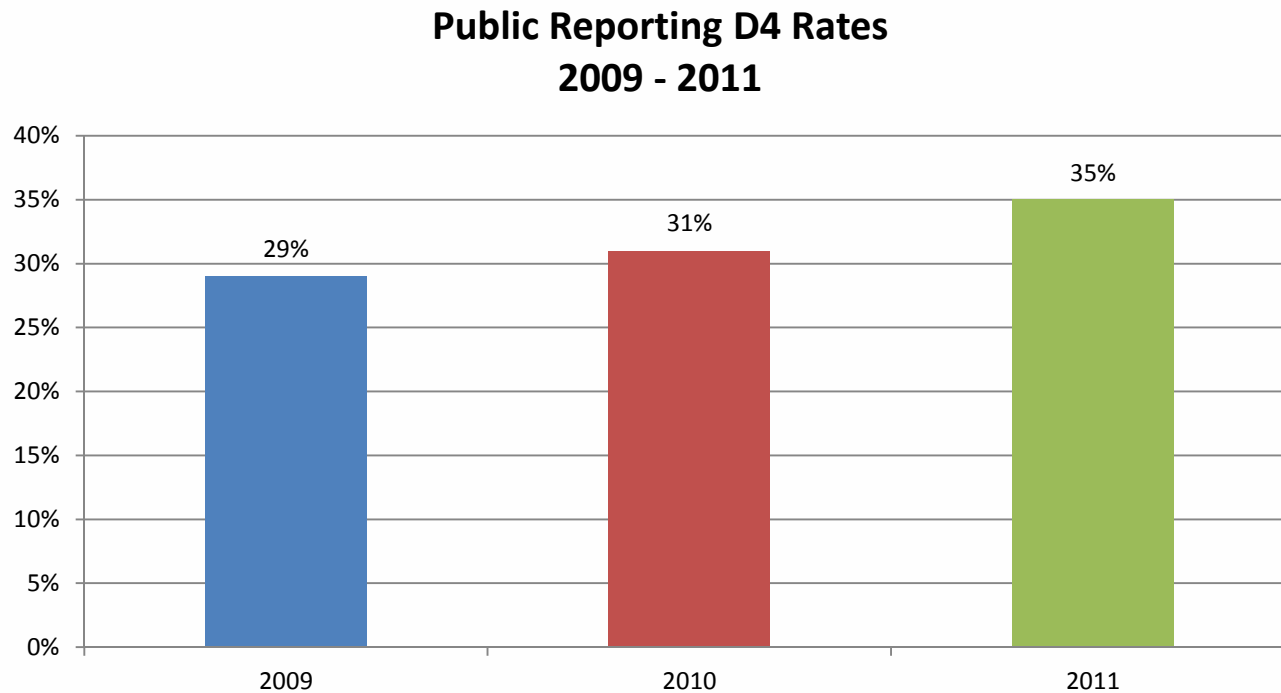
<p><u>TriHealth Physician Partners, Queen City Physicians - Western Hills Internal Medicine</u> 6350 Glenway Avenue Suite 400 Cincinnati, OH 45211</p>	<p>Marc Alexander, Theresa Aurand (4) more...</p>	<p>34%</p>  <p>Show scores from each goal</p>
<p><u>St. Elizabeth Physicians Williamstown</u> 300 Barnes Rd. Williamstown, KY 41097</p>	<p>Brennen C. Burke, William F. Threlkeld (1) more...</p>	<p>33%</p>  <p>Show scores from each goal</p>
<p><u>UC Health Primary Care (West Chester, University Court, Suite 1400)</u> 7700 University Court Suite 1400 West Chester, OH 45069</p>	<p>Srilakshmi S. Murthy, Manoj Kumar Singh</p>	<p>33%</p>  <p>Show scores from each goal</p>
<p><u>St. Elizabeth Physicians Union Mt. Zion</u> 1808 Mt. Zion Rd. Union, KY 41091</p>	<p>Robert M. Filtz, Corey Gallus (1) more...</p>	<p>33%</p>  <p>Show scores from each goal</p>
<p><u>TriHealth Physician Partners, Queen City Physicians - Western Ridge Internal Medicine</u> 6049 Good Samaritan Drive Suite 210</p>	<p>Richard Dammel, Ronald Gall (3) more...</p>	<p>33%</p>  <p>Show scores from each goal</p>

Powered by YourHealthMatters.org

Number of Physicians Reporting Diabetes



Public Reporting D4 Rates 2009 - 2011



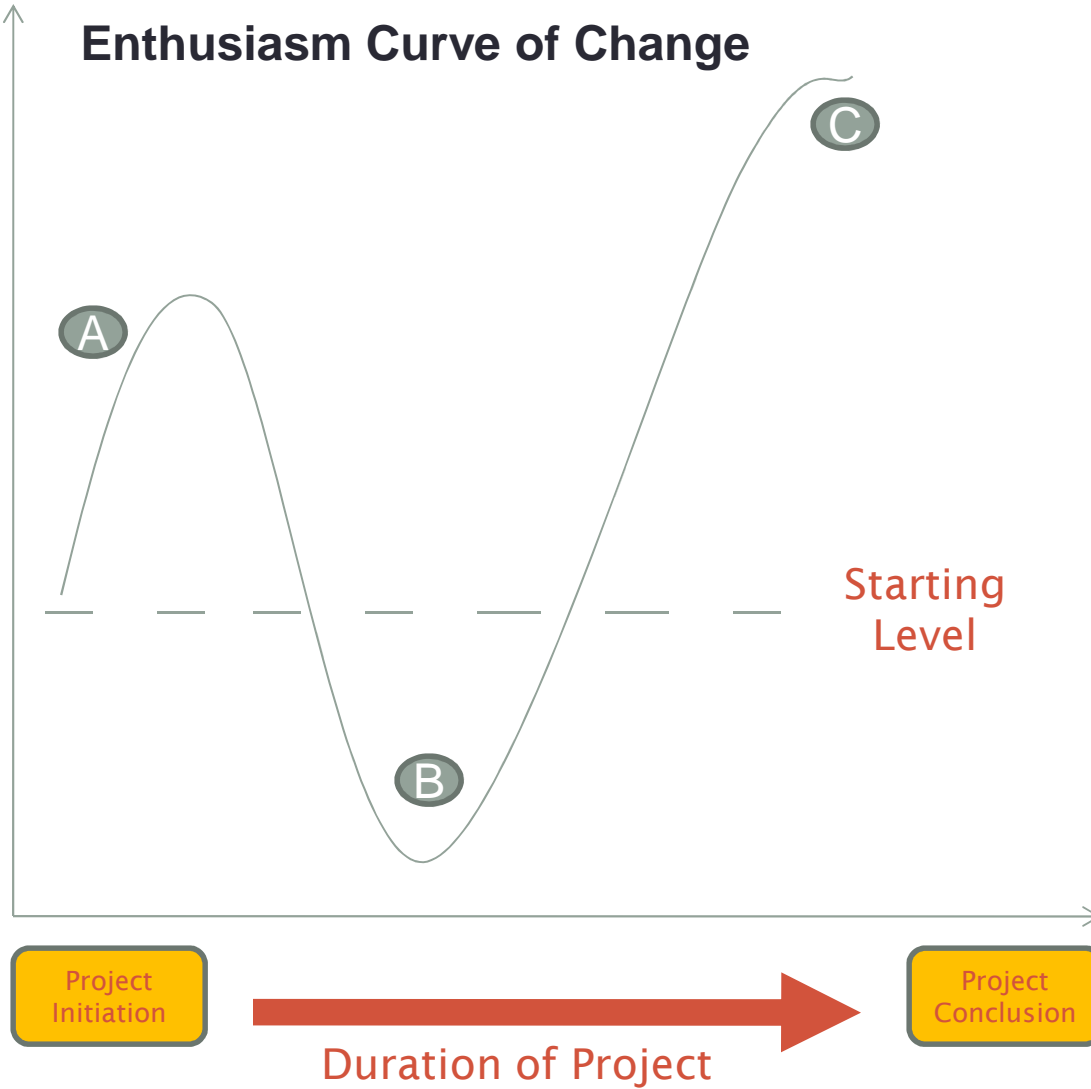
For clinics reporting in both 2009 and 2011:
 $p = 0.05$ for D5

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

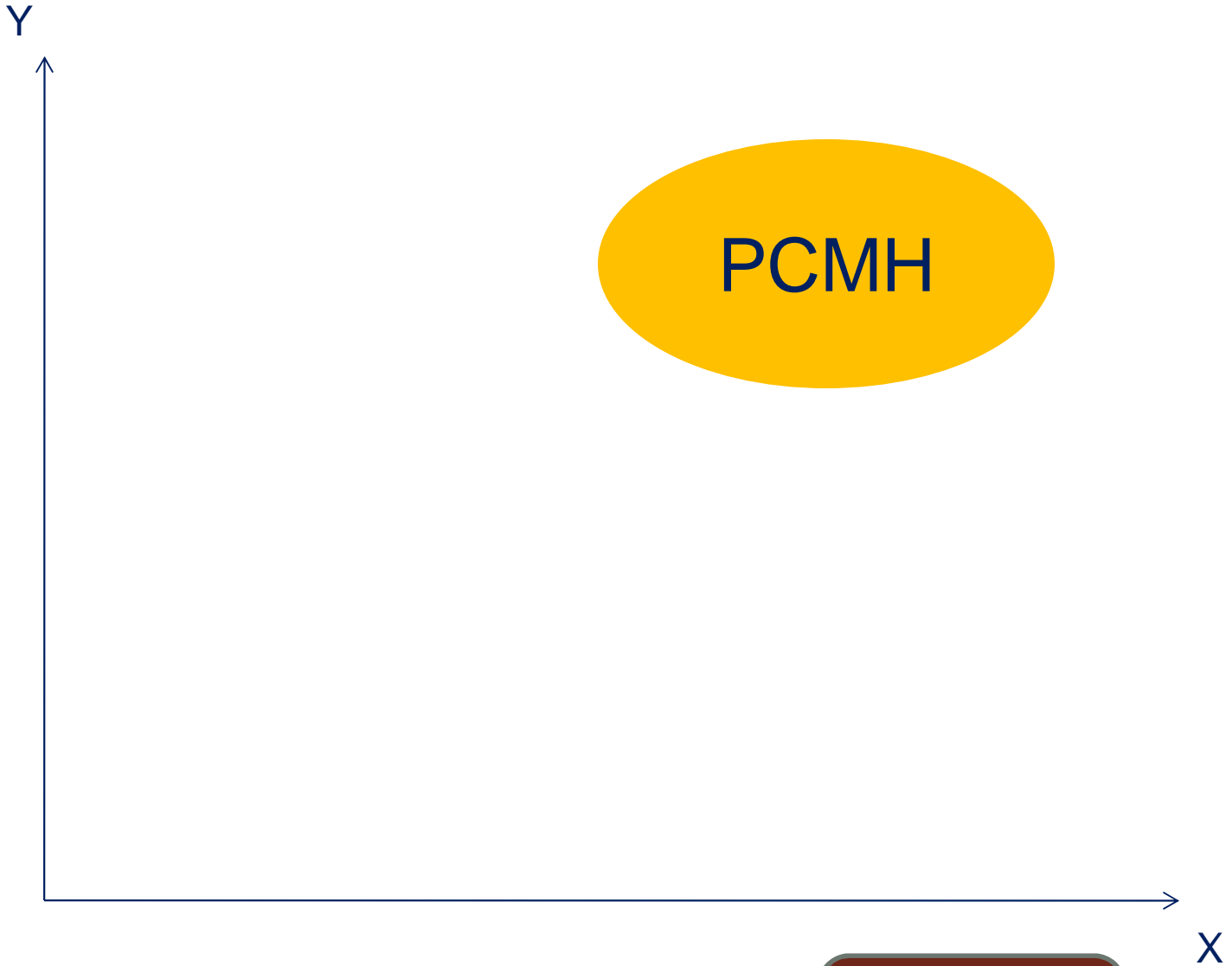
Enthusiasm Curve of Change

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



- A** Romance Phase-
“This will be a great experience”
- B** Mid-Project-
“Who talked us into this? This is hard work!”
- C** End Point Enthusiasm-
“We did it! This is a much better way to practice”

Changing who you are



Changing what you do