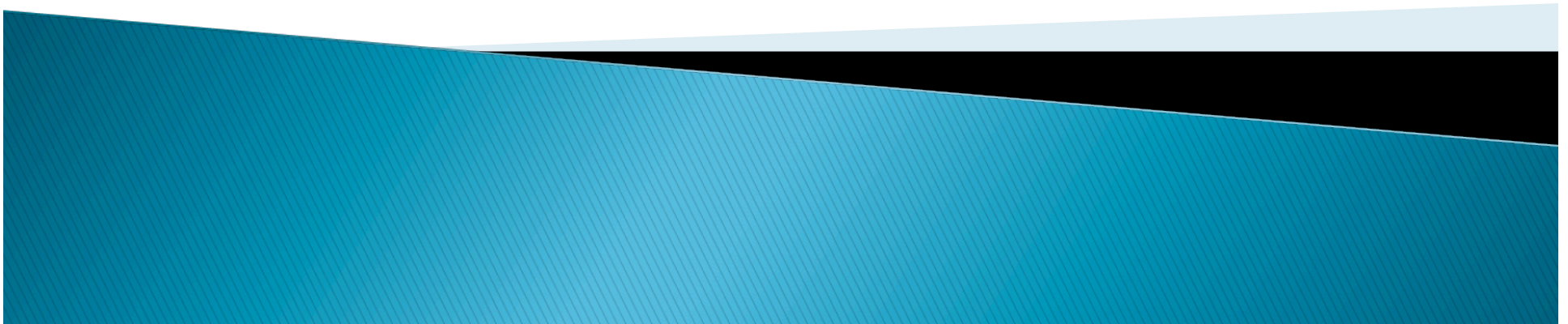


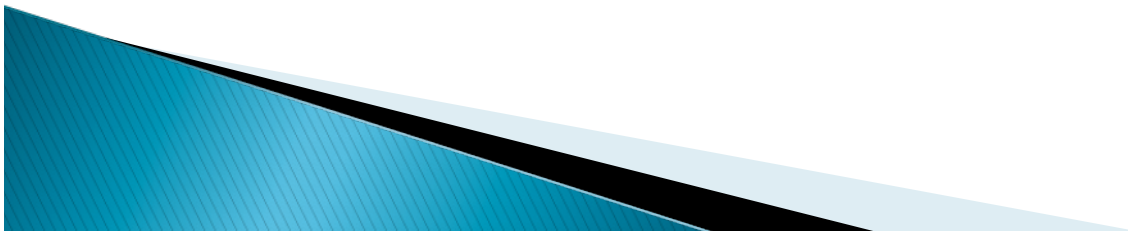
# The Hospital and The Medical Home – The Importance of Integration and Co-Branding

Ashok Rai, M.D.  
President and CEO  
Prevea Health



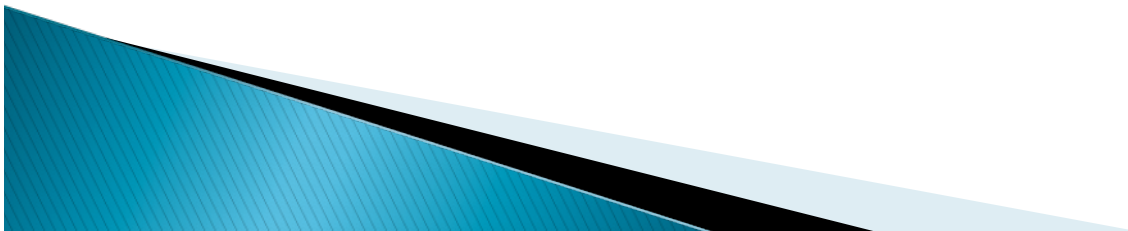
# Who We Are

- ▶ 200 Provider Group
  - 50% owned by physicians
  - 50% owned by hospital partners
  - Shared governance, with reserved physician powers and physician leadership
- ▶ Our Medical Home Journey
  - Pilot site with and internal medicine site

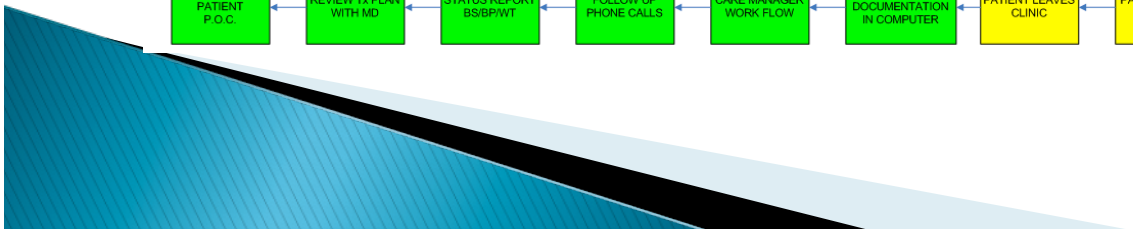
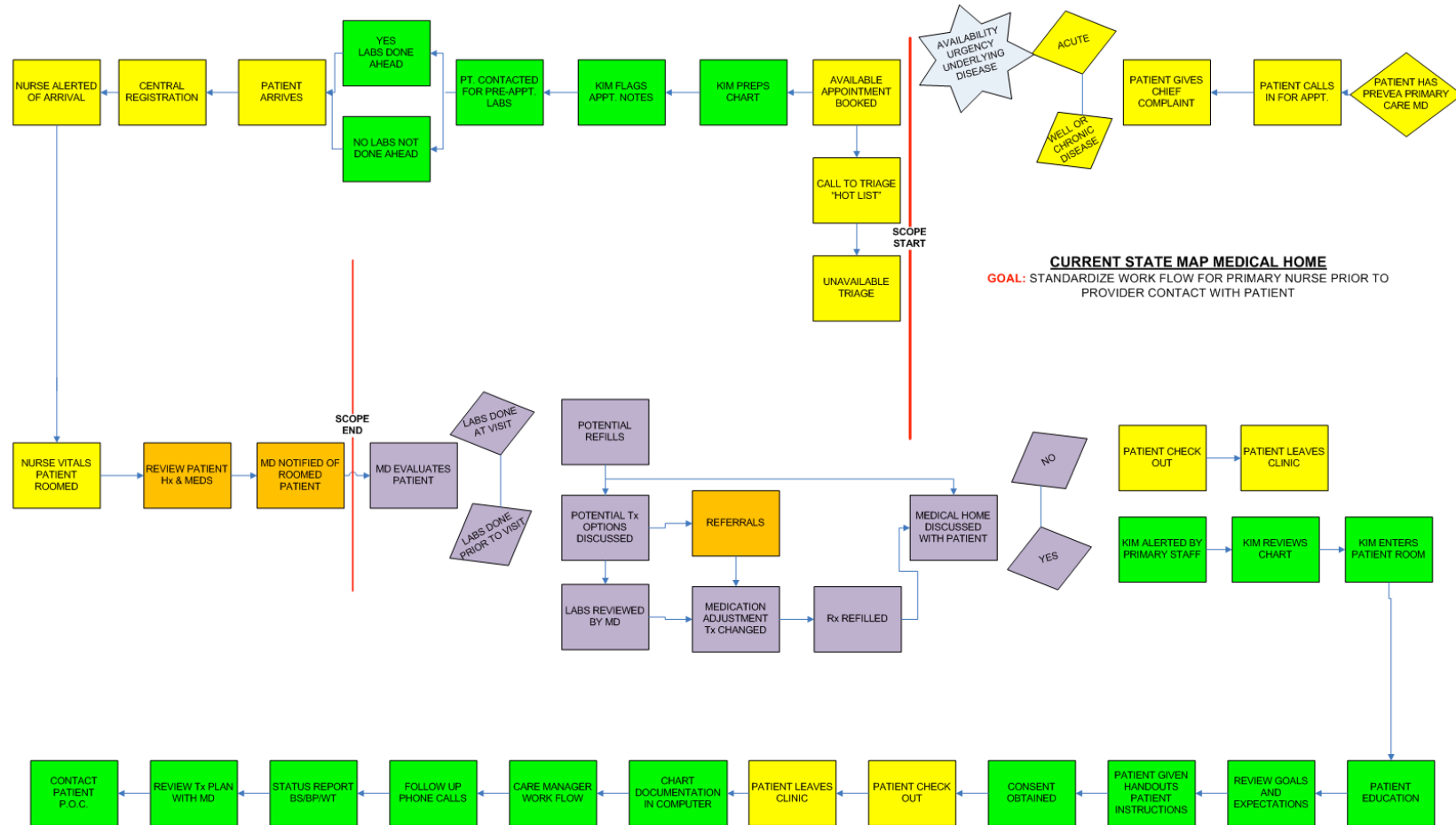


# Why involve the hospitals

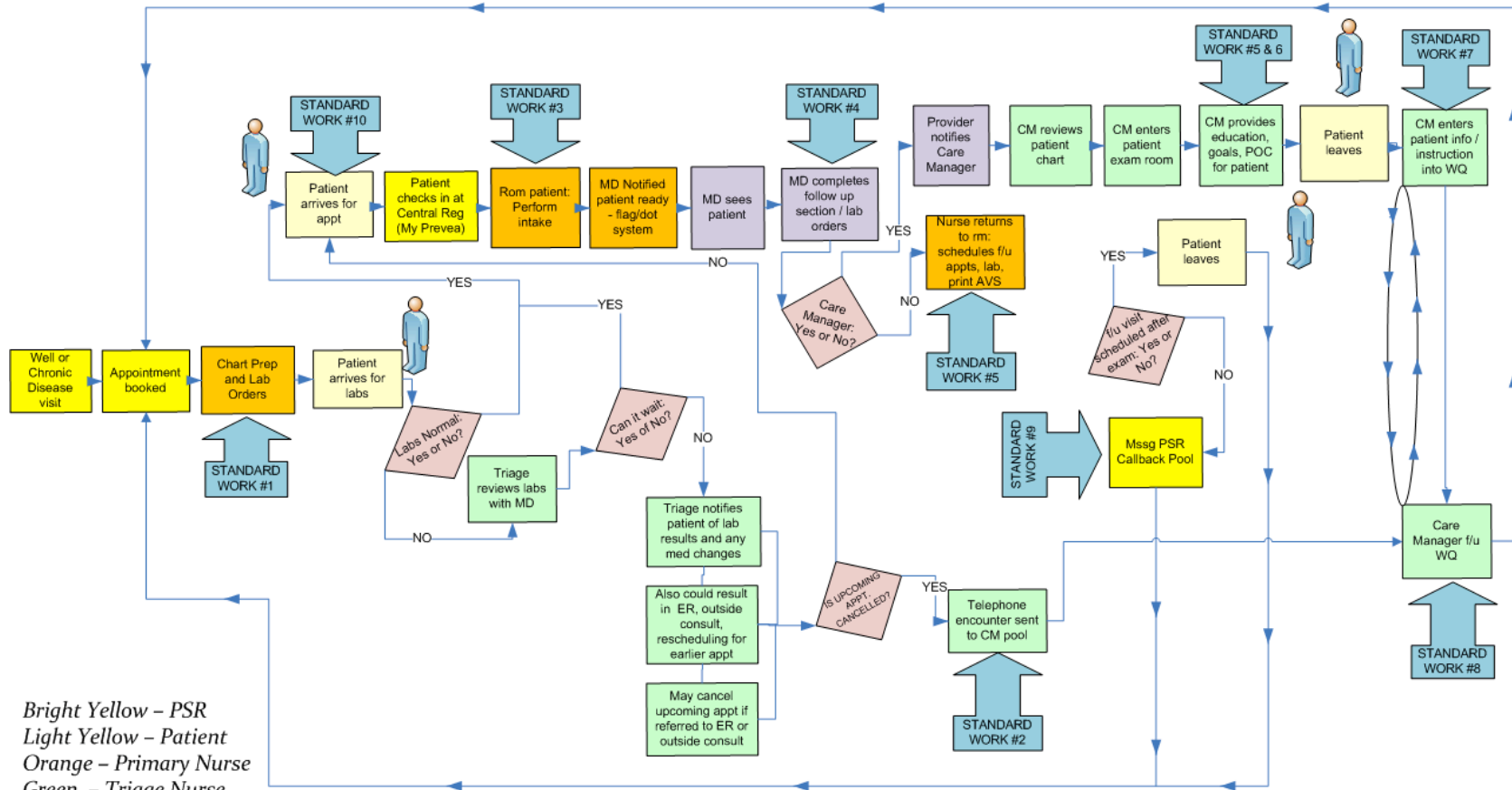
- ▶ We have no capitation
- ▶ But.....We could provide better quality of care, keep the needless admissions out of the hospital, and reduce re-admissions



# Current State Clinical Practice



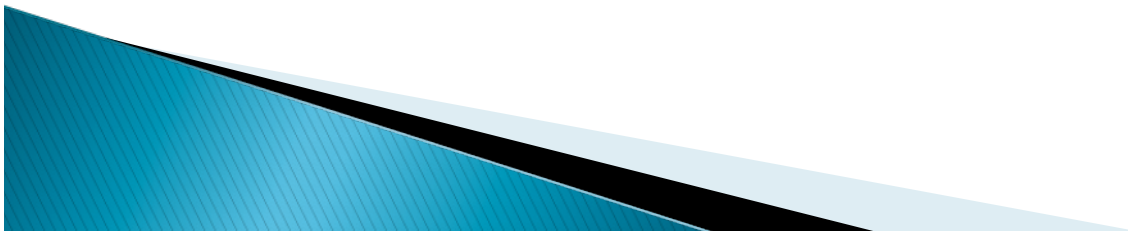
# Our Medical Home Future



Bright Yellow - PSR  
 Light Yellow - Patient  
 Orange - Primary Nurse  
 Green - Triage Nurse  
 Purple - Physician  
 Blue - Standard Work

# How To Tie In The Hospital Partners

- ▶ Exchange of information in real time
  - Interface engine designed so all hospital transcriptions get fed into our EMR
  - Active case management of ER visits and admissions for the patients involved in the medical home
- ▶ Active marketing of our dedication to improving care.....



# Do you believe?

This time of year, there is a spirit in the air that touches each of us. We care for and appreciate one another, taking a little extra time to reach out and share.


At Prevea Health, we believe that we're all part of one family, and that giving is the best part of caring. That's why we've embraced the patient-centered medical home model, developed by the American Academy of Family Physicians, American Academy of Pediatrics, American College of Physicians and American Osteopathic Association. At Prevea we call it

## one family of care.

Our approach starts with a primary care provider... someone who takes the time to listen, answers your questions and goes to really know you.

We believe that the best health care starts with a trusted relationship, someone who'll be there with you for all your health care needs. If that sounds right for you, we invite you to join our family.

**PREVEA**  
health

 ST. MARY'S  
Hospital  ST. VINCENT  
Hospital

one family of care

[www.prevea.com](http://www.prevea.com)





# Keys to “system” branding

- ▶ Taking your medical home to market
  - Proving provider dedication to the patient
  - At the same time showing the provider is not the only one who cares
- ▶ “One Family of Care”
  - Messaging that resonates with all
  - Showing our patient centric side





# The Partnership

- ▶ Not all physician hospital relationships need to be defined by ownerships
  - Through the development of new medical home models, providers have the opportunity to develop more virtual partnerships like our own
- ▶ The future of health care reform will be defined by the provider and hospital's ability to partner
  - "Accountable Care Organization"

