



**TORRANCE HOSPITAL IPA
MEDICAL GROUP**



Listening to the Senior Voice: A Seasoned Ear to Accountable Care

Presented by:

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Jim Slay, Senior Healthcare Connections, LLC

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November 1, 2011



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September 2008...



**Marc Moser, MPH
CEO / CFO**

Torrance Hospital IPA Medical Group



**Jim Slay, Rel.D.
President**

Senior Healthcare Connections, LLC

Launch of THIPA's *Senior* Healthcare Mission:

To increase senior membership and retention through understanding needs, improving care and services.



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Creation of THIPA Senior Leadership Team



Marc Moser, MPH
CEO / CFO
THIPA



Lisa Humphreys, MD
Chief Medical Officer
THIPA



Jim Slay
President
SHC



Loretta Morrow
Member Services Manager
THIPA



Jasmine Roodbari
Marketing Manager
THIPA



Susan Arbour
Senior Vice President
SHC



Member & Non-Member Focus Groups



Key Findings:

- Little understanding of what a Medical Group is.
- Concerned that physicians are not coordinating their care (“Do they talk to each other?”)
- Don’t know what to do when there is a problem with care they receive.
- Confusion, frustration and fear around senior health care options
- Willing to voice their needs and concerns.



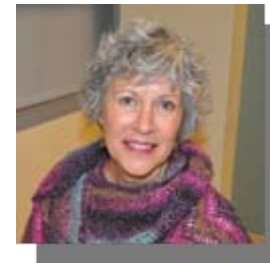
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Creation of Senior Advisory Board



Bernard Askew
THIPA Senior Advisory Board
Member Since 2009



Gayle Koch
THIPA Senior Advisory Board
Member Since 2011



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Senior Outreach Programs



Care Management Team



Forever Young Symposium



**Senior Outreach
SAB Volunteers**



Rx Brown Bag Luncheon



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Senior Outreach Programs *Cont.*



Comeback Program



Birthday Program

NORTHROP GRUMMAN



Employer Group Education



**Health Plan & Sales Rep.
Education**



Ongoing Engagement with Seniors Provides:

- Real-time identification of needs
- Effective program creation and improvement
- Understanding of member's limitations and barriers and how to overcome them
- Increase in timely and appropriate utilization of care
- Consistent senior member feedback





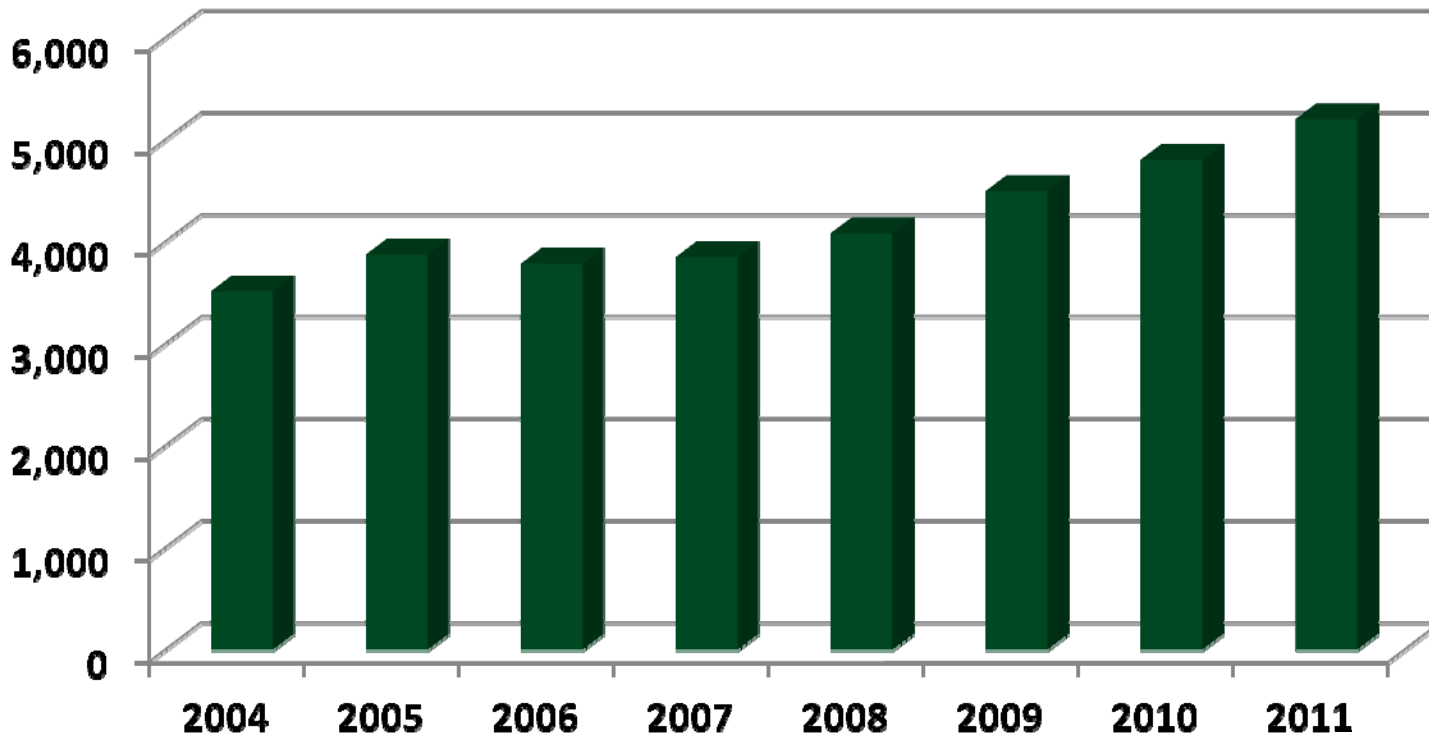
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- **Timely and Appropriate Utilization** of Medical Services
- Increased **Engagement** of Employees, Executives & Providers
- Increased **Efficiency** of Member Services Department
- **Ongoing Learning** of Senior Member Needs



Increase in Senior Membership





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Beginning in January 2011, 7,500 people *a day* will turn 65!

We **reach**, **retain** and **serve** seniors by:

- Creating structured settings to connect with seniors
- Listening and understanding senior's concern
- Directly involving executives and seniors, in all program development
- Creating, implementing and improving programs on an ongoing basis





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We welcome your questions.

Thank you.

Torrance Hospital IPA Medical Group
www.THIPA.com

Senior Healthcare Connections, LLC
www.SeniorHealthcareConnections.com