

Provider Collaboration

Strategies & Solutions to Drive Effective Disease Management

Disease Management Summit
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Health Management Corporation
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Presentation Goals

- Energize you to enthusiastically embrace physician engagement
- Urge you to address the challenge at multiple levels with multiple initiatives

The Quest of Disease Management

- An enthusiastic, engaged physician community through whom the benefits of disease management can grow...

exponentially!

Physician Engagement and Communication

- Barriers
- Strategies
- Physician communications
- Physician network
- Initiatives

Barriers

➤ Barriers

- Health plan experience shapes viewpoint on DM
- View DM as more work without any benefit
- Busy practice prevents participation

Partnership Building

- **A**cknowledge value
- **B**uild trust
- **C**ommitment

Value for the Physician

➤ Disease Management

- Supports provider's plan of care
- Supports better allocation of physician's time with patient
- Provides useful feedback on patients
- Helps improve patient outcomes

Strategies

- Broad, diverse
 - Community
 - Patient-specific
 - Many messengers
 - Often one physician, one patient at a time

Tiered Physician Communication

- Community-wide
 - Introduction
 - Committee involvement
 - Regular core communication
- Case-specific
 - Reporting and contact
- Focused intensive interaction

Communication Attributes

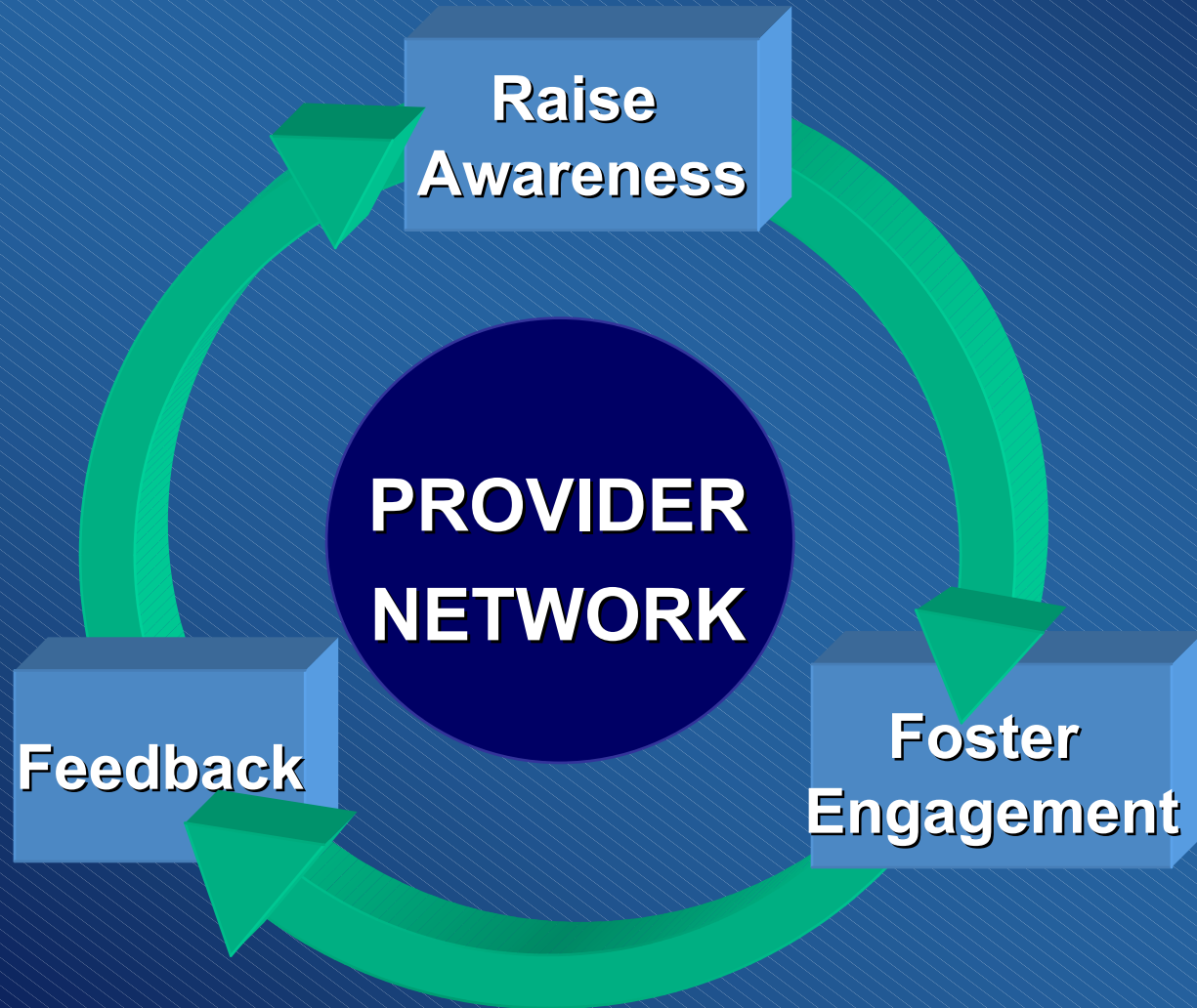
- Useful information
- Accurate information
- Actionable
- Call to action

HMC Physician Strategy

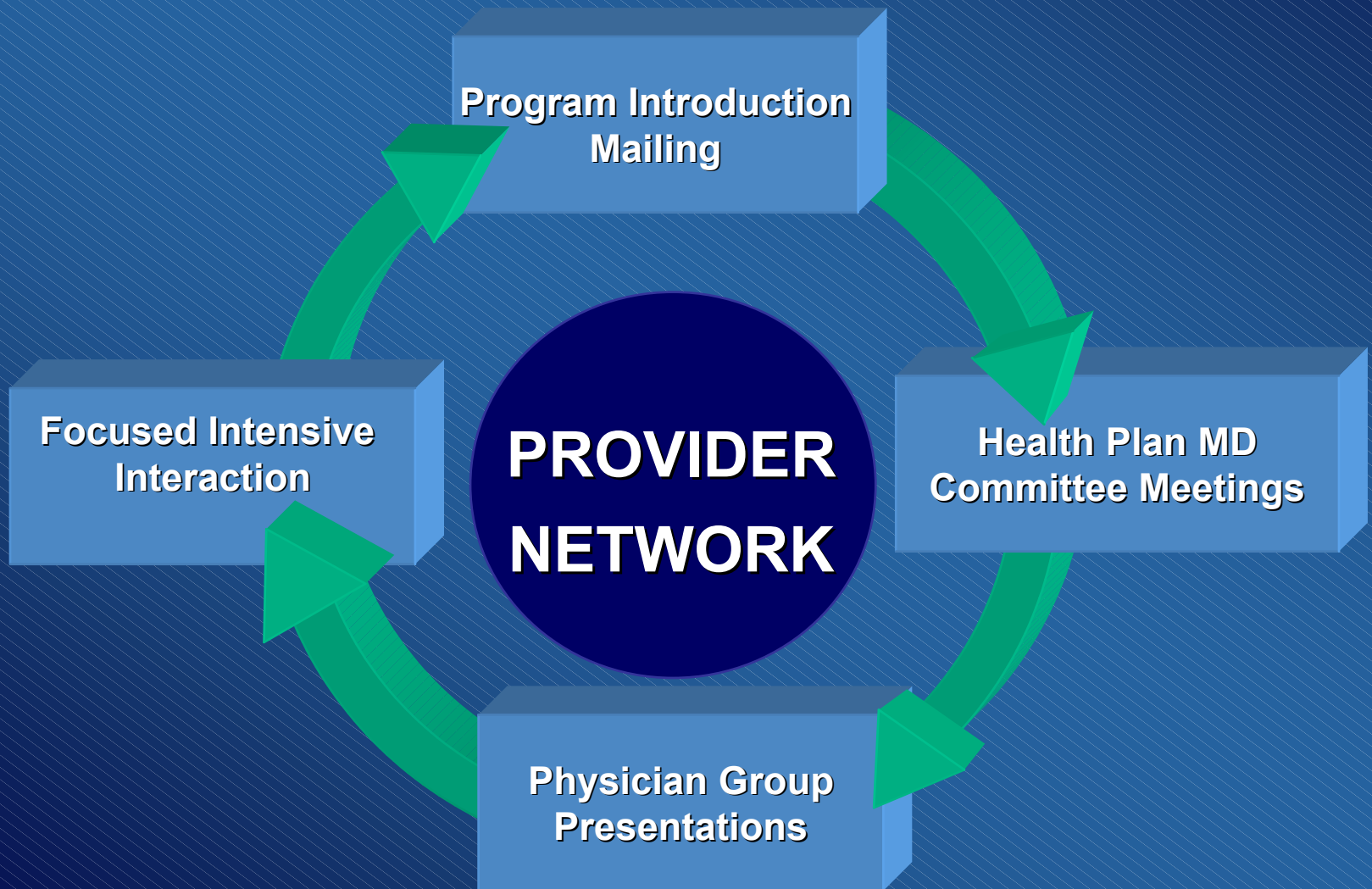
**Community-wide level
(physician network)**

**Case-specific level
(treating physicians)**

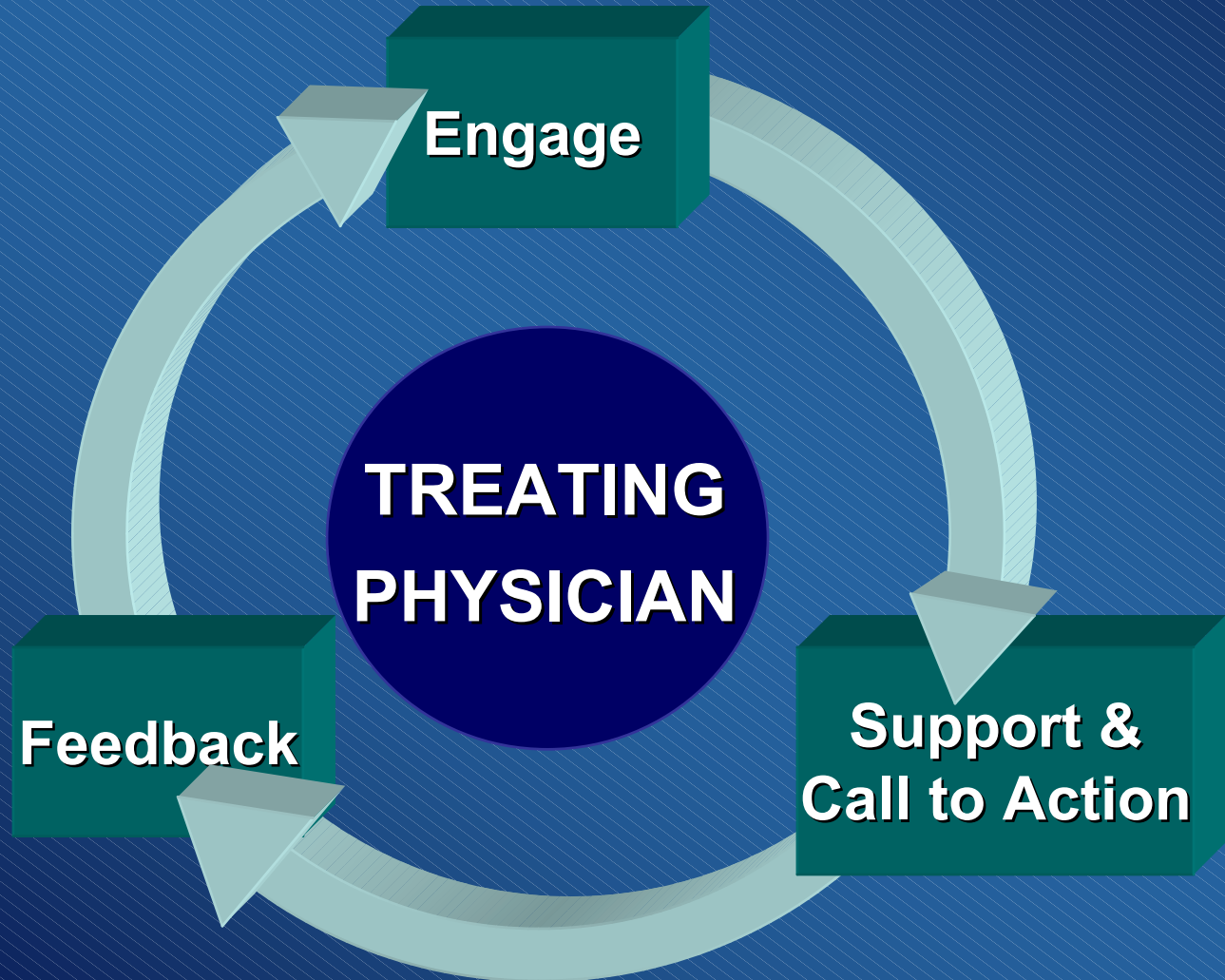
Community-Wide Provider Strategy



Community-Wide Provider Plan



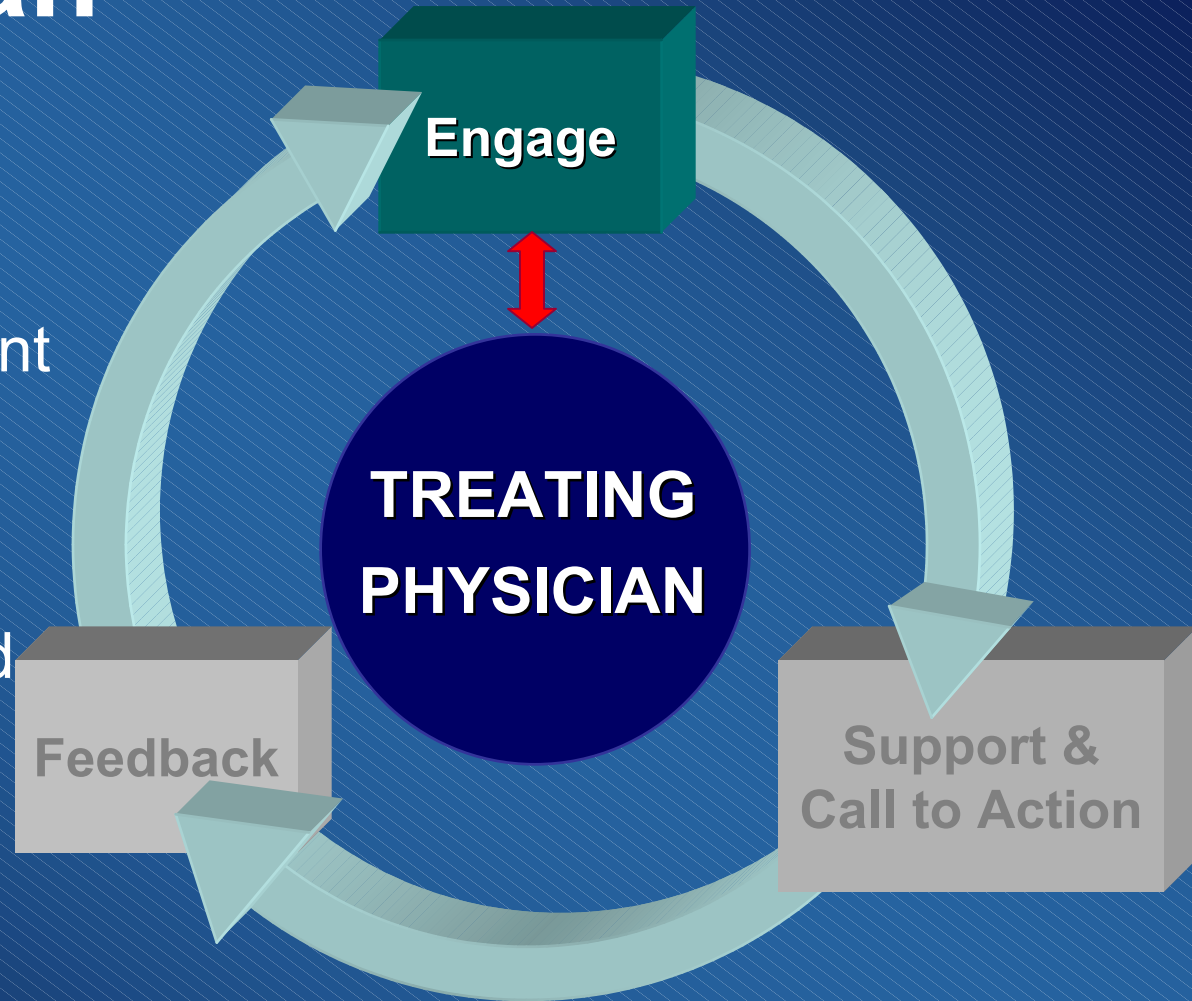
Case-Specific Provider Strategy



Case-Specific Provider Plan

Engagement

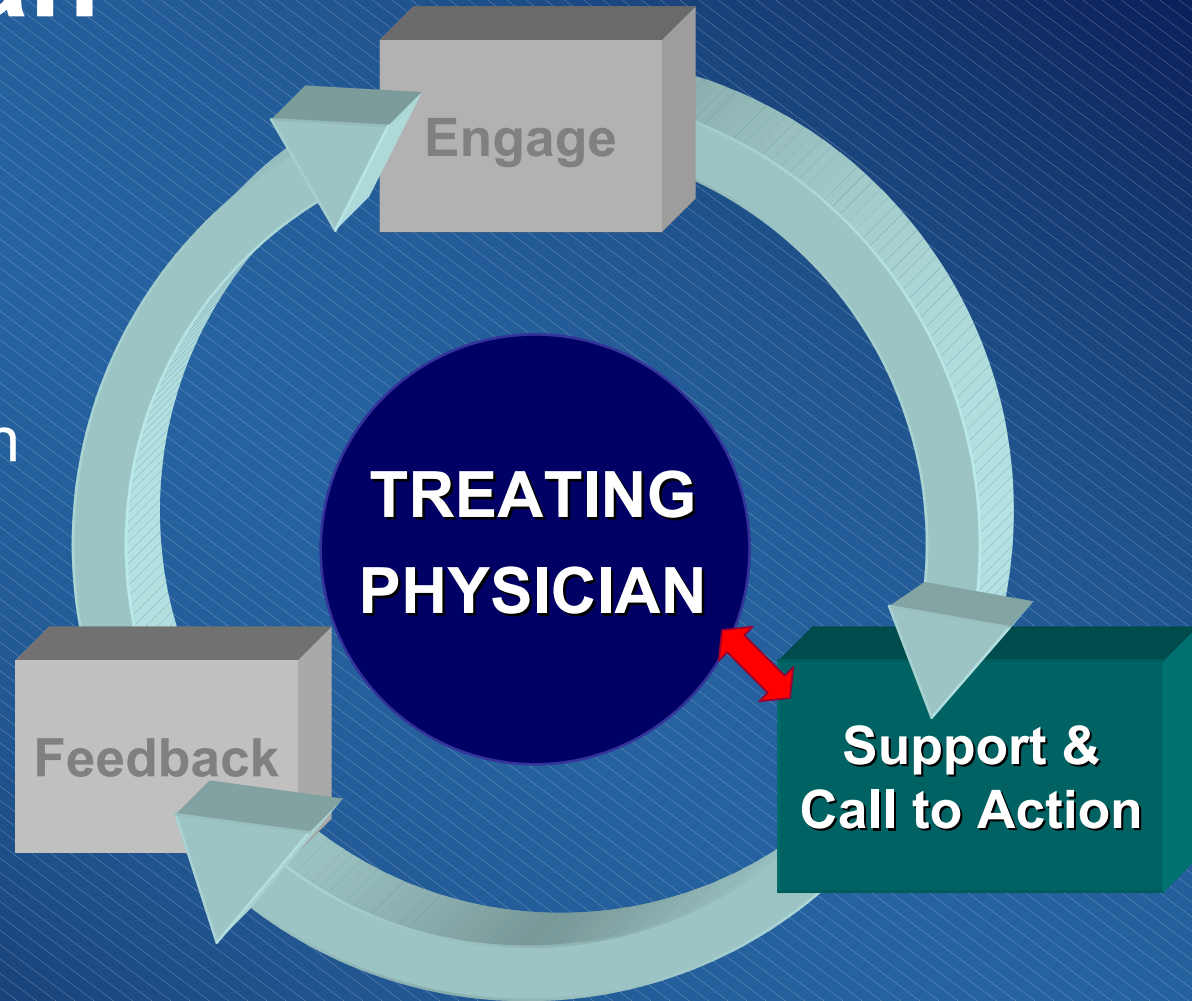
- Guideline reinforcement
- High intensity patient notification
- Plan of care requested



Case-Specific Provider Plan

Support & Call to Action:

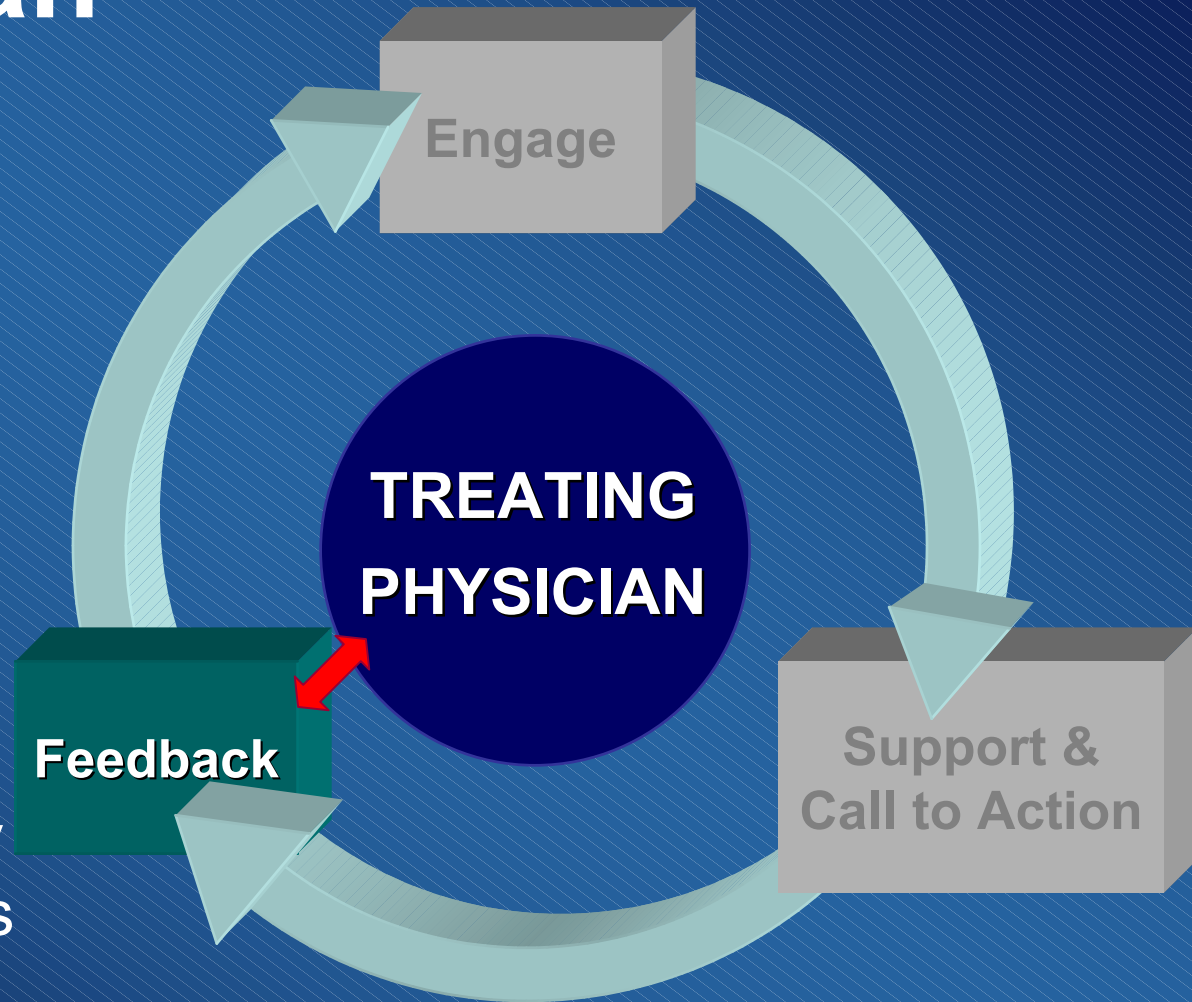
- Actionable information
 - Patient status
 - Urgent alerts
- Patient adherence
 - Plan of care
 - Guidelines



Case-Specific Provider Plan

Feedback:

- To Physician
 - Patient-specific feedback
 - Aggregate reports
- From Physician
 - Satisfaction survey
 - Local MD meetings



Focused Intensive Interaction

- HMC medical director visits
- Emergency asthma action plan
- Physician champions
- Physician outreach
- CME practice initiative

HMC Medical Director Visits

- Visits to over 60 physicians
- Program presented with mechanics for referrals
- Patient assessment tool
- Reception – neutral to positive

Emergency Asthma Action Plan Initiative (EAAPI)

- Issue: increased ER visits fall & winter for <13 year olds
- Widely known & respected network allergist
- Emergency Asthma Action Plan
- To foster its use:
 - Meeting of key physicians
 - Personal contact

EAAPI Results

(13 or Younger)

	<u>Oct. 2001- Jan. 2002</u>	<u>Oct. 2002 – Jan. 2003</u>
Admission rate commercial	12.03	10.16 (-15.5%)
Admission rate - Medicaid	32.74	29.91 (-8.6%)
ER Visits rate commercial	10.08	10.10 (0.2%)
ER Visits rate Medicaid	52.27	42.85 (-18.0%)

Physician Champions

- **Goal**: Reach community via Physician Leaders
- **Strategy**: Identify and contract with champions
- Champions receive intensive program information
- Early results positive

Physician Outreach

- **Goal:** Succeed with one MD and one patient at a time.
- **Strategy:** Identification of 'problem' patients
 - Internal HMC review and creation of specific action plan
 - Medical Director involvement
 - Contact MD proactively
 - Propose plan of action; incorporate MD recommendations
 - Execute plan with patient
 - Medical Director report results back to MD personally
- Results to date – positive.

CME Practice Initiative

- **Goal**: Engage group practice with educational format
- **Strategy**: Design & fund CME
- Identification of Practices (4/03) and launch
 - Review of practice with program cases
 - Recommendations for guideline usage
 - Recommendations for efficiencies
 - CME awarded

Some Lessons Learned

- One size doesn't fit all – many messages, many messengers
- Be responsive to feedback
- Clinical issues can provide a focal point
- Build collaboration through individual relationships
 - One physician at a time, one patient at a time

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Create a Partnership in Practice

Delivering Healthy ReturnsSM



A Partnership In Practice