

Coordinates

A Publication of the American Medical Group Foundation

MESSAGE *from the Chair*



Carleton T. Rider

Similar to the seasonal changes that come with fall, many in the healthcare community often assess their systems, services, and processes in their continuing drive to improve the safety and effectiveness of their care. And, AMGA's Institute for Quality Leadership (IQL) Annual Conference, September 27-29 in New Orleans, did just that by presenting dramatic examples of quality improvement in the delivery of coordinated care. It reinforced once again how this model of delivery is essential to any discussion of healthcare reform.

The IQL is devoted to improving the quality of care delivered in the U.S. healthcare system through the advancement of knowledge and the education of healthcare professionals. "Revolutions in Care Delivery" was this year's theme, and several of our own medical groups revealed remarkable initiatives—from eliminating registration and rooming staff to value stream mapping—and are leading the way for major advancements in the healthcare arena. Also at this event, AMGF presented the coveted Acclaim Award, which honors physician-directed organizations that bring the American healthcare system closer to a delivery model in which patients experience care that is safer, more reliable, more responsive, more integrated, and more readily available. To learn about this year's recipient, The Everett Clinic, and the effectiveness of its Big Dots program, read our lead article.

Continued on page 2

Everett Clinic Recognized as AMGF's Acclaim Award Recipient Metrics Focus on Patient-Friendly, Physician-Efficient Experience

Carrying on the tradition of serving as pacesetters in the healthcare community, this year's Acclaim Award recipient and honorees were no exception. The Acclaim was presented at the AMGA's IQL Annual Conference to The Everett Clinic for its initiative, "Big Dots," which uses metrics modeled on the Institute of Medicine's (IOM's) aims for an ideal healthcare system to drive system-wide change. AMGA also announced two honorees for the award: Mercy Clinics, Inc. and Sharp Rees-Stealy Medical Group.

The Everett Clinic initiative, "Big Dots," uses the IOM's template for moving toward a better healthcare system to add value to their patient care processes. The Everett Clinic's approach to care process redesign encompasses the total care needs of the patient, as

opposed to the individual's immediate or acute visit needs. The group adopted a set of metrics, Big Dots, which parallel the IOM aims, to drive system-wide change. Care processes were redesigned using a preexisting EMR and extensive technological adaptation as components of the Big Dot initiative. The implementation of Big Dot metrics provided each management unit a common perspective to set individual targets aligned with both organizational goals and the six IOM aims. The Everett Clinic's success in working toward these goals is reflected in improvement in the Big Dot metrics relating to patient outcomes and safety.

A poignant example of a successful project driven by the Big Dot approach is implementation of a process titled "One Call Does It All." Phone access was *Continued on page 3*

AMGF Launches Corporate Campaign

In our continued efforts to serve as the driving force of the improvement of quality health care, the Foundation in partnership with AMGA has recently launched a corporate campaign. Together, we can redesign health care so that millions of patients receive the cost-effective, quality health care they need, want, and deserve.

One of the ways this can be achieved is through our new Healthcare Fellowship program. This program aligns with the Foundation's mission of increasing key research and education and provides an attractive, tangible benefit for a corporation vested in improving the healthcare environment for both their employees and their clients.

The Fellowship program enables the American Medical Group Foundation to work in collaboration with industry to explore top-line issues that are essential to changing the way health care is delivered and financed. It promotes closer industry relationships and has the capacity to lead to significant improvements in efficiency and quality of care while meeting mutual key objectives of both the provider and supply chain segments of the healthcare system.

This Healthcare Fellowship program is available as the major benefit for a corporate contribution at the \$500,000 level (payable over three years). To learn more about how you can take advantage of this program, visit www.amga.org/foundation or contact Sherry Greenwood, (703) 838-0033, ext. 352.

Foundation Events at AMGA Annual Conference March 6-8, 2008 J.W. Marriott Grande Lakes Orlando, FL

Foundation events scheduled at this year's AMGA Annual Conference provide the perfect opportunity to meet with tennis, golf, and healthcare celebrities and network with industry leaders as well as friends and colleagues—all while supporting the future of multispecialty medical groups.

Be sure to participate in one or all of the following Foundation activities:

AMGF Golf and Tennis Clinics

Thursday, March 6, 8:30 a.m. – 9:30 a.m.

Professional athletes will help you hone your skills in tennis or golf. Pre-registration and fee is required.



Stan Smith



Brian Gottfried

Photography by
H. W. Edwards Photography

AMGF 2nd Annual Charity Tennis Pro-Am Exhibition

Thursday, March 6, 10:00 a.m. – 12:00 p.m.

Following the tennis clinic, enjoy exhilarating matches between your colleagues and former Wimbledon stars at a tennis tournament and pro-am exhibition. This tennis exhibition will feature two tennis luminaries: Wimbledon champs Stan Smith, considered one of the best doubles tennis players of all time, and Brian Gottfried, winner of 25 singles titles during his professional career. Donations and contributions will benefit AMGF.

AMGF 2nd Annual Charity Silent Auction

Thursday March 6, 5:30 p.m. – Friday, March 7, 7:00 p.m.

Take part in AMGF's silent auction, where you can bid on exciting items such as trips to unique destinations, jewelry, sports memorabilia, and many other sought-after items. Here is a sampling of items:

- Cruise the historic Canton area of the Baltimore Inner Harbor and the Chesapeake Bay on a 53-foot Hatteras Motor Yacht.
- Sail the waters of the Rappahannock River to the Chesapeake Bay aboard a 44-foot Bavaria sloop.
- Treat your palate to some of the finest wines available.
- Indulge in some of the best duck hunting in the nation with a duck hunting trip in Arkansas.
- Enjoy a guided fly fishing tour on the acclaimed Arkansas White and Little Red Rivers.
- Save a spot on your mantle for sports memorabilia autographed by some of baseball's finest.
- Indulge yourself with a long weekend at secluded Pilgrim's Rest, a private 170-acre farm in beautiful historic Westmoreland County, VA.



MESSAGE FROM THE CHAIR

Continued from page 1

The Foundation supports this quality conference and its advancement of quality health care and demonstration of how invaluable the multi-specialty medical group and coordinated care model is to the advancement of patient care in the country. The advanced programs and research presented at this conference are the type of evidence-based research, knowledge sharing, and demonstration projects which the Foundation is working to elevate. In fact, the benefits from this conference are immeasurable, as many of these best practices are taken back to other medical groups and applied where appropriate, as well as shared with the healthcare community at large.

We invite you to the next opportunity to learn about the latest cutting-edge research, processes, and programs practiced by some of your peers at the upcoming AMGA Annual Conference, March 6-8, 2008, in Orlando. This year's conference is entitled "Learning from the Best," and it will be an opportunity to join the country's most prominent industry thought leaders as they chart the future of health care in the U.S. We also invite you to participate in some of the Foundation's events this year including our Silent Auction and golf and tennis activities. These festivities will provide some fun and relaxation while supporting the Foundation at the same time.

I hope to see you there.

Coordinates

A Publication of the American Medical Group Foundation

Publisher: Donald W. Fisher, Ph.D., CAE

Editor: Tom Flatt

Art Director: Dianne Harvel

Writer: Sherry Greenwood

AMGF Board of Directors

Carleton T. Rider, Mayo Clinic, Chair; Donald W. Fisher, Ph.D., CAE, AMGA, Secretary/Treasurer; William A. Conway, M.D., Henry Ford Medical Group; David Druker, M.D., Palo Alto Medical Foundation; Scott D. Hayworth, M.D., Mount Kisco Medical Group; Gary Kaplan, M.D., Virginia Mason Medical Center; Brian Roach, M.D., Mills-Peninsula Medical Group; Julie Sanderson-Austin, R.N., AMGA

Editorial Office

American Medical Group Foundation, 1422 Duke Street, Alexandria, VA 22314-3403; phone (703) 838-0033 fax (703) 548-1890 website: www.amga.org/foundation. Copyright: American Medical Group Association. All rights reserved.

For more information about items in this publication, visit www.amga.org/foundation or contact Development Associate Sherry Greenwood at (703) 838.0033, ext. 352.

AMGF's mission is to foster quality improvement in group practice through education and research programs in clinical quality, patient safety, service, operational efficiency, and innovation.

DONATE AN ITEM TO AMMGF'S SILENT AUCTION AND HELP SECURE THE FUTURE OF COORDINATED CARE!

Show your support for the continued quest to provide the highest quality health care by contributing an item to the American Medical Group Foundation's Second Annual Silent Auction. Proceeds will support ongoing efforts to conduct evidence-based research critical to ensuring the coordinated care medical model continues to remain on the vanguard of treatment and disease management. And that our patients continue to receive the right care at the right time.

You can help us make this a successful affair by providing unique, fun as well as practical items that will attract the attention of more than 1,000 healthcare leaders. Be as creative as possible—the possibilities are endless. Here are some item ideas to get your creative juices flowing:

- Restaurant Certificates
- Gift Baskets
- Jewelry
- Wine
- Tickets to a Sporting Event
- A Spa Day
- Sports Memorabilia
- Sports Gear
- Gift Card (e.g., American Express gift certificate for \$500)
- Vacation Package/Weekend Getaway
- Designer Accessories (handbags, briefcases, etc.)
- Electronics (iPods, handheld games, portable DVD players)

If you or your company would like to contribute to this worthwhile event, please visit www.amga.org/foundation or contact Sherry Greenwood, Development Associate, at sgreenwood@amga.org or (703) 838-0033, ext. 352.

EVERETT CLINIC

Continued from page 1

discovered to cause significant patient dissatisfaction, and as a result, The Everett Clinic is focusing on technology and the patient's needs to eliminate these inefficiencies. Before this process, a receptionist took a message when a patient called in and often a call was not returned or advice

was not provided in a timely fashion. Now, due to technology that ensures the call is forwarded until answered, a nurse talks directly with the patient and single-call resolution has increased to 98 percent. Thus, patient satisfaction has increased dramatically.

Another highly successful program is a patient-specific information sheet the physician provides to the patient at the completion of a visit that summarizes: the reason for the visit, medication changes, patient instructions, symptoms or reasons to return, and where the prescription has been faxed. The overwhelming positive response from patients who have used this form has led to returning patients asking to receive the documentation.

Two Acclaim Award honorees also were recognized for their advancements in the quality health care arena:

- Mercy Clinics, Inc., through "The Medical Home: Redesigning Primary Care Delivery Systems for Patient Centeredness," introduced the newly created position of Health Coaches to propel change in office sites and used the Wagner's Care Model to improve preventive and chronic care and to provide a "medical home" for the patients served.
- Sharp Rees-Stealy Medical Group, through "Incentives for Excellence: Leveraging Pay for Performance to Enhance Quality and Improve Health Care Delivery," developed an internal program in response to a statewide pay-for-performance program to improve clinical and patient experience outcomes. The pay-for-performance program thus became the catalyst for systemic change, broadening and strengthening improvement programs to significantly enhance the quality of care and service.



The Everett Clinic's team (front row from left to right): Richard Rafoth, M.D., Associate Medical Director, Quality and Utilization; Harold Dash, M.D., President; Rick Cooper, CEO. (Back row): Al Fisk, M.D., M.M.M., Medical Director; Karen Nardinger, R.N.-C., Clinical Projects Manager, QI Department; Paige Nelson R.N., B.S.N., CPHQ, Director, Quality Improvement

Investing in Your Future

The participation of our members is the foundation of our success. And our members are rising to the occasion. Through support from leading member organizations and individuals, the Foundation has raised more than \$700,000 in pledges. This investment will help advance the Foundation's mission to foster quality improvement in group practice through education and research programs in clinical quality, patient safety, service, operational efficiency, and innovation. Moreover, it will assist the Foundation in partnership with AMGA to demonstrate how organized systems of care and care coordination can provide superior, customized quality care for millions of patients while at the same time helping to limit healthcare costs.

Below are some testimonials from some of our initial Founding Members demonstrating why they believe the work of the Foundation is vital to the future of the multispecialty medical group:

Carle Clinic Association is committed to quality improvement in all aspects of patient care. We believe the American Medical Group Foundation demonstrates this same commitment through education and research programs, fostering best practices in its membership; and we feel privileged to support this mission of excellence.

— Michael W. Bukosky, Executive Vice President and
Chief Executive Officer, Carle Clinic Association

The reason PAMF became a founding member of the American Medical Group Foundation is our deep and abiding belief that multispecialty group practice represents the best approach to achieving both quality and value in health care and that AMGA is the vehicle that can help spread that message and offer services to enable all of us to improve our performance. PAMF has been a member and leader of AMGA since its inception and has a special appreciation for what AMGA is doing for all of us in group practice.

— David Druker, M.D., President and Chief Executive Officer,
Palo Alto Medical Foundation

At Mayo Clinic, we believe that providing the highest quality care means meeting the needs of each and every patient, and putting in place the most efficient systems and technology in support of our clinical care. It also means advancing medicine through research and education. We share these goals with all the members of the American Medical Group Foundation and value its support of our efforts to improve systems of care and the quality of care for our patients.

— Denis A. Cortese, M.D., President and
Chief Executive Officer, Mayo Clinic

AMGA is the most effective voice for the multispecialty medical group model of coordinated care delivery, and the value our physicians receive from AMGA-supported education, research, and collaboratives is immeasurable. It is imperative that we support the Foundation's revitalized efforts.

— Albert W. Fisk, M.D., M.M.M., Medical Director,
The Everett Clinic

Americans rely increasingly on multispecialty groups for health care of the highest quality. Through increased evidence supported through the Foundation, AMGA will ensure that these medical groups will thrive and meet the challenge of providing the best medicine in the 21st century.

— Scott D. Hayworth, M.D., President and Chief Executive Officer,
Mount Kisco Medical Group

Multispecialty group practice is the engine for enhancing the value of health care for patients and purchasers. Group practices are uniquely positioned to manage care across the spectrum of complexity so often faced by our patients. The AMGF is a great resource for supporting our efforts and recognizing our successes.

— David L. Bronson, M.D., FACP, Chair,
Division of Regional Medical Practice, The Cleveland Clinic

To join these leaders, all you need to do is to provide a financial contribution at an ask level designated by size. A contribution of this amount made in 2007, but payable over three years, will qualify your organization as a Founding Member.