

# Coordinates

A Publication of the American Medical Group Foundation

## MESSAGE

*from the Chair*



**Carleton T. Rider**

Like many of you, with the upcoming elections I have been studying the platforms of the candidates and am closely following the buzz on healthcare reform. For many in the healthcare arena the future looks grim: according to the CDC, one in seven Americans lacks health insurance and negative outcomes plague the system, as evidenced in the recently released data compiled by California's Department of Public Health showing serious errors at California hospitals affect the health and well-being of more than 100 Californians each month.

However, while the quest for how to cost-effectively provide higher quality care to millions of patients comes and goes in the public spotlight—it has always been the focus of ours. In the midst of this tumultuous environment, we have the opportunity to demonstrate through evidence-based research precisely how our organizations provide superior, cost-effective care using a coordinated care delivery model.

Consider the fact that, over the last two years, our CMS Demonstration Project has shown that medical groups and physicians, supported by technology, can dramatically reduce hospitalizations, lengths of stay, ER visits, and use of ambulatory services, while improving quality of life and health status for Medicare beneficiaries with complex medical conditions. CMS and its contractor, ARC, have confirmed that after the first seven quarters of the project, we are on track to exceed our performance target of a sav-

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## Transforming Systems of Care Institute for Quality Leadership

September 24-27, 2008 • The Adolphus, A Noble House Hotel, Dallas, TX

Despite decades of efforts to change the US healthcare system, it is still not working! What we need is a revolution in the way we organize and deliver health care. The 2008 Institute for Quality Leadership (IQL) will explore concrete ways of transforming healthcare delivery, with presentations from organizations that have actually changed the way they deliver care in meaningful and sustainable ways. To frame this discussion, the keynote speakers will explore how we can improve the quality of American medicine, without the limitations and expense which most current healthcare leaders and politicians find inevitable and better address the complex needs of our patients.

**Shannon Brownlee, author of *Overtreated: Why Too Much Medicine Is Making Us Sicker and Poorer***



Ms Brownlee will discuss her impeccably researched book, which some describe as "required reading for all who find themselves at the consumer end of health care." Ms. Brownlee will help reframe the debate over healthcare reform with a surprising optimistic message.



**Christine Ferguson, J.D., Associate Professor, George Washington University Department of Health Policy, and former Massachusetts Commissioner for Health**

*The Obesity Epidemic: Implications and Solutions*

Under Professor Ferguson's guidance, a diverse alliance of stakeholders has formulated policy recommendations to focus on four key areas where both the private and public sectors can impact the nation's ongoing struggle with obesity. She will describe the research that led up to the work of the STOP Obesity Alliance, and will share the recommendations of the Alliance for changing the way we view and treat obesity.

In addition, this Conference will provide you with the opportunity to examine various current models and programs being adopted by groups to confront the financial, clinical, and operational challenges of delivering quality care, including the Medical Home, CMS pay-for-performance models like PQRI and the Physician Group Practice Demonstration, and Medicare Advantage, as well as "homegrown" strategies from innovators at medical groups. *Continued on page 2*

### AMGA Leadership Councils Meetings

In addition to the Institute for Quality Leadership Annual Conference, AMGA will convene the leaders of its member groups who have signed up to participate in AMGA's Leadership Councils. The **CMO/Medical Director Council**, **CIO Council**, and the **Quality Directors/Officers Council** will meet in separate sessions on Wednesday, September 24, 2008 from 2:00 pm to 5:00 pm and again on Thursday, September 25, 2008 from 8:30 am to 12:00 pm. Be sure to include these meetings on your Agenda as well!

# Gear Up for AMGF's Third Annual Silent Auction & Raffle

**W**ould you like to enjoy a day of sailing and fresh crabs with AMGA's very own President and CEO, Donald W. Fisher, Ph.D., CAE? Or perhaps you would like to stay at a top-ranked resort or participate in a personally-guided duck hunt? Staged in Las Vegas during the AMGA 2009 Annual Conference, March 2-4, this year's Silent Auction promises key networking, unique purchasing opportunities and competitive fun.

James Boswell, CEO of NEA Clinic, is the Chair of this year's event and has set the fundraising goal of \$25,000. "We conduct several charity events a year to support NEA, and the Foundation's Silent Auction is just the type of social event that has the potential to generate significant financial support and immeasurable goodwill," says Boswell. Proceeds from the auction assist the Foundation in its ongoing efforts to support the evidence-based research critical to ensuring the model of coordinated care continues to remain on the vanguard of treatment and disease management.

Members are encouraged to become involved in several ways. There are opportunities to contribute items by talking to vendors with whom you have relationships, personally donating an item, and volunteering on the Silent Auction Committee. And this year, to raise the stakes, a prize will be awarded to the organization (medical group or company) that has the highest total dollar amount bid across the board.

The possibilities of items are endless—consider last year's "Top Ten" list:

- 1. AMGA 2009 Annual Conference Exhibit Booth - \$2550**  
Donated by American Medical Group Association
- 2. A Week at Lake Tahoe - \$1750**  
Donated by Francis J. Crosson, M.D.
- 3. Chesapeake Bay Cruise & Crab Feast Aboard the Nauti-lass - \$1000**  
Donated by Donald W. Fisher, Ph.D., CAE
- 4. AMGA 2009 Annual Conference Two Registrations - \$1000**  
Donated by American Medical Group Association
- 5. Garmin Nuvi 660 Portable GPS Device - \$750**  
Donated by PioCom, Inc.
- 6. Stetson's Fly Fishing Package - \$525**  
Donated by NEA Clinic and Stetson's Resort
- 7. Arkansas Duck Hunt - \$500**  
Donated by NEA Clinic
- 8. Family Getaway to Historic Pilgrim's Rest - \$400**  
Donated by Brent Miller
- 9. Autographed Sports Memorabilia (5 items) - \$500**  
Donated by C. Edward Brown
- 10. Discovery Tour Wine Club - \$400**  
Donated by Mills-Peninsula Medical Group

To add excitement to the Silent Auction, raffle tickets also will be sold for the chance to win substantial prizes. Don't miss this year's opportunity to get in on the action and make this year's event another overwhelming success.

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*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.*

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Do not miss this opportunity to glean the tools and strategies for innovating ambulatory care delivery in your practices. To register for the Institute for Quality Leadership Annual Conference go to [www.amga.org](http://www.amga.org).



### Mercy Clinics, Inc. Receives 2008 AMGA Acclaim Award

The recipient of the 2008 AMGA Acclaim Award is **Mercy Clinics, Inc.** for its initiative, “The Medical Home: Adding Value to Our Gains, Managing Growth, Expanding Our Reach,” which uses the six IOM Aims to improve the healthcare delivery system in primary care settings throughout the organization. Mercy Clinics’ long history of continuous quality improvement and high level of leadership involvement were instrumental in creating an environment in which changes in culture and workflows were successfully spread across various provider offices. The result was significant improvement in clinical care for patients with chronic illness and increased access to care. Mercy Clinics has demonstrated once again that it requires vision, innovation, and hard work to truly transform patient care.

Two additional groups have also been selected as Acclaim Award Honorees: **Allina Medical Clinic**, through “Leading Change,” introduced an innovative redesign of key systems and processes which resulted in improved quality of care, service, and reliability; and **ENH Medical Group** strategically redesigned multiple dimensions of the organization simultaneously to transform their culture with the goal of providing superior care.

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### AMGF Announces Honorarium Initiative

Because of the large number of our members who are asked to speak at key events, we have developed a process that makes it easy for members to direct their honorariums to the Foundation. If you are slated to address a meeting and receive an honorarium, we ask you to consider turning it over to AMGF. We will e-mail or fax you a form letter that you can personalize and provide directly to the organization paying the honorarium. This will provide the payer with the information they need to designate the check directly to AMGF.

### Physician Groups Shine Under CMS Demonstration Project

Results from the Medicare Physician Group Practice (PGP) Demonstration demonstrated once again why multispecialty medical groups and other organized systems of care are the most appropriate model to provide quality patient care. The Centers for Medicare & Medicaid Services (CMS) recently announced that second-year results revealed that all ten participating physician groups improved the quality of care delivered to patients with congestive heart failure, coronary artery disease, and diabetes mellitus during performance year two of the demonstration.

Of the ten participating physician groups, eight are AMGA members: Billings Clinic; The Everett Clinic, Dartmouth-Hitchcock Clinic; Forsyth Medical Group; Geisinger Clinic; Marshfield Clinic; Park Nicollet Health Services; and St. John’s Health System (Middlesex Health System and University of Michigan Faculty Group Practice are the other participants).

All of the groups achieved benchmark or target performance on at least 25 out of 27 quality markers for patients with diabetes, coronary artery disease, and congestive heart failure. And five of the groups—Forsyth Medical Group, Geisinger Clinic, Marshfield Clinic, St. John’s Health System, and the University of Michigan Faculty Group Practice—achieved benchmark quality performance on all 27 quality measures.

In addition to the outstanding quality results that were achieved, the economic benefits were just as impressive. James Lee, MD, assistant medical director at The Everett Clinic, estimated the total savings for the Medicare program during the first two years of the demonstration to be \$55 million.

“The results from the second year of the demonstration have profound implications for shaping healthcare reform in America and only add to the growing body of evidence in support of coordinated care,” commented AMGA President and Chief Executive Officer Donald W. Fisher, Ph.D., CAE. “This is exactly the type of evidence-based research that proves the superiority of our delivery model, and AMGA and AMGF are working in partnership to generate the funds to support more research in this area.”

### MESSAGE FROM THE CHAIR

*Continued from page 1*

ings of 3.5 percent across the entire intent-to-treat population by a wide margin. Furthermore, we have been able to identify universal success factors that allow us to effectively manage populations across a range of health conditions, acuity levels, and beneficiary preferences. These findings are very promising, especially considering that chronic illness is the leading cause of death and rising healthcare costs, and unless the trend is reversed, our healthcare system will be bankrupt.

This is just the cusp of what our research and outreach is discovering. In fact, I invite you to attend the Institute for Quality Leadership Conference in September to learn more about how medical groups are responding to the impact of these environmental trends, while continuing to improve healthcare delivery for each patient they serve.

I look forward to seeing you there!

## Foundation Founding Member Campaign Sets \$1 Million Goal

### Already Surpassed \$800,000

The overwhelming response from our members has laid the Foundation for AMGF's success—generating over \$800,000 from more than fifty medical groups. This support has surpassed expectations and it will be impressive to other stakeholders such as Corporate America as we initiate accelerated campaigns geared toward this audience.

The Foundation will sunset the Founding Member campaign on December 31, 2008, and AMGF's goal is to reach \$1 million as we end this successful initiative. We ask you to consider joining this elite group of health-care providers in being recognized as a Founding Member in perpetuity. Any group who pledges at the Founding Member level by December 31, 2008, is eligible. To find out more about this initiative e-mail or call Development Associate, Sherry Greenwood at (703) 838-0033, ext. 352.

The Foundation would like to extend a special thank-you to the following Founding Members for their loyalty and support of the Foundation (as of August 20, 2008).

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