

# HEALTH PARTNERS JULY NEWSLETTER

## Quality and Clinical Integration Update

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### Health Partners Website Password Changes

Because of changes taking place as part of an overall modernization of the website, if you did not obtain a username and password for the Health Partners website since May 21, 2010, your login information may be outdated.

If you would like to receive a username and password or still need to update your Health Partners website username and password because of the website upgrade, contact Andy Dorr at [adorr@mchs.com](mailto:adorr@mchs.com) or 614-546-4254.

Usernames and passwords allow you to access password-protected areas of the website, including payer information, fee schedules and Clinical Integration documents.

Members of the Health Partners Board and Committees and I recently attended a Clinical Integration conference in Chicago. This conference reinforced that the quality programs and Clinical Integration strategy that Health Partners' member physicians are implementing will prepare us for the changing landscape of healthcare. Health Partners continues to develop a strong clinical track record that demonstrates delivery of exceptional care to the community. This documentation of quality care will become very important when changes in healthcare payment structures, such as paying-for-quality and bundled payments, take place.

The Health Partners Information Technology (IT) Committee has focused on reviewing methods, strategy and potential vendors who can implement patient registry systems. These systems share clinical data among physicians, hospitals and ambulatory providers. Clinical data linkages have

the potential to provide practicing physicians with clinical data that is up-to-date, patient-specific and shared among providers, and that will enhance the physician's clinical decision-making abilities. This type of system was strongly endorsed at the conference by organizations that have already become Clinically Integrated.

The IT Committee developed a comprehensive Request for Information that was submitted to vendors who can support this vision. A very strong vendor response was generated, and the committee is now in the process of evaluating these systems. Stay "tuned" regarding this program, because it is an exciting strategy that has the potential to provide substantial value to the Health Partners network and move us toward the Clinical Integration goal.

The last few months have been a time of rapid and extensive growth in the

number of Health Partners Clinical Initiatives. These include projects aimed at decreasing overutilization of the emergency room and improving measures and care of Ob/GYN patients. The Ob/GYN projects are the first Clinical Initiatives aimed at a specialty group of our organization. Plans are in the works for additional initiatives for specialists and primary care physicians alike. Included in this newsletter you will find important updates on a number of new and ongoing quality activities.

Also, continue to watch your e-mail inbox and mailbox for important information from the Health Partners Quality and Clinical Integration Committee. The committee has developed a number of important clinical guidelines that are important components of the quality programs described in this newsletter.

~Daniel Wendorff, M.D.  
Health Partners  
Medical Director

### United Healthcare Educational Seminar at Mount Carmel East

United Healthcare will be holding a Physician Office Educational Seminar on *Thursday, August 5, 2010, at 8:00 a.m.* in the Siegel Center at Mount Carmel East.

Topics to be discussed include:

- UnitedHealthcareOnline.com
- Customer Service Model
- New Healthcare ID

Cards

- UnitedHealth Premium® Designation Program
- Cardiology/Radiology Notification
- Practice Demographic/Directory Listing
- Q&A Session

The seminar will last an hour. A light continental breakfast is included.

Interested? [RSVP](mailto:RSVP) to Janet Tice at [janet\\_s\\_tice@uhc.com](mailto:janet_s_tice@uhc.com)

or 614-529-2902 or to Kathy Brockson at 614-410-7093. Please provide your practice name, tax ID, phone number, and the number of attendees from your office.

For directions to the Siegel Center, please contact a member of Mount Carmel's Provider Relations Team.

## *Health Partners Active Pay-for-Performance and Quality Programs*

### ***Trinity Health Associate Health Plan ER Utilization Reduction Project***

Primary Care Physicians

Program Dates: 8/1/10 to 7/31/11

Summary: Pay-for-performance program to reduce the utilization of treated and released emergency room (ER) visits by Trinity Health Associate Health Plan members.

Goal: Demonstrate individual and group effort in reducing ER utilization rates for a health plan.

Health Partners, in collaboration with the Trinity Health Associate Health Plan, will be launching an Emergency Room (ER) Utilization Quality Initiative on August 1, 2010. The goal is to reduce the number of "medically treated and released" visits to the ER by 5%. In calendar year 2009, the Associate Health Plan's "medically treated and released" ER patient visits per 1,000 utilization rate was 288.81. These patients were not admitted for observation or for an inpatient stay and were released from the ER within 24 hours. Many of these patients had diagnoses with the potential to be treated at a primary care physician's office or an Urgent Care. If Health Partners can achieve an ER "medically treated and released" per 1,000 rate of 274.37 during the re-measurement period of August 1, 2010, through July 31, 2011, a portion of the savings will be shared with eligible physicians. More information regarding this quality initiative will be mailed to physicians by August 1, 2010.

### ***MediGold ER Utilization Reduction Project***

Primary Care Physicians

Program Dates: 4/1/10 to 3/31/11

Summary: Pay-for-performance program to reduce the utilization of treated and released ER visits by MediGold members.

Goal: Demonstrate individual and group effort in reducing ER utilization rates for a health plan.

Health Partners launched an Emergency Room (ER) Utilization Quality Initiative with MediGold on May 1, 2010. The initiative focuses on reducing the number of "medically treated and released" ER visits. These patients were not admitted for observation or for an inpatient stay and were released from the ER within 24 hours. Many of these patients had diagnoses with the potential to be treated at a primary care physician's office or an Urgent Care. MediGold's "medically treated and released" ER patient visits per 1,000 utilization rate was 243 per 1,000 for calendar year 2009. If Health Partners overall and an eligible physician achieve an ER utilization per 1,000 rate reduction of five 5% in 2010 compared to the project baseline ER utilization in 2009, the physician will be eligible for a financial reward.

### ***Molina OB Quality Project***

OB/GYN Physicians

Program Dates: 7/1/10 to 12/31/10

Summary: The delivery of appropriate prenatal and postpartum care to pregnant members enrolled with Molina Healthcare of Ohio, Inc.

Goal: Demonstrate individual and group efforts in delivering improved prenatal and postpartum care to pregnant women.

Mount Carmel Health Partners is pleased to announce the introduction of an obstetrics and gynecology (OB/GYN) quality-of-care project in partnership with Molina Healthcare of Ohio, Inc. This OB/GYN project focuses on ensuring that pregnant members enrolled with Molina receive appropriate prenatal and postpartum care based on national standards of quality utilizing the Healthcare Effectiveness Data and Information Set (HEDIS). In addition to these HEDIS measures, physicians will also be required to submit a Perinatal Risk Assessment Form to Molina. The measurement period for this initiative is from July 15, 2010, to December 31, 2010. If participating physicians meet the goals for the HEDIS measures and submit 90% of the risk forms within the appropriate time frame, they will be eligible for a financial incentive.

### ***Trinity Associate Health Plan OB/GYN Quality Project***

OB/GYN Physicians

Program Dates: 5/1/10 to 4/30/11

Summary: Pay-for-performance program to improve the preventive screening rates for female members of the Trinity Associate Health Plan.

Goal: Demonstrate individual and group efforts in improving preventive screening rates in a health plan's female population.

Health Partners has launched an obstetrics and gynecology (OB/GYN) quality-of-care project with the Trinity Health Associate Health Plan. This OB/GYN project focuses on ensuring that women in the Trinity Health Associate Health Plan receive appropriate preventive screenings and osteoporosis management based on national standards of quality utilizing the Healthcare Effectiveness Data and Information Set (HEDIS). The five selected HEDIS performance measures include breast cancer screening, cervical cancer screening, colorectal cancer screening, osteoporosis management, and body mass index screening. Participating OB/GYN physician practices will receive an aggregate financial reward if the physicians in the practice meet or exceed three out of the five quality performance measurement goals. The measurement period for this program is May 1, 2010, through April 30, 2011.

Quality Contacts: Lori Vagi, R.N., at 614-546-3701 (lvagi@mchs.com) or Linda Clem at 614-546-4266 (lclem@mchs.com)

## *Pay-for-Performance and Quality Programs, Continued*

### ***MediGold 2009 HEDIS Quality Care Initiative: Successful***

The 2009 Health Partners and MediGold Quality Care Initiative results have been finalized and validated, and pay-for-performance dollars were distributed to participating primary care physicians in May 2010. The program focused on engaging Health Partners primary care physicians on the improvement of six MediGold HEDIS measures. Of the 369 Health Partners physicians who participated, 173 (47%) were eligible for a financial reward. The success rate for this program increased by 15% from 2008. Only 41% of eligible physicians met the program's goals in 2008.

#### *Program Measures and Results:*

**Measure 1:** The percentage of women 40-69 years of age who underwent a mammogram to screen for breast cancer in 2008 or 2009.

Goal: ≥ 69.5% screening rate      Result: 68.99%

**Measure 2:** The percentage of all members years of age 50-80 who had appropriate screenings for colorectal cancer.

Goal: ≥ 53.2 screening rate      Result: 58.08%

**Measure 3:** The percentage of all members 18-75 years of age who were discharged alive for AMI, CABG or PTCA from January 1 to November 1, 2009, or who had a diagnosis of ischemic vascular disease during 2008 and 2009, or who had an LDL screening during 2009.

Goal: ≥ 88.0 screening rate      Result: 89.44%

**Measure 4:** The percentage of male and female members years of age 18-75 with diabetes whose most recent Hemoglobin A1c was less than 7% in 2009.

Goal: ≥ 45.8 compliance rate      Result: 50.91%

**Measure 5:** The percentage of women 67 years of age and older who suffered a fracture between July 1, 2008 and June 30, 2009, and who had either a bone mineral density test or prescription for a drug to treat or prevent osteoporosis in the 6 months following the fracture.

Goal: ≥ 21.8 compliance rate      Result: 30.48%

**Measure 6:** The percentage of male and female members 18 years of age and older during 2009 who were hospitalized and discharged alive from July 1, 2008, through June 30, 2009 with a diagnosis of acute myocardial infarction (AMI) and who received persistent beta-blocker treatment for 6 months after discharge.

Goal: ≥ 69.6 compliance rate      Result: 83.12%

### ***Post-Fracture Osteoporosis Management Quality Initiative***

Mount Carmel Health Partners and the Mount Carmel Orthopedic Co-Management group are launching a Post-Fracture Osteoporosis Management Quality Initiative. This initiative focuses on the HEDIS measure of osteoporosis management for women aged 67 years and older who suffer a fracture. These patients must have either a bone mineral density test or prescription for a medication to treat or prevent osteoporosis within six months of the fracture.

The Orthopedic Co-Management group will assist in improving this rate by ordering bone mineral density tests or medication before discharging the patient from the hospital. Also, communication between the orthopedic surgeons and primary care physicians will be improved to ensure patients are receiving follow-up care for osteoporosis and medication management. The initiative's goal is to improve MediGold's rating for this HEDIS measure from one to three stars beginning July 1, 2010, through December 31, 2011.

### ***MediGold 2010 HEDIS Quality Care Initiative***

Primary Care Physicians      Program Dates: 1/1/10 to 12/31/10

Summary: Quality improvement program focusing on the improvement of select MediGold HEDIS measures.

Goal: Demonstrate individual and group effort since improving a health plan's HEDIS scores.

Health Partners and MediGold have continued the 2009 MediGold HEDIS Quality Care Initiative into 2010. The new project for 2010 will continue Health Partners' ongoing efforts to improve MediGold's HEDIS scores. The program is not a pay-for-performance program.

The HEDIS measures for this project are:

**Measure 1:** The percentage of women 40-69 years of age who underwent a mammogram to screen for breast cancer in 2009 or 2010. Goal: ≥ 70.0% screening rate

**Measure 2:** The percentage of all members years of age 50-75 who had the appropriate screening for colorectal cancer. Appropriate screenings are defined as follows: 1. Fecal occult blood test during 2010, 2. Flexible sigmoidoscopy between 2005 and 2010, 3. Double contrast barium enema or air contrast barium enema between 2005 and 2010, or 4. Colonoscopy between 2000 and 2010. Goal: ≥ 53.2% screening rate

**Measure 3:** Adults with a new diagnosis (within the measurement year) or newly active chronic obstructive pulmonary disease (COPD) who received spirometry testing to confirm the diagnosis. Spirometry testing must occur 2 years prior to or 6 months after the diagnosing event. Goal: ≥ 32.2% testing rate

**Measure 4:** The percentage of all members years of age 18-75 with diabetes who had at least one Hemoglobin A1c in the last 12 months. Goal: ≥ 90.0% screening rate

## FALL 2010 EVENTS

### Annual Vendor/Payer Fair

**When:** Wednesday, October 27 from 11:30 a.m. to 1:30 p.m.

**Where:** Mount Carmel East Hospital, Siegel Center Auditorium

This is a great opportunity for physicians and their staff to visit with the Discounted Professional Services vendors and learn about the discounts and services they can provide to your practice. In addition, representatives from managed care networks and insurance companies will be on hand to answer your questions. To make good use of your time away from the office, a box lunch is being provided when you attend. Don't miss this great opportunity to visit with the vendors and payers and to see the products and services they offer. Come have lunch and win DOOR PRIZES and ask questions!

Please mark your calendars, complete the registration form on the bottom of the page, and fax to 614-546-4261.

### Coding Updates for 2010 and 2011

**Presented by:** Diane Zucker, Healthcare Management and Reimbursement Consultant

**When:** Tuesday, October 26, 8:30 a.m. to noon

**Where:** Mount Carmel Corporate Services Center (former Lucent Building), 6150 East Broad Street, 4th Floor, Columbus

Please park in the visitor parking spaces in the parking lot in front of the building. Enter the building at the main entrance by the flagpole. A Health Partners representative will greet you in the lobby.

Diane's seminar will increase the quality of your coding, help your practice generate more revenue and help reduce potential liabilities in your practice. Coding changes for 2010 will be discussed along with how to code for pay-for-performance programs. The seminar will cover the following topics: review of E&M coding, review of modifiers and physician coding, updates on diagnosis issues, HIPAA issues for coding, compliance and privacy, review of new CPT codes for 2010, and updates on Medicare, Medicaid and commercial insurances. If you have attended Diane's seminars before, you know Diane provides excellent information and makes good use of your time away from the office.

### OSHA and CLIA Educational Seminar

**Presented by:** Kathy Rooker, Columbus Healthcare and Safety Consultants

**When:** Tuesday, October 19, 8:30 a.m. to 11:30 a.m.

**Where:** Mount Carmel St. Ann's Hospital, Vance Learning Center  
(Located in between the main hospital and the maternity wing)

Please join us for a morning full of useful information that will help make your practice safer, help reduce your exposure to potential liabilities and help protect your patients and staff. The seminar will cover the following topics: hazard recognition, incident reporting, hazard communication, chemical storage, blood-borne pathogens, personal protective equipment and hazardous waste storage. With the incidence of tuberculosis increasing throughout the nation and locally, the seminar will also focus on occupational safety for tuberculosis exposure.

*This seminar meets your annual blood-borne safety retraining requirements.*

Payments can be made out to "Mount Carmel Health Partners" and mailed to: Mount Carmel Health Partners  
6150 East Broad Street  
Columbus, OH 43213

Questions or comments? Please call us at (614) 546-3000.

Name: \_\_\_\_\_ Practice: \_\_\_\_\_

I will be attending:

\_\_\_\_\_ 2010 Vendor-Payer Fair -- FREE — RSVPs for this event may be faxed to (614) 546-4261  
Number in your practice attending the fair \_\_\_\_\_

\_\_\_\_\_ Coding Updates for 2011 -- \$100 Registration Fee per Attendee

\_\_\_\_\_ OSHA Educational Seminar -- \$100 Registration Fee per Attendee

\*Payments are not refundable

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Newsletter  
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Health Partners**

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Contact Information**

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Cathy Wood: 614-546-4256  
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*Remember to Update  
Your Hospital Con-  
tacts and Preferences*

Has your practice recently moved? Do you have a new cell phone, office phone or pager number? Do you need to designate a specific physician or specialist to care for your patients in the hospital?

Please remember that Mount Carmel Medical Staff Services must be notified if any of your practice's contact information or care preferences have changed. This is important for patient care services, referrals and coordination of care. Medical Staff Services maintains the information the hospital uses when contacting physicians.

*Medical Staff Contact Information:*

Mount Carmel Health  
(East/West): 546-6227 or  
e-mail:  
kthomas@mchs.com  
St. Ann's: 898-4389  
New Albany: 775-6611

*NEW PHYSICIANS JOINING HEALTH PARTNERS*

Karen Agrawal, M.D.—IM/Hospitalist  
Central Ohio Hospitalists, 3525 Olentangy  
River, Ste 4330 Columbus, 43214

Jarrold Bruce, M.D.—IM/Hospitalist  
HMP of Franklin County Ltd, 1087 Denni-  
son Ave, Columbus, OH 43201

Stephen Burky, M.D.—Radiology  
Radiology Inc., 10567 Sawmill Pkwy, Ste  
100, Powell, OH 43065

Ravi Dhawale, M.D.—Endocrinology  
Central Ohio Primary Care, 500 Thomas  
Lane, Ste 3G, Columbus, OH 43214

Elizabeth Hewitt, D.P.M.—Podiatry  
Step Lively Foot & Ankle Center, 1045  
Beecher Crossing N, Ste A, Gahanna, OH  
43230

Leslie Hoffman, M.D.—Endocrinology  
Central Ohio Primary Care Physicians  
500 Thomas Lane Ste 3G  
Columbus, OH 43214

Jeanna Knoble, M.D.—Hematology/Oncology  
Mid-Ohio Oncology/Hematology, Inc.  
3100 Plaza Properties Blvd  
Columbus, OH 43219

Rita Konfala, M.D.—IM/Pediatrics  
Whitehall Family Health Center/ Capital  
Park Family Health Center, 882 S. Hamil-  
ton Rd, Columbus OH 43213

Joo Lee, M.D.—IM/Hospitalist  
MedOne Hospital Physicians,  
3525 Olentangy River Rd, Ste 4330, Co-  
lumbus, OH 43214

Shawn Macalester, D.O.—IM/Hospitalist  
MedOne Hospital Physicians, 3525 Olen-  
tangy River Rd, Ste 4330, Columbus, OH  
43214

Robert Nowell, D.O.— Family Medicine  
Immediate Health Associates  
575 Copeland Mill Rd 1D  
Westerville, OH 43081

Marena Patronas, M.D.—Ophthalmology  
The Retina Group, 262 Neil Ave Ste 220,  
Columbus, OH 43215

Gerald Penn, M.D.—Pathology  
Mid-Ohio Oncology/Hematology Inc.  
3100 Plaza Properties Blvd.  
Columbus, OH 43219

Lovely Philipose, M.D.—Family Medicine  
Whitehall Family Health Center/Capital  
Park Family Health Center, 882 S. Hamil-  
ton Rd, Columbus OH 43213

Laurie Pordum, D.O.—Ob/Gyn  
Comprehensive Women's Care, Inc.  
4845 Knightsbridge Blvd. Ste 220  
Columbus, OH 43214

Steven Szames, D.P.M.— Podiatry  
Eastside Foot and Ankle Center, 6002 E  
Main St, Columbus, OH 43213

Hilary Vaughn, M.D.—Internal Medicine  
Mount Carmel Health System  
Mount Carmel Medical Education  
793 W State St, Columbus, OH 43222

Rebecca Ware, M.D.—Psychiatry  
Psychiatry Providers at Mount Carmel  
750 Mount Carmel Mall, Ste 220  
Columbus, OH 43222

Scott Young, M.D.—Gastroenterology  
Ohio Gastroenterology Group, Inc.  
3820 Olentangy River Rd  
Columbus, OH 43214

*CVS/Caremark: New Pharmacy Benefit Manager for  
Trinity Health Associate Health Plan*

Effective July 1, 2010, CVS/Caremark became the pharmacy benefit manager for Trinity Health Associate Health Plan, replacing Medco. All patient prescription histories, orders and information have been transferred from Medco to CVS/Caremark.

Based on the experience of other health plans, CVS/Caremark will provide the associates of Trinity Health with exceptional customer service as well as assist Health Partners in quality improvement activities focusing on pharmaceutical quality improvement and cost reduction.