

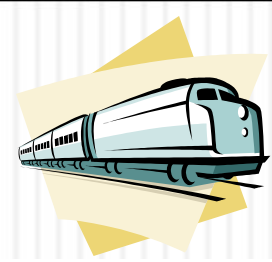
**JPA's New Focus...**  
**To Assist its Primary Care  
Physicians in Optimizing  
Their Operations**



# Ever-Changing Environment

- Healthcare delivery is *undergoing transformation*
- Focus is on “*evidence based*” care delivery – *outcome driven*
- *Chronic care management* and integrated, coordinated care is rewarded
- “Best Practice” processes identified and replicated
- Patients need to be more engaged in their care delivery
- Need to create a seamless integrated delivery system of healthcare providers – vision: the community becomes an Accountable Care Organization

# Why You Should Care



- Practice transformation promise:
  - **Higher revenue**
  - **Greater efficiency**
  - **Higher quality care**
- Practice can document its healthcare delivery
- Results in greater patient compliance and engagement
- Higher patient satisfaction
- Higher staff loyalty
- The industry has already begun transformation; you'll be left out if you do not participate

# JPA is transforming too...

## Traditional Focus

- Insurance Company Interaction
- Preferred Vendor Partnerships
- Fee Schedule Analysis
- Practice Training
  - HIPAA
  - OSHA
- Delivery System Membership Growth
- Payer Contracting

## New Focus

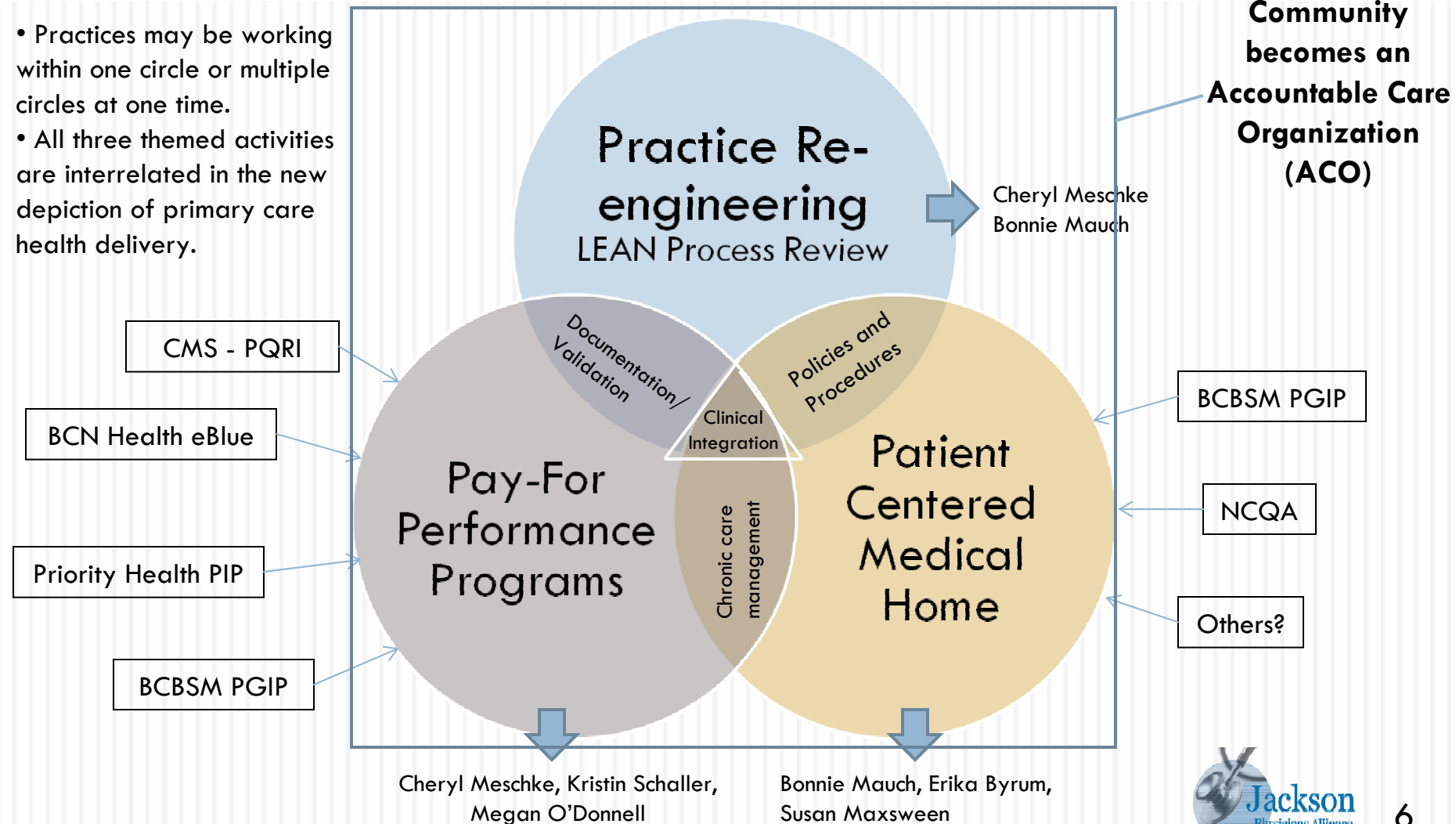
- Practice Transformation
- Quality Measurement
- Practice Management Support tools
- Transformation Education and Training
- Delivery System Integration
- Chronic Disease Management and Patient Engagement

# Transformation (cont'd)

- JPA is your “go to” resource
  - Building staff infrastructure and expertise
  - Assembling the resources
  - Creating partnerships and affiliations

# JPA's PCP Practice Transformation Initiatives for 2010

- Practices may be working within one circle or multiple circles at one time.
- All three themed activities are interrelated in the new depiction of primary care health delivery.



# Your Continuous Practice Transformation

1. Internally assess where practice stands
2. Begin to ready staff for change
3. Gather knowledge and tools
4. Begin process
5. Continuously evaluate progress
6. Celebrate and/or Re-tool  
(Constant Flux)



# Transformation (cont'd)

- Recognize that this is a long term process that is still evolving
- There is no workbook or recipe to follow
- Ambiguity and confusion will abound during the process

# Next Steps

- Need commitment from practices
  - Multi-pronged engagement
- Need feedback from practices
  - What's working/What's not
- Need efficient communication structures
  - Webinars
  - Face-to-face meetings
- You need to incorporate the topic of practice transformation into regular staff meetings
- Recognize Ambiguity of the times