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# The JPA Examiner

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## Practice Management Training Series Is a Success!

The first practice management training session was held February 28<sup>th</sup> and received rave reviews. Jesse Fuller, President of Collections Data Services discussed *Managing Your Accounts Receivables*. Comments included: "I learned some new techniques and was refreshed on things we should be doing," and "I thought the presentation was full of useful information, I was able to take a lot from the session and make positive changes to our in-house collections."

We hope that more practices will take advantage and sign up for the remaining sessions which will run throughout the year. By signing up for the series now, you save

Upcoming Sessions	
4/27	Leveraging Regulations to Improve Your Practice
5/23	Hiring the Best and the Brightest
6/29	Optimizing Diagnosis Coding Guidelines
9/21	Reimbursement Strategies and Setting Fee Schedules
10/26	Practice Management Assessment and Decision Making
11/15	Marketing Your Practice

\$600 and your practice can send two employees to each session. All sessions are held at the Training Center, 810

Winifred Street.

To register contact Cheryl at 517-817-2140 or email [cherylm@JPAdocs.com](mailto:cherylm@JPAdocs.com).

### Year 2006-07 JPA Board Members

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## The Push Toward Pay-for-Performance

Pay-for-Performance (P4P) programs are becoming increasingly prominent, as recently witnessed when the American Medical Association (AMA) signed a pact with Congress to develop more than 100 standard measures of performance. This is part of the Bush administration's push toward P4P arrangements, which mirror private sector efforts, and link Medicare payment to quality. While there is concern that this is an effort to cut Medicare payments, the AMA asserts that they agreed to help develop uniform measures of quality care because otherwise there would be dozens of unrelated measures placed on physicians by insurance companies, health plans and government programs.

The AMA agreement says that in 2007 doctors will voluntarily report to the federal government on at least three to five quality

measures per physician. The agreement also says doctors "should receive" additional payment to offset the costs of collecting and reporting the performance data.

P4P programs, whether initiated by government or the private sector, are financial incentives from payers to physicians for achieving specific, measurable patient safety, quality, satisfaction or efficiency objectives. These programs will impact not only the patient/physician relationship, but also the internal practice management of the office. Therefore, it is important to ensure that P4P programs are positively structured and appropriately applied.

JPA will continue to keep you informed regarding guidelines to assess P4P programs.

Sources *Nytimes.com*, AMA to Develop Measures of Quality of Medical Care, 2/20/06.



## Payer News

### New BCN Incentive Programs

#### *BCN's Blue Reward\$*

BCN is offering three new Blue Reward\$ during 2006, for primary care physicians (PCPs). Details, timeframes, measures and payments will be communicated through targeted mailings directly from BCN. Each program requires the use of lipid-lowering medications and provides a \$100 incentive per compliant BCN member. The programs are:

- Lipid Lowering for Chronic Heart Disease.
- Lipid Lowering for Diabetes.
- Use of Generic Lipid-Lowering Medications.

#### *Pay-As-You-Go Incentives*

BCN announced two new Pay-As-You-Go incentives for this year, for primary care physicians (PCPs). Details were communicated through a separate mailing from BCN. The following is a brief overview:

- Two (2) areas are being targeted: Comprehensive Diabetes Care and Adolescent Immunizations.
- The goal is to ensure that service components are provided as required throughout 2006. Services must be rendered between 1/1/06 – 12/31/06.
- Data returns can be made electronically via the Health e-Blue diskette.
- Payments will be made in summer and fall 2006, and winter 2007.

#### Incentive Amounts:

- Comprehensive Diabetes Care:  
A \$25 per service component plus a \$175 bonus for each fully compliant diabetic BCN member.
- Adolescent Immunizations:  
\$125 per fully compliant adolescent BCN member.



For more information contact Ted Drozd at 517-322-8114.

### NPI Readiness Assessment

Starting in April, BCN will be contacting various JPA practices to assess readiness with the National Provider Identifier (NPI). The purpose is to assist JPA practices in making a smooth transition from the BCBSM Pin number to the NPI. As you know all HIPAA covered entities must accept and use an NPI in standard transactions by May 23, 2007. If you have not yet applied for your NPI—you must do so. For complete NPI information go to [www.cms.hhs.gov/NationalProidentStand/](http://www.cms.hhs.gov/NationalProidentStand/).



If you have any questions about the transition from the BCBSM Pin to NPI contact Ted Drozd at 517-322-8114.

### BCN Advantage Medicare HMO Operational—January 1, 2006

In January 2006, BCN launched its Medicare Advantage program. This is a Managed Medicare (Part C) product for seniors. To date, approximately 100 members have enrolled in the plan with Jackson Physician Alliance.

### Health e-Blue 2006 Distribution

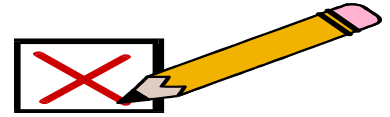
BCN announced that PCPs should receive their Health e-Blue diskette beginning the week of March 6<sup>th</sup>. Physicians should review the documents included in the mailing to familiarize themselves with changes made to the Health e-Blue CDs/databases as well as other important information. Any questions, contact Ted Drozd at 517-322-8114.



### Open Enrollment Coming *BCN's Employee Health Insurance Available*

Open enrollment for BCN's comprehensive HMO benefit package with prescription drug coverage will be from June 1 — June 30. The plan will take effect July 1, 2006. Now is the time to look at your practice's current health insurance plan and compare. You can add the BCN plan as an alternative to your current employee health plan, or offer it as a "full replacement". To receive a comparison of your current rates with BCN's rates, contact Cheryl Meschke at 517-817-2140.

## And the Survey Says... (2006 JPA Physician and Practice Manager Survey Results)



The following is a brief summary of the 2006 JPA Needs and Satisfaction Survey. Thank you to all the physicians and practice managers who completed the survey. We had a 31% response rate from practice managers and a 25% response rate from physicians. The survey results are used by the JPA administrative team and Board to improve services to our membership. Highlights included:

### JPA Service Satisfaction

- Respondents are quite satisfied with JPA services. The majority of respondents rated JPA an "A" or "B+".

### JPA Communications

- All practice managers responding (100%), and (87.5%) of physicians read the *JPA Examiner* newsletter.
- The number of practice managers who visit the JPA website is 38.3%, while only 8.3% of responding physicians have visited the website.
- Email usage within the office is up significantly from last year with 89% of responding practice managers and 79.2% of physicians using email.

### Pressing Practice Issues

- Practice managers mentioned OSHA most frequently as the most pressing issue, while physicians mention decreasing reimbursements and EMR.

### BCN Health e-Blue Program

- Just over 20% of responding PCP practice managers are not familiar with the Health e-Blue program. Over 40% said training would be of value, and nearly one-third are not aware of the potential increased revenue to their primary care practice.
- Nearly one-third of the responding PCP physicians are not familiar with Health e-Blue or aware that the program can help increase revenue in their practice.

### Pay-For-Performance

- Just over 33% of responding practice managers and more than 50% of physicians are not familiar with P4P.

### Contracted Services

- Of all respondents, 88.5% contract with BCN and 84% are satisfied. Over 95% are satisfied with JPA's management of the BCN contract.
- Of all respondents, 67% contract with Preferred Choices and over 66% are satisfied. Just over 55% are satisfied with JPA's management of the Preferred Choice's contract.

### Preferred Vendor Program

- Respondents for the most part are satisfied with the products and services provided by the JPA preferred vendors. Following is a vendor comparative chart.

Preferred Vendor	% worked w/vendor	Sat Score (Out of 4)
AMTEK	7.7%	4.0
CP Federal Credit Union	7.7%	3.0
DBI	57.7%	4.3
Emdeon	19.2%	3.4
Jamieson-Allen Agency	15.4%	4.0
McKesson	53.8%	3.3
National City Bank	No contacts in '05	N/A
TDS Metrocom	42.3%	3.2
Transworld System	7.7%	3.0
Voice Data Network	11.5%	3.0
Willis Information Technologies	46.2%	3.3



## Welcome Automatic Imaging

Welcome to Automatic Imaging, a local Jackson business and JPA's newest Preferred Vendor. They provide data management and shredding services. JPA members are eligible for up to 10% off their total bill depending on business volume. Services they provide include:

- Scanning
- Shredding
- Filming
- Storage of Documents
- Back File Conversion

Automatic Imaging can scan any size document and convert it to fiche, roll film or digital format. All digitized images are reviewed by the client before committing to CD or DVD or any other media form requested. There is no specialized equipment or proprietary software needed to view the images. Original documentation can be either returned, stored, or destroyed. Pick up and delivery are free.

If you have questions or would like a quote, contact Dave Urbaniak at 517-764-3214.

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***Dedicated to helping  
physicians optimize  
health care outcomes  
and patient satisfaction***

## Save the Date

Clear your calendar for another gala evening — the 2nd Annual Practice Manager's Appreciation Dinner on November 14, 2006.

<b>Date:</b>	<b>November 14, 2006</b>
<b>Location:</b>	<b>Country Club of Jackson</b>
<b>Time:</b>	<b>4:30 – 8:00 pm</b>



The Consumer Assessment of Healthcare Providers and Systems (CAHPS) Program is developing a comprehensive standardized survey which asks patients to evaluate their physician experience. Results of the field testing for the new Clinician & Group Survey is being incorporated into the final survey which is anticipated to be available for public use in March of 2006. While the survey at this time is voluntary, it may become at some point part of a P4P initiative, similar to what is currently being used with hospitals and tied to their Medicare reimbursement.

## Five New HEDIS® Measures



Five new measures have been added to HEDIS® (Health Plan Employer Data and Information Set) in 2006. Required measures and data include:

- Inappropriate Antibiotic Treatment for Adults with Acute Bronchitis.
- Use of Spirometry Testing in the Assessment and Diagnosis of COPD.
- Follow-up Care of Children Prescribed Attention Deficit Hyperactivity Disorder Medication.
- Disease Modifying Antirheumatic Drug Therapy in Rheumatoid Arthritis.
- Annual Monitoring for Patients on Persistent Medications.

HEDIS® is a registered trademark of the National Committee for Quality Assurance.