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The JPA Examiner

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“Open Enrollment”

Employees of JPA member practices can enroll in a new Blue Care Network program called “Healthy Blue Living” Option 3 (HBLO3).

The benefits of this program are comprehensive with an enhanced coverage plan that offers lower co-pays and higher coverage levels for members who adhere to a healthy lifestyle. Members are automatically enrolled in the enhanced plan for the first 90 days of coverage. To stay in the enhanced plan, subscribers need to complete a health risk appraisal and wellness commitment form within 90 days, as well as follow their primary care physician’s recommendations.

Participants in the enhanced program will receive increased coverage for emergency medical care, diagnostic services,

Monthly rates till 7/1/2008	
Single:	\$318.68
Double:	\$780.77
Family:	\$876.38

hospital care and more. Members will also receive significant savings in prescription drug coverage. A standard plan is available to members who do not take advantage of the enhanced wellness components.

The program will be offered during a special enrollment period from November 1st to 30th with the plan taking effect January 1, 2008. The plan renews next July (2008).

JPA will administer the program by coordinating the billing and enrollment functions on behalf of each participating physician office for a \$9 administrative fee in recognition of the time involvement.

For more enrollment information, contact Cheryl Meschke at 517-817-2140 or via e-mail at CherylM@JPAdocs.com.

Year 2007-08

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Dr. Bruce Bigelow

Dr. Piyush Patel

Dr. Arthur Vendola

Dr. R. Charles Medlar

JPA Administrative Staff

Ms. Cheryl Meschke, RN

Administrator

Phone: (517) 817-2140

Fax: (517) 817-2142

Email: cherylm@JPAdocs.com

Mr. Mark Dengler

Executive Manager

Phone: (315) 635-9802

Fax: (315) 720-1159

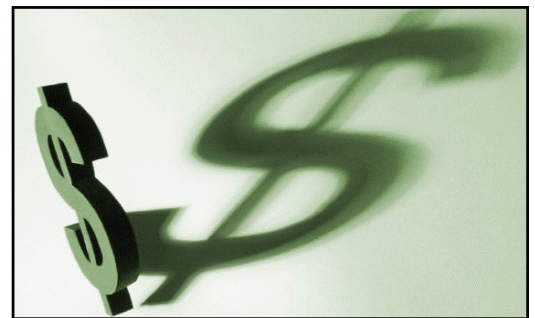
Email: mdengler@twchy.rr.com

Maximize PRP Bonus

The BCN Physician Recognition Program (PRP) incentive is primarily based on HEDIS and BCN clinical guideline quality components.

As you may know, BCN no longer sends out the Health e-Blue diskette for practices to document their PRP performance.

Now, you must go to BCN’s Health e-Blue web-DENIS website to review the data that will be used to determine your practice’s PRP incentive. If you do not log in this data by December 31, 2007, your practice will lose out on a considerable financial bonus. We encourage you to go to web-DENIS and complete the Health e-Blue forms.



Health e-Blue features three main tools: (1) PCP PRP tracking report; (2) PCP Quality Summary Report; and (3) Filter capability on PRP measures.

The Quality Summary Report is a report that compares quality measure rates of the PCP and groups to their same specialty across the

See Health e-Blue page 2

Payer News

Health e-Blue

From page 1

region and state, as well as the state's 90th percentile and plan goals. These measures are HEDIS and/or BCN clinical guideline measures. The measures that are part of the Physician Incentive Plan are flagged on this report.

Services available through web-DENIS include:

Patient Eligibility – A list of members assigned to a PCP as of the end of the previous month. This may not match your capitation eligibility list due to timing and retro-activity.

Patient Conditions – Members who have been identified for the BCN disease registry having the following conditions: Asthma, Cardiovascular Disease, Diabetes, Congestive Heart Failure, Migraine and Low Back Pain.

Treatment Opportunities – Members identified with a condition based on HEDIS and/or BCN clinical guidelines. As you tab through each condition the associated services will display either a green √ showing the service is completed or a red X showing the service has not been completed by each member.

Treatment opportunities by condition/measure – Members eligible for a condition/measure based on HEDIS and/or BCN clinical guidelines. This page shows the denominators and numerators for each condition/measure and displays both met and not met services.


If you have any questions or need assistance getting into web-DENIS, contact Ted Drozd at 517-322-8114.

BCN Referral Changes

BCN's 2007 mid-year Referral and Clinical Review Programs for members has been reviewed and updated. The mid-year programs were effective as of July 1, 2007.

In the Mid-West region and for BCN Advantage members, Woman's Choice services performed in the provider office or in the outpatient setting do not require a referral. However, OB-GYNs must submit request for clinical review where indicated. Review your July/August Network News (pages 19-24) for a complete review of all referral changes.

Priority Health

Over the summer, the JPA management team  PriorityHealth began discussions with Priority Health provider relations staff.

To date, no formal relationship has been established. However, Dr. Jim Byrne, Corporate Medical Director affirmed the company's desire to work with JPA on P4P efficiency and PIP quality initiatives. Additional discussions are being scheduled for later this month.

As you may know, Priority Health hopes to purchase the Physicians Health Plan of South Michigan program pending the state's approval!



Don't Miss

Mark Your Calendars For

The BCN APPRECIATION EVENT

From 9 a.m. to 3 p.m. November 1, 2007, Blue Care Network will host an office appreciation event for JPA members at Lansing Community College Conference Service M-Tech West Campus, 5708 Cornerstone in Lansing.



Welcome New Preferred Vendor . . .

HD Vest Investment Services

JPA is pleased to welcome HD Vest, our newest Preferred Vendor.

HD Vest is the nation's leader in the growing market for comprehensive financial planning services. Over 5,100 independent HD Vest Advisors collectively manage more than \$27 billion in assets and provide investment and tax advice for individuals and small business in over 50 states.

HD Vest provides investment services for JPA and the organization is very pleased with the service received from HD Vest.



HD Vest Advisors have access to a full array of financial solutions whether you're looking to retire comfortably or help send your children to college and manage the financial risks.

HD Vest Investment Solutions include mutual funds, individual stocks and bonds, professional money management, insurance and retirement plans.

To learn more, call HD Vest at 517-784-5556. Ask for investment advisor representatives Pat Willis (willp1@hdivest.net) or Dan Machnik (machnikd@hdivest.net) and mention that you are a JPA member.

Doctors' Report Cards: *Helping or hindering*

Patients have an increasingly popular venue in which to look up their provider's performance – the Internet. While the idea of giving doctors a "report card" to judge how well they are doing their jobs is gaining popularity around the country, it is yet to be established whether this is the best way to determine the quality of care provided.

Health care report cards that evaluate the performance of physicians, hospitals and health insurers might have "unintended and negative consequences on health care," according to an article published in the *Journal of the American Medical Association*. The article states that although report cards encourage "a spirit of openness," they could prompt physicians to avoid sick patients to improve their scores or to perform unnecessary procedures or tests to reach "target rates."

The article cited a 1997 survey in which two-thirds

of 104 New York surgeons interviewed said that they avoided sick patients to obtain higher scores on report cards. In addition, the article cited a study in which several Department of Veterans Affairs hospitals received low scores despite proper treatment of patients.

It is also imperative that patients understand how to digest the wealth of information available on the various websites and respect the difference between fact and opinion.

There are numerous websites online that address the quality of service and skill levels of doctors nationwide. Some rely on patient feedback, while others are compiled from statistically reliable surveying. Popular physician rating websites include: those highlighted

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www.HealthGrades.com
www.MDNationwide.org
www.DrScore.com
www.RevolutionHealth.com
www.RateMDs.com
www.diagknowsis.com

in the box to the left.

Whether these web sites help or hinder the industry has yet to be determined.

JPA offers training seminar . . .

Learn What's New on the Coding Horizon

JPA will offer a four-hour workshop on Coding and Billing Hot Topics from noon to 4 p.m. Wednesday October 17th at the Training Center, 810 Winifred Street, Jackson, MI.

The Coding Hot Topics Seminar will provide a valuable overview of what is new and what is on the coding horizon.

The first two and a half hours of the workshop will be dedicated to general coding issues applicable to most

practices. The last hour and a half is reserved for your questions specific to your specialty.

Our instructor, Judy Breuker, is a nationally renowned expert on medical coding issues. She has taught and performed multi-specialty medical coding for more than 20 years, and is one of the most sought after coding experts in the United States.

This workshop will help to increase your confidence by enabling you to stay current on the ever-changing area of coding and reimbursement. You will be provided with tips and tools to make sure your practice is compliant with government regulations.

The opportunity to network with your peers in this interactive environment will help motivate you to set up your practice for success.

The cost of the program is \$75 and \$50 for each additional person from the same practice attending. Light refreshments will be provided.

Register for the program by October 1, 2007 by contacting Cheryl Meschke at 517-817-2140 or via e-mail at Cherylm@JPAdocs.com.

Don't miss!

Training highlights

- *Clear up consultation confusion*
- *Review the new codes*
- *Look at what is on the coding horizon*
- *Look at the OIG work plan*
- *Modifiers*
- *Bring in the A/R*
- *Time dedicated to your specific Q&A*

JACKSON PHYSICIANS ALLIANCE **JPA**

1310 Greenwood Avenue
Jackson, MI 49203
Phone: 517-817-2140
Fax: 517-817-2142
www.JPAdocs.com
Email: cherylm@JPAdocs.com

Making Healthcare Better

In the Door

**Please welcome our new JPA
physician members:**

Dr. Sonia Yousuf
IM/Rheumatology

Dr. Jessica Williams
Pediatrics

Dr. Claudia Perez
Surgery

Dr. Raechel Goldbort
Family Practice

Dr. Timothy Crone
Hospitalist



HIPAA Website

Check it out!

The Department of Health and Human Services (HHS) launched an enhanced web site that will make it easier for consumers, health providers and others to get information about how the department enforces health information privacy rights.

The site, www.hhs.gov/ocr/privacy/enforcement, provides information about the Privacy Rule, which creates important federal rights and requirements to protect the privacy of personal health info.



Save the Date!!

JPA Appreciation Dinner

From 4:30 to 8 p.m. November 14, 2007, JPA Practice Managers Appreciation Dinner will be held at the Country Club of Jackson, 3135 Horton Rd. in Jackson. Join the fun, good food, lots of laughs and great door prizes.

Outstanding service earns national award

Ambs Call Center, a JPA Preferred Vendor, has been honored with the exclusive 2007 Award of Excellence for the second consecutive year. Presented annually by the Association of TeleServices International (ATSI), the award recognized Ambs for its proven quality service to customers including excellent call-handling skills like courtesy, response time, accuracy and overall services.

An independent panel of judges spent six months testing companies, and those that scored 80 percent or better in all categories were presented with the award.

Ambs Call Center handles order entry, messaging, sales, lead qualification and other customer management functions from its Jackson, Michigan headquarters. It processes more than 3 million contacts annually. Ambs Message Center services clients across the United States and dates back to 1934 when it began as a Physicians' Exchange serving the needs of Jackson area doctors.

A+

Congratulations Ambs Call Center!!