

# JACKSON PHYSICIANS JPA ALLIANCE

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



## In the Door

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

**Dr. Madhu Arora**  
*Rheumatology*

**Dr. Larry Farr**  
*Family Practice*

**Dr. Mahender Macha**  
*Cardiac Surgery*

**Dr. Vincent Simonetti**  
*Cardiac Surgery*

**Dr. Heather Simpkins**  
*Hospitalist*



*Warm Wishes for a Happy  
and Safe Holiday Season!*

## Improve Your Revenue Cycle

Wednesday January 23, 2008  
Time TBA

*A Practice Managers Workshop  
presented by Wendy Domke, CLA, RT*

In Just 2 hours, learn the basics of how to establish a revenue cycle work plan in your office. This workshop is designed to help practice's understand revenue cycle management and how it impacts your practice; understand the tools needed and resources available to assist in the process; and identify key indicators and benchmarks related to revenue cycle management. There will also be an infrastructure overview of the process and discussion on how to develop a work plan and team process.

## Practice Manager Forum Meeting

Wednesday January 16, 2008  
8:00 to 9:00 a.m.

**"Health Industry Trend Overview"**  
*A Presentation by Mark Dengler*



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# The JPA Examiner

We're just a click away at [www.JPAdocs.com](http://www.JPAdocs.com)

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### Year 2007-08 JPA Board Members

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## Seasons Greetings!

Warm wishes from the JPA administrative staff during this holiday season!

Once again we have reaped the fruits of our labor with a success-filled year. We received our withhold and bonus funds; are seeing the maturing of practices who transitioned to an EMR, and watch those who are excited about starting the transition; and now we are ready to embark on some exciting new programs with our area payers.

JPA recently agreed to participate in the BCBSM Physician Group Incentive Program (PGIP) as part of a nationwide demonstration project piloting the effectiveness of the Patient-Centered Medical Home (PCMH). This model places the patient and the primary care practice at the center of care.

As part of the PGIP program, JPA will be choosing a number of initiatives for our participation. In return, JPA will be provided financial support to assist in developing databases and tools to monitor and measure achievement associated with the initiatives. In addition, BCBSM will payout incentive money to JPA if sufficient progress is made on the initiatives. Collaborative meetings with other PGIP Physician Groups will also be held.

I strongly encourage you to begin discussions about who would be the best champion for the PGIP program within your office. We will be needing a contact. We are also in need of physicians to oversee the initiatives.

In other exciting news, JPA was chosen by BCN to participate in a new exclusive Premier Health Network (PHN). At this point, Meijer is the only employer using the network. The Meijer plan is modeled after BCN's Healthy Blue Living<sup>SM</sup> product. Program guidelines



mirror Healthy Blue Living guidelines with additional integration of a Medical Home concept. The Premier Health Network is being marketed by BCN to self insured employers.

We also have negotiated an arrangement with Priority Health, the latest payer in the region. JPA will focus on implementing P4P programs and quality care initiatives.

Reflecting on the past year, we should be very proud of our 2007 accomplishments, including:

- ❄ Reaching utilization targets achieved for 2006 plus earning bonus;
- ❄ Obtaining the BCN Rx and Performance incentives and growing JPA's membership by 5%;
- ❄ JPA also added new preferred vendors: Willis & Machnik and Henry Schein.

We also look forward to your continued support in helping us meet our **2008 goals:**

- ❄ Continue to facilitate practice conversion to EMR (having 100+ physicians on EMR in '08)
- ❄ Launch of the PGIP program—watch for meeting announcements in the first quarter;
- ❄ Establish a Chronic Care Registry;
- ❄ Enhance clinical integration activities, incorporating wellness initiatives;
- ❄ Participate in P4P programs with BCN and Priority Health; and
- ❄ Continue to grow the JPA Network.

We strive to provide you with a collective voice that brings value. I appreciate your support and look forward to working with you in the coming year.

Warmest regards to you and your family for a joyous and healthy holiday season.

*Lynn VanWagnen, MD, President*  
517-787-1990

## Payer News



### BCN

#### Premier Health Network

Beginning in January of 2008, employees of Meijer will have a new self-insured health insurance option, using the BCN Premier Health Network (PHN) through BCN. JPA is a member of this new self-insured, limited primary care network.

The PHN was developed based upon demonstrated efficiencies and quality standards. This network is smaller than the BCN general network. It is a limited, exclusive network of providers.

BCN markets the network to large self-insured employers interested in controlling their costs through limiting their employees provider choice and enhancing benefit coverage. The PHN product is coupled with a benefit package that offers both in-network and out of network health care benefits. Thus far, BCN has sold the PHN program to the Meijers grocery store chain. Other large employers are being targeted.

Program guidelines will mirror Healthy Blue Living<sup>SM</sup> guidelines with additional integration of the Medical Home concept. Meijer subscribers select a PCP from the PHN. Subscribers who are noncompliant with the guidelines will have a higher employee premium contribution.

Subscribers to the plan must complete a Health Risk Appraisal and complete a qualification form with the PCP within the first 90-days of coverage. The subscriber then returns the signed qualification form to BCN. This process is completed annually, and members must re-qualify each year for the lower premium by complying with the recommended treatment plan, as well as comply with the PCP follow-up recommendations.

PCPs must accommodate the PHN members request for an appointment within the time frame guidelines. They are also expected to assist members with the completion of the qualification form, keep a copy in the patients medical file, and be a health advocate for members, providing and coordinating care through the practice's medical home concept. For questions contact Ted Drozd at 517-322-8114.

#### BCN Patient Satisfaction Success

Each year BCN conducts a member satisfaction survey with their providers. JPA is pleased to announce that 23 of JPA's 70 PCPs ranked in the 90th percentile or higher. That represents more than one third of JPA PCPs. Five PCPs were ranked at 100 percent. **Congratulations!**

#### Updating Health eBlue Increases Profitability

Now is the time to update your Health e-Blue information. The data feeds into your practice's PRP scores, which can result in additional financial bonuses. You have until 2/7/08 to update Pay-as-you-go and 3/8/08 to update your base PRP by going to web-DENIS. To learn more, contact Ted Drozd at 517-322-8114.

### BCN



#### Behavioral Health

Blue Care Network will move its behavioral health services in-house beginning January 1, 2008. Managing behavioral health services in-house will enhance the ability to coordinate medical and behavioral services and will not result in any behavioral health benefit changes for BCN members.

Those currently involved in a care plan are given two visits over 60 days. New referrals will require a referral and authorization. BCN's behavioral health network will include providers serving BCN and M-CARE members including those contracted with M-CARE and with ValueOptions for BCN.

Beginning in January, BCN will accept applications for additional providers including inpatient and outpatient psychiatric and substance abuse facilities, psychiatrists, licensed psychologists and licensed masters-level social workers. If you have not yet received information from BCN, it will be sent soon. To learn more, contact Ted Drozd at 517-322-8114.



### Priority Health

#### Partners in Performance

JPA has entered into an arrangement with Priority Health, which began providing health care to Jackson area residents in Fall 2007. As part of this relationship we will assist with the implementation of their incentive programs—Partners in Performance (PIP) and Pay for Performance (P4P) for specialists. These programs reward practices for superior performance, clinical quality and access and availability.

Program documents will be distributed to each practice in the coming weeks. Priority Health and JPA will be offering training and support to help practices reach performance goals and make the program successful.

### BCBSM's



#### Physician Group Incentive

JPA's participation in the PGIP program will begin January 1, 2008. The goal of the program is to assist offices in practicing medicine more efficiently and more comprehensively at a lower cost. This patient care model places the patient and primary care practice at the center of care known as the Patient-Centered Medical Home.

Pilot demonstrations and current health services research suggests that patients who have a medical home are healthier overall, experience a higher quality of care and receive that care more cost effectively. Patient Centered Medical Home is supported by the American Academy of Family Physicians (AAFP), the American Academy of Pediatrics (AAP), the American Osteopathic Association (AOA), and the American College of Physicians (ACP).

## Practice Managers Appreciation Dinner

JPA again thanked its practice managers on November 14th at the Country Club of Jackson, at what has become an annual gala event.

Over forty practice managers and eleven JPA preferred vendors enjoyed the festivities. Practice managers were treated to a lovely dinner and accolades were read aloud, written by JPA physicians. JPA preferred vendors and insurance representatives also raffled numerous door prizes, including an iPod, palm pilot, and sporting event tickets, hot tub passes, gift certificates to Best Buy and Jax Crossing, a wireless mouse, and dinner for two at Bella Notte. Everyone went home with a box of chocolates and some were lucky enough to receive a beautiful floral table centerpiece.

Executive Manager Mark Dengler was grateful that so many were able to enjoy the evening. He commented on how important our JPA practice managers tireless efforts are in implementing the JPA organization's goals and the organization's success. Special thanks were also extended to Cheryl Meschke who again catered to every detail of the event, helping to make this a terrific evening. Thanks also to Pat Willis for being our volunteer photographer.

The following is a sampling of physician comments pertaining to their respective practice manager:

*She always makes the time to write notes of encouragement and thanks. Our practice manager is always encouraging, supportive, informative, and very timely in her assistance.*

*Our practice manager is always understanding and encouraging to us. You know she cares about how things are going in the office.*

*Our practice managers works long, hard, thankless hours. She helps us get what we need to be a successful office and she has a "can do" attitude. I want to say thank you.*

*She just celebrated her 15th year with our office!!! She is like a VISA commercial "PRICELESS" What more can I say?*

*My practice manager leads the staff by example. She is upbeat - all problems are solvable. She is hardworking and she smiles and laughs with the staff and patients alike.*



*My practice manager has brought unity in the office workforce. Our billing is timely and correctly done. My visits to the billing office have decreased tremendously. Great job!*

## JPA Welcomes Newest Preferred Vendor

JPA is pleased to welcome Henry Schein Medical as our newest Preferred Vendor.

Henry Schein offers medical product solutions and support to meet your practice goals. For 75 years, they have provided healthcare practitioners the means to grow their business, realize ongoing profitability and offer their patients superior care.

From the latest equipment to financial services, they are committed to the health of your practice. A representative from Henry Schein will be contacting you in the near future to introduce their company and to review the list of services



**The Resource for Healthcare Professionals™**

that they offer. Henry Schein is a single source medical supply partner, for all your practice needs whether you're ordering diagnostic testing supplies, lab equipment, vaccines, pharmaceuticals, lasers, ultrasound, implementing a computerized practice management system, or completely renovating your office, Henry Schein can help you take the best care of your patients—and your practice.

Please take time to speak to our Henry Schein representative, Mr. Larry Hohs, when he contacts you. For your reference, he can be reached at 517-410-0682 or via e-mail at Larry.Hohs@HenrySchein.com.