



1310 Greenwood Avenue
 Jackson, MI 49203
 517-817-2140
 517-817-2142 fax
CherylM@JPAdocs.com
BonnieM@JPAdocs.com
www.JPAdocs.com

February 22, 2010

Dear JPA Primary Care Physician,

JPA's is working to reduce unnecessary Emergency Department (ED) utilization. JPA has contracted with Blue Care Network to do this. In fact, part of JPA's withhold is tied to hitting a utilization target. In 2009 our Target was 181 visits per thousand patients. Our actual utilization was 193 visits per thousand. This is the first year JPA has not achieved the ED goal. We have lost the chance to receive and distribute to you approximately \$156,000.

We do not want this to happen in 2010. JPA has devised a strategy to help you monitor your ED unnecessary utilization. We will need your help to keep our ED use down.

There are three sets of 2009 ED data attached. We know that you cannot effect change with old data. This is an educational piece for you to look at to move forward. JPA will be forwarding monthly reports to you as we receive 2010 claims information. We are asking you to look at this data and work with your staff and your patients to decrease unnecessary ED utilization.

CATEGORY	DEFINITION	STRATEGY
Non Emergent ED visit	Not life threatening may be able to be handled at the physician's office or an Urgent Care Center.	<ul style="list-style-type: none"> -remind patient at every visit (either by you or a member of your clinical staff) to call before going to the ED -inform of open scheduling and/or extended hours -change phone message to number to call for direction to care. Include the urgent and After hours care numbers. -f/u with patient after any ED or UC visit -send enclosed letter to member -

CATEGORY	DEFINITION	STRATEGY
Frequent Flyer	3 or More ED visits in a quarter by a patient	-determine if patient would benefit from Case Management (ER Navigator-Allegiance Health 788-4800 ext 6144) , Chronic Disease Management or Self Management - call “frequent flyer patients to come in for a visit to determine why they are using ED instead of your office -have your staff work with the patient on a documented plan for avoiding ED use.
Chronic Condition Diagnosis With ED visit	Chronic condition (Diabetes, CHF, Back pain) being seen in the ED.	-review your list of patients who made these types of visits and determine if they would benefit from being seen at the office for a goal setting visit - discuss the criteria necessary for being seen in the office and when to make an ED visit -make patients aware of your open schedule, extended office hours.

JPA is also working with BlueCrossBlueShield of Michigan PGIP to decrease ED usage for BCBSM patients. The patient reports contained in this mailing are all Blue Care Network or BCBSM PGIP attributed members. By employing these strategies you will decrease ED usage throughout your practice for all patients. If you have any questions or wish to share other strategies your practice uses to control access please let Cheryl or Bonnie know. Your Practice Manager should feel free to contact the JPA Administrative team to discuss unnecessary ED utilization.

Thanks for taking the time to study this information,

Cheryl Meschke
JPA Administrator

Bonnie Mauch
JPA Health Care Management Coordinator