

PHYSICIANS AND PATIENTS IN THE ACCOUNTABLE CARE MODEL

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KELSEY-SEYBOLD CLINIC

- Multi-specialty group practice
- Over 400 physicians, 20 locations
- Nation's first NCQA-certified Accountable Care Organization (ACO)
 - Group of physicians taking responsibility for controlling cost, improving quality, and ensuring patient satisfaction for a defined population of patients

MULTISPECIALTY GROUP PRACTICE

- Physicians directly employed by the group
 - Clinical specialty department structure
 - Advanced electronic medical record used by all in the group
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PHYSICIAN CULTURE*

- Well-established physician culture that buys-in to concept of evidence-based, cost-effective medical practice
- Strong department structure enables effective education and “intrinsic” monitoring of practice
- Data-driven monitoring of individual physician quality

*How do we get doctors to do what they're supposed to do?

QUALITY OF CARE IN THE ACO

- “The Buck Stops Here”
 - Physician-led ACO has greatest influence over those who direct most care, physicians.
- Electronic medical record ensures that very complete real-time medical information on all patients is available to all treating physicians
 - Critical to quality measurement and improvement
 - Real-time point-of-service prompts to physicians for evidence-based patient care

PATIENT ENGAGEMENT: DISEASE MANAGEMENT*

- Diabetes
- Hyperlipidemia
- Coronary artery disease
- Kidney failure
- Asthma/COPD
- Congestive heart failure
- Hypertension

*How do we get patients to do what they're supposed to do?

PATIENT OUTREACH

- Patients in good control with full compliance with all recommended tests, visits, etc.
 - Periodic educational mailings
- Patients out of compliance:
 - Initially reminder letters/MKO e-mail messages
 - Phone calls for reminder/counseling
- Nurse case manager/health coach for complicated or severely non-compliant patients

CONTINUITY OF PROGRAM

- Patients in disease management program stay in it as long as they have the disease and are in a Kelsey-Seybold capitated plan
 - Regular monitoring and outreach are done indefinitely
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PATIENT INCENTIVES

- Employee incentives are normally determined by the employer
- Some employers offer incentives to patients to encourage healthy behaviors
 - Participation in wellness programs
 - Health risk assessments
 - Participation in disease management