

Patient-Centered Specialty Care

A group of healthcare professionals, including doctors and nurses, are gathered around a table in a meeting. They are wearing white lab coats and blue scrubs. The scene is brightly lit, and the overall atmosphere is professional and collaborative. The image is partially obscured by a semi-transparent white box containing text.

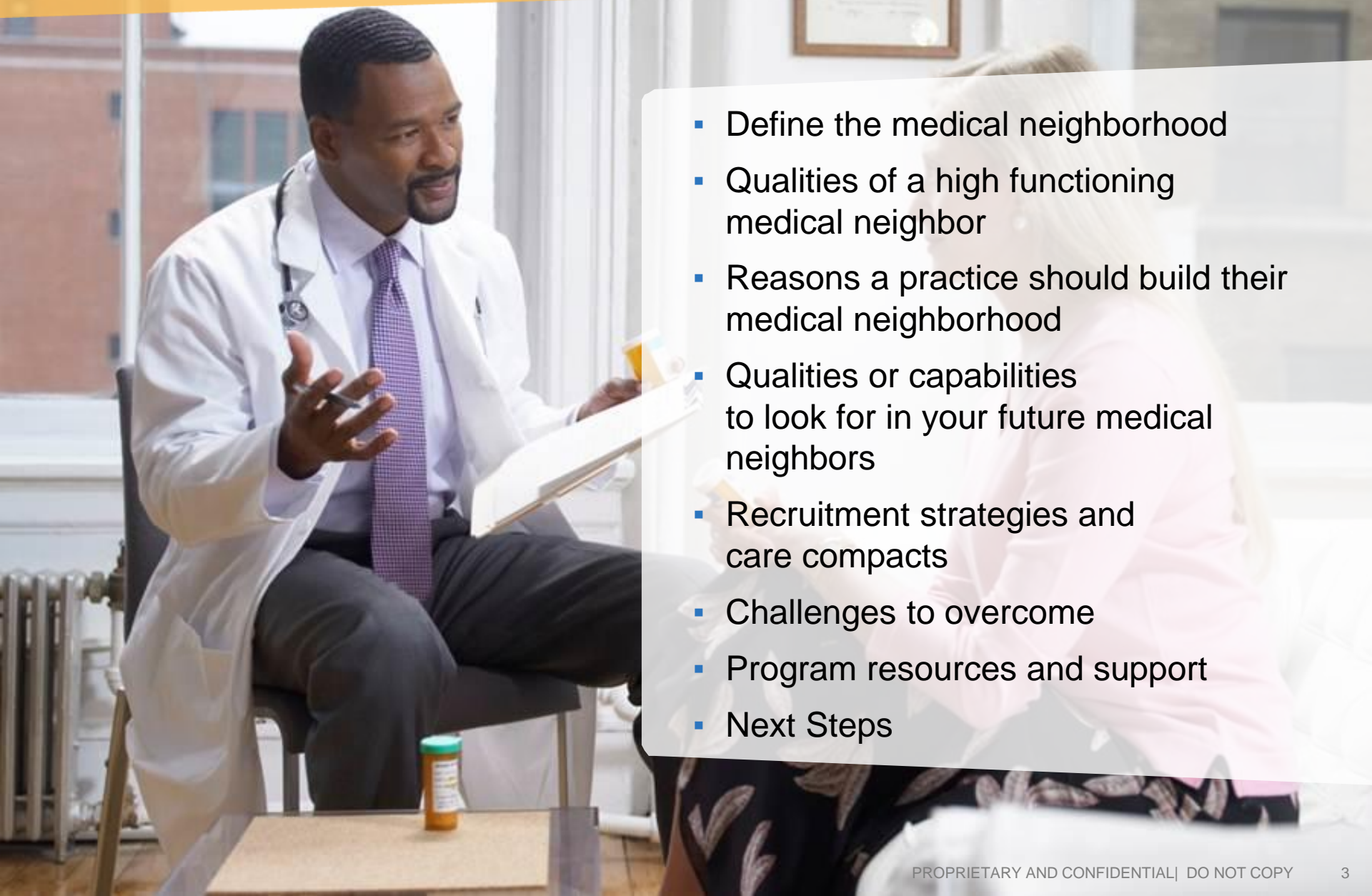
Module 1 Instructional Webinar

Recruiting & Engaging
Medical Neighbors

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Agenda

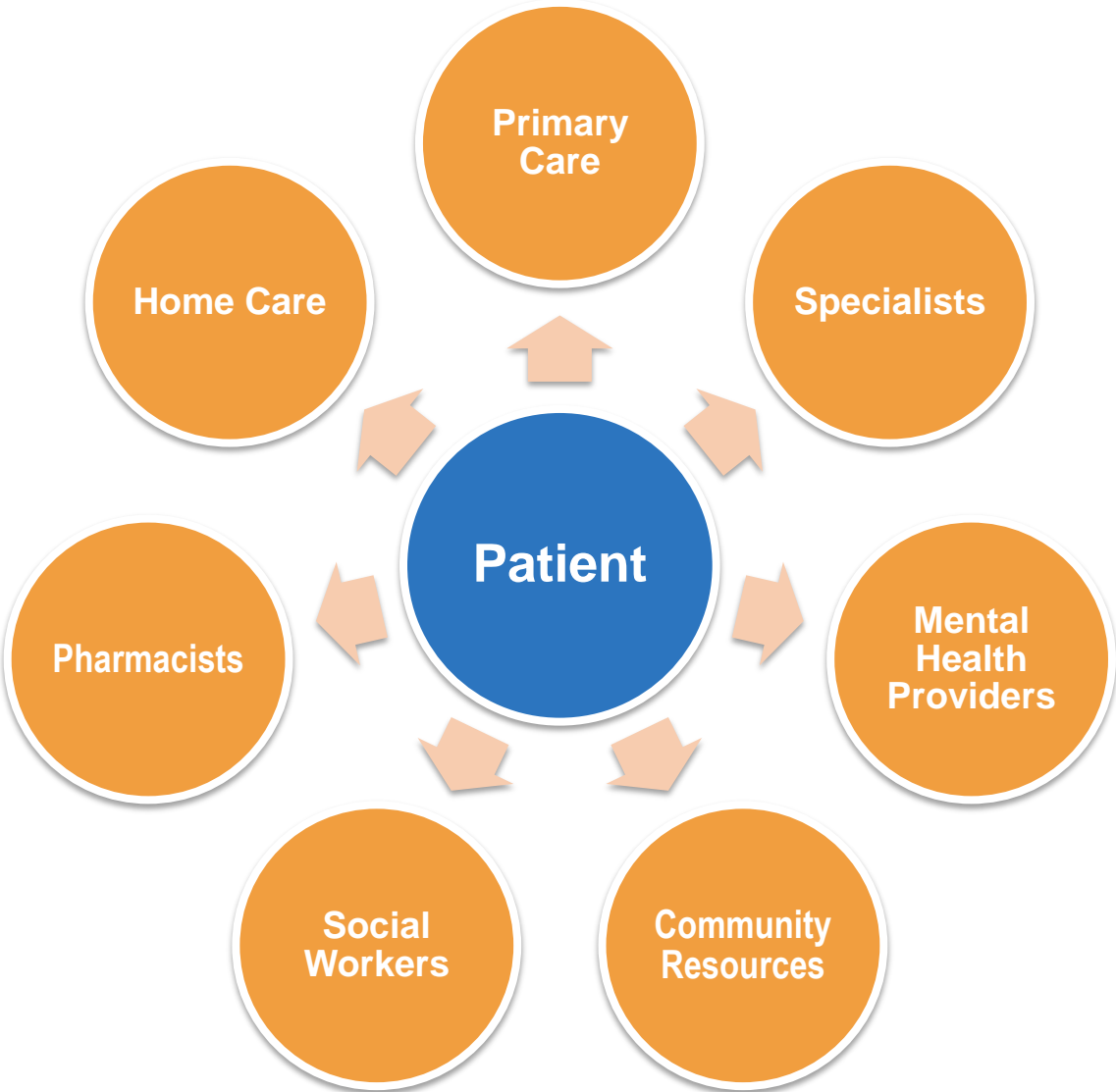


- Define the medical neighborhood
- Qualities of a high functioning medical neighbor
- Reasons a practice should build their medical neighborhood
- Qualities or capabilities to look for in your future medical neighbors
- Recruitment strategies and care compacts
- Challenges to overcome
- Program resources and support
- Next Steps

Step 1: Define your medical neighborhood



What is a Medical Neighborhood?



Step 2: Define a high functioning medical neighbor



High-Functioning Medical Neighbor

What it means to be a high-functioning medical neighbor?


- Care coordination
- Focus on patient
- Implement care compacts
- Seamless co-management
- Clearly defined roles/responsibilities
- Timely and appropriate referrals
- Effective data sharing and prompt two-way communication

Step 3: Why are care compacts meaningful for your medical neighborhood?




What are Care Compacts?

Care compacts are a framework for better communication and safe transition of care between primary care and specialty care providers.



Care Compacts are an agreement between primary care providers and specialists that defines each providers roles and responsibilities as well as data exchange processes.



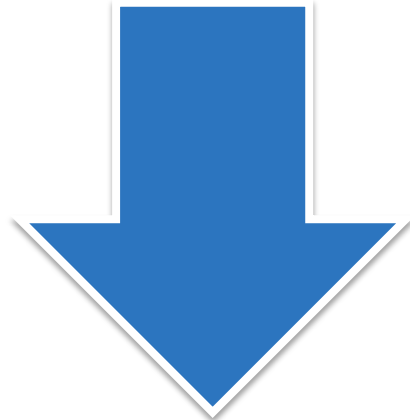
Care Compacts improve care coordination and communication between referring/consulting providers to enhance quality of care and patient experience.

Care Compacts

Why should practices build their medical neighborhood with care compacts?



- Patient experience
- Quality outcomes
- Preventative care compliance
- Care Coordination
- Meaningful, appropriate referrals
- Patient safety
- Communication
- Support PCP treatment plan



- Lower costs
- Decrease duplication of testing

Medical Neighborhood Functional Comparison

- **Lack of communication between referring and consulting providers**
- **Patients unsure why they are being referred or what to expect**
- **Office staff might be frustrated without all the patient information**

**Before Care
Compacts**



- **Coordinated referral process**
- **Streamlined communication & patient information**
- **Provider effectively co-manage patient**
- **Patient knows why they are seeing the providers**

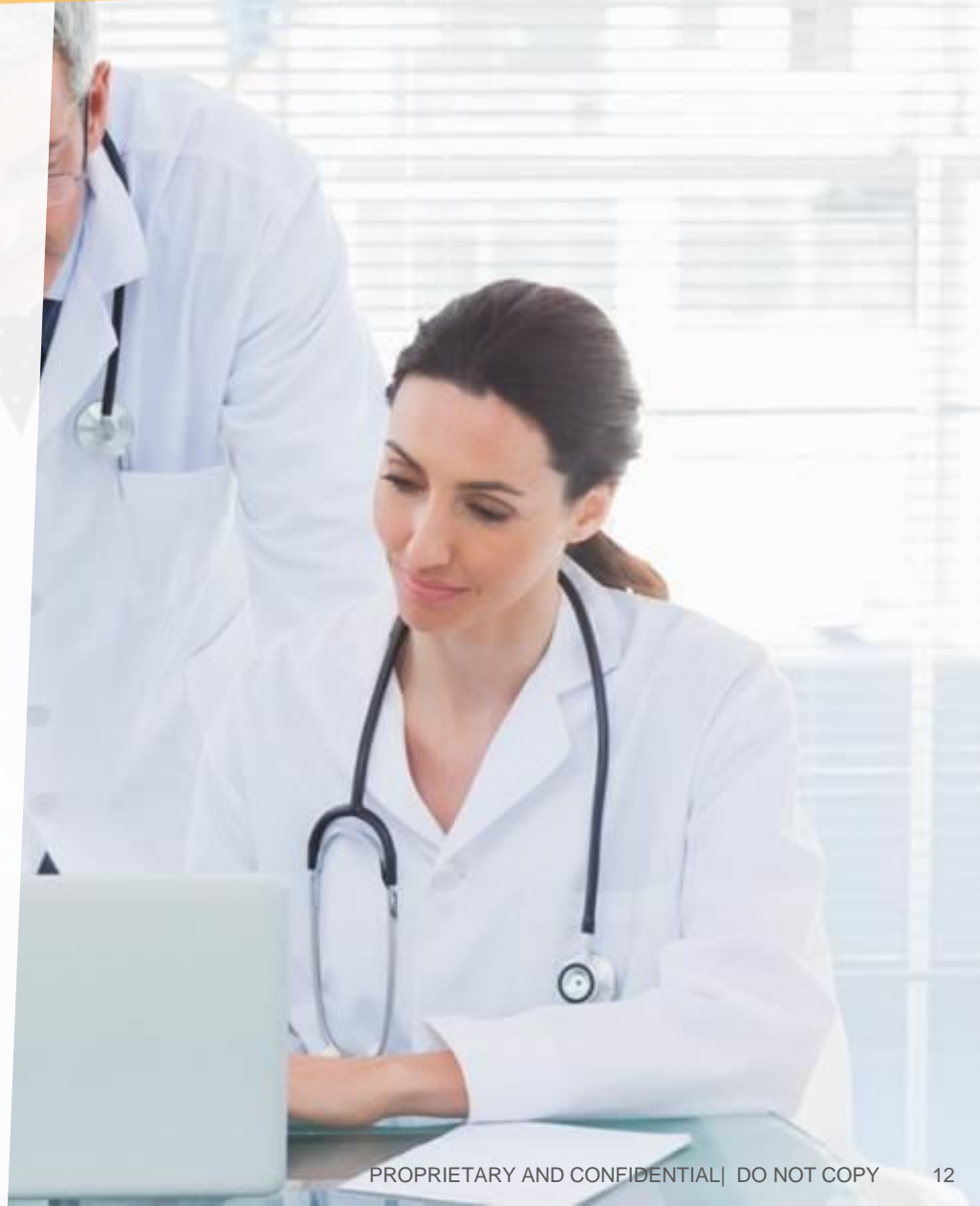
**After Care
Compacts**



Qualities in Medical Neighbors

Qualities/capabilities to look for in future medical neighbors

- Compatible IT systems
- PCMH network
- Top referring primary care providers
- Existing relationships
- EPHC program engaged practice



Step 4: List practices in your area that meet the listed qualities or matching capabilities



Recruitment Strategies

How do practices recruit medical neighbors?

Establish Outreach Plan

- **Who will make the outreach?**

- Practice Manager to Practice Manager
- Physician to Physician

- **How will outreach be made?**

- Face-to-Face
- Telephonic
- e-Mail
- Leverage existing organization meetings




Step 5: Develop outreach plan



Overcoming Challenges

Common Challenges

- “We don’t have time.”
 - “Why should we do this?”
 - “What exactly do we have to do?”
 - “Our PCP providers/ leadership don’t see the value.”
- 

Overcoming Challenges

- Communicate the message of investing time and resources
- Better care coordination and care management for patients
- Leverage PCSC Provider Toolkit Resources
- Involve your Physician Champion

Step 6: List anticipated challenges



Step 7: Strategize ways to overcome the anticipated challenges



PCSC Program Support and Resources

Resources located on the PCSC Provider Toolkit:

- **Invite Letter**
- **Characteristics of Medical Neighbor**
- **Care Compact Template**
- **Care Compact Companion Guide**
- **Coordinating Care in Medical Neighborhood White Paper**
- **Referral Request Form**
- **Provider-to-Provider Communication Tool**

Step 8: Begin outreach and document outcomes with your healthcare team



Invite Letter Template

Dear Colleague,

This letter is an invitation to you and your practice to partner with us in an exciting pilot program to improve our mutual patients' care through enhanced care coordination.

We are engaged in a Patient Centered Specialty Care (PCSC) pilot study with Anthem to implement care compacts with our primary care partners. Based on our collaborative, professional relationship and shared commitment to provide high quality patient care, we would like to work with you to establish enhanced referral and communication processes.

Our practice will be working to improve upon our internal and external referral and communication processes over the next several months. This involves outlining mutual responsibilities and expectations for a 'partnership of care.'

You, along with our patients, will benefit in many ways: improved referral processes, timely and complete demographic and clinical information, prepared patients and assurance of appropriate follow-up.

While we commit to improving our internal processes, we ask that you be willing to assess and, where appropriate, be receptive to refining your referral process. In particular, we will be evaluating opportunities around the clarity of the referral reason, the information that is provided upon referral and patient communication.

Thank you in advance for your consideration. We would be privileged to build a medical neighborhood with your practice. If you are interested in participating, please contact me at xxxxx.

[optional language for an Enhanced Personal Health Care Program practice: Your participation in Anthem's Enhanced Personal Health Care Program provides you with additional resources and support. Your patient-centered care consultant through this program can help you.]

Warm regards,

Xxxxx, MD

Outreach Script Template

Hi, My name is _____. I am the practice manager at _____.

We receive several referrals from your practice and would like to collaborate with you and your team to establish a care compact.

Are you familiar with care compacts?

Yes

Request a time to meet with the practice manager to identify collaboration opportunities.

No

Explain that a care compact is an agreement with another practice to streamline communications, define practice roles/responsibilities for referrals/consults and improve the patient experience.

Explain some of benefits (Slide 5)

Assess their engagement level, request time to meet with them to identify collaboration opportunities.

Next Steps

Please complete the following:

Please refer to the CDT Learning Collaborative Activities checklist or the PCSC Provider Toolkit to access each event and view the session.

- ❑ Identify referring PCPs to establish Care Compacts
- ❑ Implement Care Compacts with referring PCPs
- ❑ Maintain a copy of established Care Compact for each practice
- ❑ View Module 1 Instruction Webinar: PDSA Improvement Model

