

OPCPCC Membership

The Ohio Patient-Centered Primary Care Collaborative (OPCPCC) invites you to formalize your membership in OPCPCC. Check out the OPCPCC website to see the strong list of supporters at <http://www.odh.ohio.gov/landing/medicalhomes/opcpcc.aspx>. **Membership in OPCPCC is free** and benefits include:

- Conferences and networking opportunities
- Quarterly Newsletters
- Ohio PCMH Weekly updates
- Discount code for 20% discount on NCQA application fees

Beginning on January 1, 2013 Ohio PCMH Weekly updates and OPCPCC Quarterly Newsletters will only be sent directly to those who have completed the on-line membership form. Distribution through the prior e-mail list will cease at that time. Please complete the membership form, to ensure that you will continue to receive updates about OPCPCC and PCMH activities in Ohio, at <http://www.odh.ohio.gov/landing/medicalhomes/membership.aspx>. Please call 614-644-9756 with any questions regarding membership in OPCPCC.

OPCPCC Conference

The Ohio Patient-Centered Primary Care Collaborative (OPCPCC) held a fall conference on Friday, November 30 at the Fawcett Center in Columbus. The conference was attended by 187 individuals including health care consumer advocates, primary care providers, insurers, employers, government employees, and public health professionals from around the state.

The conference began with a plenary presentation about national and state PCMH activity briefings by Ted Wymyslo, MD, Director of the Ohio Department of Health, and Greg Moody, Director of the Governor's Office of Health Transformation. Ohio local PCMH activity updates were provided by Jeff Biehl (Access HealthColumbus), Barbara Tobias, MD and Sara Bolton (the Health Collaborative in Cincinnati), and Randy Cebul, MD (Better Health Greater Cleveland). These local activity updates were followed by a panel discussion offering perspectives on Ohio PCMH implementation from a consumer (Cathy Levine from UHCAN Ohio), employer (Maggie Snow from Franklin County), payer (Ken Payne from Medical Mutual), small medical provider (Mark Frazier, MD of Summit Family Physicians), and a large medical provider (Shari Bolen, MD of Metrohealth).

The conference concluded with breakout sessions for the six OPCPCC learning centers: Payment Reform, Communications and Marketing, HIT, Education, Consumer Engagement, and Metrics. The breakout sessions



The Ohio Patient-Centered Primary Care Collaborative (OPCPCC) is a coalition of primary care providers, insurers, employers, consumer advocates, government officials and public health professionals. They are joining together to create a more effective and efficient model of healthcare delivery in Ohio. That model of care is the Patient-Centered Medical Home (PCMH).

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provided an opportunity for participants to learn more about each Learning Center and engage in discussion. If you are interested in becoming involved in one of the OPCPCC Learning Centers, please contact Amy Bashforth to sign up at 614-644-9756 or PCMH@odh.ohio.gov. Those who have already signed up to participate in the activities of a Learning Center will be contacted for conference calls that will begin in January 2013.

Slides from the conference are posted on the OPCPCC website at <http://www.odh.ohio.gov/landing/medicalhomes/opcpcc.aspx>.

Patient Engagement: Is Your Patient Your Partner Yet?

by Cathy Levine, JD, Executive Director, UHCAN Ohio

At a recent meeting of a local medical society about health care transformation, a physician rose and asked what she was supposed to do when her patients constantly ignored her advice to stop smoking. If this physician were practicing in a true “patient-centered medical home” model practice, she would know the answer. Someone on her medical team – someone with the time and skills to get to know the patient as an individual – would be engaging each smoker in a conversation to find out what was keeping the patient from stopping smoking. Together, they would be developing a game plan and readjusting it, as needed, until the patient succeeded – unless the patient wasn’t ready to quit.

In the famous Atul Gawande article, “Hotspotters,” (New Yorker, January 17, 2011), Dr. Jeff Brenner and his team in Camden, New Jersey, got to know each patient well enough – with house visits, when necessary – to transform the lives of patients who had been cycling in and out of hospitals and racking up phenomenal avoidable costs.

That’s why OPCPCC co-chair Jeff Biehl calls patient engagement “the new blockbuster drug.” When the team figures out how to engage each individual patient as a partner, the health outcomes of the practice will improve dramatically.

If, for example, your patient demands an antibiotic for a common cold and doesn’t trust your explanation that antibiotics are ineffective for a viral infection, what could you do differently to achieve that level of trust?

Historically, new models of care have been designed by providers, employers, and insurers. Afterwards, the patients receive promotional materials about the changes imposed on them. However, extensive research shows a common disconnect between what providers think patients want and what patients want. For instance, doctors think patients

want to know benefits of proposed treatments; patients want to know the risks. That difference can lead to an unhappy patient.

OPCPCC has a Patient Engagement Learning Center that will be identifying existing resources and recommended best practices for increasing patient engagement. Materials on best practices are available on the UHCAN Ohio website, www.uhcanohio.org. The Learning Center welcomes the participation of providers trying to improve patient engagement.

Work with us. Let’s do this together.



NCQA Discount for OPCPCC members

As part of the purchase of monthly data feeds from the National Committee for Quality Assurance (NCQA), which are used to populate the PCMH provider map, the Ohio Department of Health (ODH) has received a sponsor discount code for NCQA fees. Members of the Ohio Patient-Centered Primary Care Collaborative (OPCPCC) can use this discount code to receive a 20% discount on NCQA application fees. The code can be used by OPCPCC members who are not already eligible for other discounts, such as the 50% NCQA multi-site discount given to practices that have 3 or more sites that share the same EMR. To use the ODH sponsor discount code, please first complete the free on-line membership form for OPCPCC and then call Amy Bashforth at 614-644-9756 to receive the code.

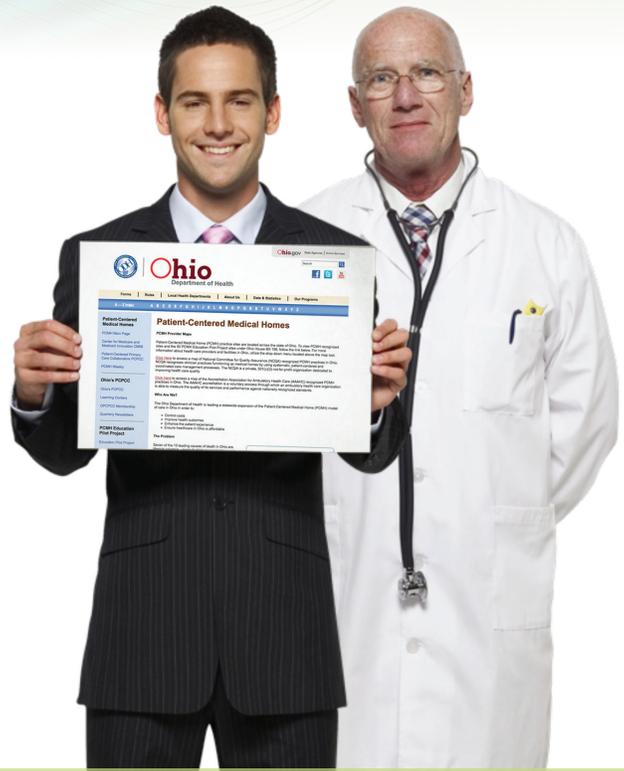
H.B. 198 Pilot Update

The PCMH Education Pilot Project is well underway. The regional kick-off meetings for the PCMH Education Pilot Project were well-attended by staff from the 50 pilot practices. The September kickoff meetings provided participants with an opportunity to learn more about the PCMH vision and the pilot project, meet other pilot practices, participate in group exercises, and consider some “early wins.” Practices have since completed the practice and staff assessments, and TransforMED conducted site visits to the pilot sites in October. TransforMED has also completed assessment calls with each pilot site to go over the assessment results with all sites and hosted the first group call with the sites in December. Individual calls with each practice will begin in January. A statewide collaborative meeting for pilot sites is being planned for April 2013.

Redesigned Web Site

by Julia Drinkard, College Intern, Ohio Department of Health

The Ohio Department of Health's Patient-Centered Medical Home (PCMH) web page, found at www.odh.ohio.gov/pcmh, underwent some major changes in the past few months. In response to the need for better communication with healthcare providers, consumers, employers and payers, the PCMH page now contains resources, updates and learning tools previously unavailable. Visitors to the page may now access information about PCMHs, including the related organizations involved in making the transformation possible, a detailed provider map and links to evidence and research from external sources. In addition, resources for the Ohio Patient-Centered Primary Care Collaborative (OPCPC) are available, including the online membership form and recent editions of the Ohio PCMH Weekly and OPCPC Quarterly Newsletter. The PCMH Education Pilot Project under Ohio House Bill 198 is also highlighted on the PCMH webpage. Project updates, a list of pilot sites, information about the Choose Ohio First Primary Care Scholarship and more are posted to keep readers informed about and involved with the progress of the initiative. Comments and suggestions regarding the web site can be directed to PCMH@odh.ohio.gov.



PCMH Provider Maps

by Julia Drinkard, College Intern, Ohio Department of Health

The Ohio Department of Health is proud to announce that an interactive map of Ohio healthcare providers and suppliers has been created and published at <http://http://publicapps.odh.ohio.gov/publicinfo/publicinfov7.aspx?item=72>. By following the link provided, visitors will have access to a map and drop down menu with pins highlighting healthcare facilities, licensures, programs, recognitions and much more. Users have the option of viewing these locations from a county, surrounding state, imagery, street map, topographic map or relief map perspective. Information about local health jurisdictions, state house jurisdictions, Ohio senate jurisdictions and Ohio congressional jurisdictions are also available. In addition, users



have the option of highlighting Ohio regions of interest to get a clear picture of the areas included in various projects and initiatives along with a zoom in and zoom out function. Patient-Centered Medical Home information is available in the drop down menu, with the following options currently available:

- Map of the 51 pilot sites in the PCMH Education Pilot Project under Ohio House Bill 198
- National Committee for Quality Assurance (NCQA) recognized practices
- Practices selected for the comprehensive Primary Care initiative (CPCI)
- Practices recognized by the Accreditation Association for Ambulatory Health Care

Once the user has mapped desired information, they may click on the corresponding pins to retrieve additional information about the practice or location. The map tool is updated quarterly.

Congratulations to New Ohio PCMH Sites!

The number of recognized and accredited PCMH sites in Ohio is growing. There are currently 216 sites recognized by NCQA (National Committee for Quality Assurance), which is an increase from 153 in June of 2012. The number of sites accredited by AAAHC (Accreditation Association for Ambulatory Health Care) remains at four. Additionally, some sites have now applied through Joint Commission.

The following Ohio practice has achieved NCQA Level 2 recognition through the 2011 standards since September 1, 2012:

King's Daughters Ironton Family Care Center Ironton

The following Ohio practices have achieved NCQA Level 3 recognition through the 2011 standards since September 1, 2012:

Providence Medical Group - Crossroads Medical Center	Vandalia	TCHMA - MD VIP	Cincinnati
Mercy Health Physicians - Wyoming Internal Medicine	Cincinnati	TCHMA - MOB 334	Cincinnati
Mercy Health Physicians - Eastgate Family Medicine	Cincinnati	Mercy Health Care Physicians - Evendale Family Medicine	Cincinnati
Mercy Health Physicians - Mt. Airy Internal Medicine	Cincinnati	Mercy Health Care Physicians - Kenwood Family Medicine	Cincinnati
Bethesda Family Practice Center	Cincinnati	Mercy Health Care Physicians - Red Bank Family Medicine	Cincinnati
Mercy Health Physicians - Dent Crossing Family Medicine	Cincinnati	Mercy Health Care Physicians - Sardinia Family Medicine	Sardinia
Mercy Health Physicians - Mariemont Family Medicine	Cincinnati	Mercy Health Care Physicians - SRMG S. Burnett Family Med.	Springfield
Providence Medical Group - Centerville Family Practice	Centerville	Mercy Health Care Physicians - Deerfield Family Medicine	Mason
Mercy Health Physicians - Milford Family Medicine	Milford	Mercy Health Care Physicians - SRMG Enon Primary Care	Enon
Summit Family Physicians	Middletown	Mercy Health Care Physicians - Evendale Family Medicine	Cincinnati
TCHMA - Bridgetown	Cincinnati	TCHMA - MOB 440	Cincinnati
TCHMA - Compton	Cincinnati	TCHMA - MOB 520	Cincinnati
TCHMA - Delamerced	Cincinnati	TCHMA - Norwood Family Medicine	Cincinnati
TCHMA - Delhi	Cincinnati	TCHMA - Norwood IM	Cincinnati
TCHMA - Forest Hills	Cincinnati	TCHMA - Red Bank IM	Cincinnati
TCHMA - Hyde Park Family Medicine	Cincinnati	TCHMA - Rookwood IM	Cincinnati
TCHMA - Hyde Park Internists	Cincinnati	TCHMA - Walnut IM	Cincinnati
TCHMA - Mason	Cincinnati	Community Health Care - Hartville	Hartville

Announcements and Upcoming Events

January 30: PCMH Education Advisory Group Meeting

If you have ideas or would like to contribute an article for an upcoming newsletter, please send your ideas PCMH@odh.ohio.gov or call Amy Bashforth at (614)644-9756.