



APRIL 2013

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## Implementation and Beyond



**Dr. Glenn Giessel, MD**

National results demonstrate that developing and implementing a clinically-integrated network improves quality outcomes and reduces costs for patients. In 2008,

there were five Critical Integration (CI) networks nationally. Today, there are over 500 at various stages of development. Fortunately, VQCP is “ahead of the curve” in creating the first CI network in Virginia.

I’d like to highlight some network milestones to date:

- Quality program developed covering 40+ specialties across the continuum of care
- Organization formed and inaugural board of managers elected
- 900+ physicians enrolled, which set a national record for inaugural enrollment; 3x expectations indicating substantial market readiness
- 150+ practices trained on new technology and processes
- Implementation of Crimson in over 90% of practices

By July 1st, all enrolled physicians will be reporting their ambulatory quality codes to

Crimson on all applicable patients in their practice. The VQCP staff will continue to provide training and support.

The HCA covered lives contract began on January 1st and is being administered by Aetna. A postcard was mailed to the employees in March reminding them they will only pay \$15 for an office visit, and their deductible is waived. Additional contracts with employers and payers are being cultivated.

We will continue to update you on VQCP’s progress through this triannual newsletter. Please feel free to contact me or any of the Board of Managers with questions and feedback.

*Glenn Giessel, MD  
Chair, Board of Managers*

### We’ve Moved!

Our new address is:  
Medical Office Building II  
7650 E. Parham Road, Suite 300  
Richmond, VA 23294  
804-887-2140

## Mark Your Calendars – VQCP Annual Meeting

**Monday, October 7**  
**Greater Richmond Convention Center**

Please join us for a general assembly meeting to review the business year, hear from CI industry leaders and enjoy cocktails and dinner.



# Committee Progress

## Quality Committee

Sheila Clasbey, MD

Chair

## Performance Committee

Jamie Hey, MD

Chair

## Committee Members

Mitesh Amin, MD

Richard Bennett, MD

John Booth, MD

Sara Breeden, MD

James Bush, MD

Adam Brett Cook, MD

Clifford Deal, MD

Georgean deBlois, MD

Phillip Duncan, MD

Donald Glazer, MD

Nathan Guerette, MD

Chiwon Hahn, MD

Rakesh Jain, MD

Nagesha Kasinath, MD

Ravinder Kohli, MD

George Maughan, MD

Jim Miller, MD

Tiffany Ramsey, MD

Philip Rizk, MD

Anthony Spensieri, MD

Scott Woogan, MD

## Payer Committee

Cary Gentry, MD

Chair

## Committee Members

Ted Abernathy, MD

Ramzi Aboujaoude, MD

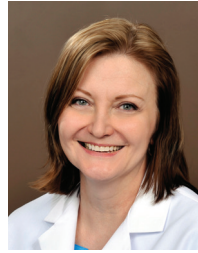
Julius Hurwitz, MD

Joseph Nuara, MD

Mike Petrizzi, MD

John Siedlecki, MD

George Wedd, MD



Sheila Clasbey, MD

The Quality Committee, formed as the Initiatives Committee during development of the network, meets monthly to:

- Oversee selection, implementation and monitoring of initiatives by specialty.

- Develop clinical practice protocols/guidelines.
- Maximize physician adoption of Crimson and other IT solutions.

The committee is also developing over 900 individual physician report cards providing network physicians with information about how their practice compares to national benchmarks.

*Sheila Clasbey, MD  
Chair, Quality Committee*



Jamie Hey, MD

The Performance Committee was formed in the fall of 2012 and works closely with the Quality Committee to monitor and evaluate the ongoing clinical performance for physicians participating in the network and to provide support,

counsel, and accountability for member physicians whose clinical outcomes are not meeting VQCP standards.

As part of membership in the network, we will be required to meet the following standards by July 1:

- Report quality data to Crimson
- Login to Crimson once a month to review performance versus benchmarks
- Report on measures selected by your specialty
- If administering immunizations, report on 90% of patients
- Timely return of physician queries from the hospital

On behalf of the committee, we look forward to supporting all of you and your practices in moving the network towards a system of care based on our quality program goals.

*Jamie Hey, MD  
Chair, Performance Committee*



Cary Gentry, MD

The Payer Committee was formed in the fall of 2012 and has been working to:

- Provide oversight for employer and payer contract cultivation.
- Develop physician incentive distribution methodologies.

We reviewed and approved physician requirements for the HCA covered lives contract that began January 1 and will provide approval for future contracting requirements ensuring they support our network's goals.

Employers and payers want to better understand the healthcare value proposition. VQCP's system of care is well positioned to meet this challenge. We appreciate all of your efforts during the implementation stage.

*Cary Gentry, MD  
Chair, Payer Committee*

## Meet our Staff:

### Strategy and Physician Engagement

Theresa Noë, MBA, CPA  
Vice President, Clinical Integration  
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### Patient and Practice Administrator Engagement

Karen Shiner, MSHA, CPC  
Director of Operations  
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### Crimson and Technology

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### Marketing and Communications

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Marketing Manager  
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