

JUNE 2012

Steering Committee

Provides guidance, oversight and final decision making on key issues during the Clinical Integration development process. Provides final approval of recommendations from other committees.

Co-Chairs

Jay Galeski, MD
Glenn Giessel, MD

Committee Members

James T. Christmas, MD
Peter Condro, MD
Rob Cross, MD
Rob Daniels, MD
John Deitrick, MD
Siobhan Dunnivant, MD
Cary Gentry, MD
E. Claiborne Irby, Jr., MD
Robert Levitt, MD
Mark Newton, MD
K. Singh Sahni, MD
Shelton Thomas, MD
John Turner, MD

Clinical Integration: Building the Foundation

There is no doubt that huge changes are ahead for every aspect of the nation's health care delivery and reimbursement infrastructure. To ensure our long-term success, physicians must be proactive in developing local solutions that make sense. Richmond's physician leaders are doing just that... taking the lead with a collaborative approach to health care delivery aimed at improving quality and outcomes, controlling costs and supporting the independent practice of medicine. We believe that standing still is not an option. If we fail to move forward now, it will have a negative impact on all of us in the very near future.

Clinically-integrated physician networks, like the one proposed by HCA Virginia affiliated physicians will genuinely help us improve the quality of care delivered and the patient's quality of life. Together, we will improve the consistency and communication as patients move back and forth from the office to the hospital. It's an innovative approach that is being employed effectively across the country. You will receive information through this newsletter, medical staff presentations, our July 9 Physician Town Hall, hospital enrollment meetings and one-on-one conversations. These will allow you to assess the network's benefits to you, and ultimately to join the network, if you so decide.

Those of us who got involved early are volunteering our time to help build this model of care to meet the unique needs of our community of physicians, but we need to hear all perspectives to achieve that. In fact, that's why our Steering Committee

is comprised of various physicians representing multiple aspects of care, from the primary care office to the surgical suite. We urge you to join in our discussions, ask questions, challenge assumptions and participate in building a strong future for our practices and our patients.

*Virginia Quality Care Partners
Steering & Initiative Committees*

Who Benefits from Clinical Integration?

Simply put, everyone can benefit from this approach to health care delivery.

Patients: Patients receive greater consistency of high quality care delivered from a trusted source – their physician – through better and more efficient communication between themselves, you and your colleagues.

Physicians: You can demonstrate your quality and efficiency to current and future patients, payors and employers, placing you in a better position in an era where everyone is scrutinizing or rating your quality performance.

The Hospitals: The hospitals will be able to develop more collaborative relationships with its clinical leaders, enlist physician support for quality and cost initiatives, and deliver the highest quality care for our patients.

Initiatives Committee

Develops administrative and quality initiatives for services provided in all care settings. Ensures technology infrastructure and processes for collecting, sharing and monitoring data and performance are optimized to support performance improvement and reporting.

Co-Chairs

B. Boyd Clary, MD
Sheila Clasbey, MD

Committee Members

Richard Bennett, MD
Cliff Deal, MD
Chiwon Hahn, MD
Jamie Hey, MD
Mark Hyde, MD
Rakesh Jain, MD
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For More Information

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What We Are Accomplishing Together

A year ago, many of us attended physician forums hosted by HCA Virginia and participated in a readiness assessment to explore Clinical Integration. The goal of Virginia Quality Care Partners (VQCP) is to develop a clinically integrated, healthcare delivery model that will have application across the entire continuum of care, ultimately benefiting patients and providers alike in preparation for whatever changes may ultimately be driven by legislative or market forces. Over the past year, two physician teams formed – the Steering & Initiative Committees – to begin designing the governance and building the quality program that will be the key cornerstone of VQCP. In each issue, we will update you on our efforts, as well as answering some commonly asked questions. In addition, we welcome your questions and feedback to any of our committee members or to Theresa Noe, VP, Clinical Integration, at theresa.noe@hcahealthcare.com.

The Role of The Steering Committee

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Practice Administration Engagement

Practice administration plays an important and vital role in both the design and implementation of our clinical integration program. Each month, practice administrators receive updates on Steering and Initiatives Committee progress and have an opportunity to address questions.

The Technology Backbone

HCA Virginia has invested in Crimson, a robust medical information software platform, to support the clinical integration effort. Crimson will be utilized both in the inpatient and hospital outpatient arenas to support quality improvement. In addition, the Crimson Ambulatory Module will be utilized by physicians participating in VQCP in their practices to capture quality metrics.

Crimson is the technology backbone that will allow physicians to integrate, cross-share and easily evaluate quality data, while protecting the confidentiality of patient and financial information.

Crimson is a proprietary, web-based data platform that brings your practice quality performance to your desk top. It makes available to physicians and practice administrators more timely data and information on outcomes than anything previously available. The product is readily accessible at anytime with a unique login and password and is highly customizable. The Crimson inpatient and outpatient site build at the hospitals is complete and the ambulatory implementation is underway.

Outside Expertise Supports the Effort

Supporting the efforts of the physicians in the development of our clinical integration program are the experts from Southwind, a division of The Advisory Board Company and the legal experts at Hogan Marren. The Southwind clinical integration team provides hands-on, practical program development and implementation expertise that optimizes the effectiveness of physician-led clinical integration programs.