Purposes of the Guide

- Explain the PCMH concept
- Provide the arguments and evidence in support of the concept
- Identify a broad range of actions that purchasers could take to advance PCMH adoption
- Provide tools for purchaser use
- Share examples of efforts across the U.S.
I. What is a Patient-Centered Medical Home?

- Joint Principles as a common reference
- Variation in emphasis
- Role of NCQA
- Evolution and refinement likely
I. What is a Patient-Centered Medical Home?

- **Selected core concepts:**
  - Personal physician
  - Team-based care
  - Proactive planned visits instead reactive, episodic care
  - Enhanced access. e.g., secure e-mail
  - Tracking patients and their needed care using special software
  - Support for self-management of chronic conditions (e.g., asthma, diabetes, heart disease)
  - Patient involvement in decision making
  - Coordinated care across all settings
II. Why Should Purchasers Support the PCMH?

1. The Magnitude of the Problem
2. The Role of Purchasers in Improving Health Care
3. Research Evidence on the Effectiveness of the Patient-Centered Medical Home
4. Decline of Primary Care
5. The Status Quo is Not the Answer
II. Why Should Purchasers Support the PCMH?

*Primary Care Practice Orientation Research Findings*

- Dr. Barbara Starfield of Johns Hopkins and others have researched the impact of a primary care-oriented health care system on health care outcomes, costs, and equity.
- A greater orientation towards primary care results in lower per capita health care costs and better outcomes.
- Conversely, a specialist-oriented health care system (like that of the U.S.) is associated with higher costs and poorer outcomes.
II. Why Should Purchasers Support the PCMH?

_Chronic Care Model Research Findings_

- Synthesis of findings from 112 studies found:
  - interventions that contain one or more elements of the CCM improve clinical outcomes and processes for patients with chronic illness, and
  - multi-faceted interventions incorporating multiple elements of the Chronic Care Model have a greater impact on outcomes than single or simpler interventions designs incorporating a more limited number of model elements
II. Why Should Purchasers Support the PCMH?

*Chronic Care Model Research Findings*

- A second study focused specifically on synthesizing findings on cost impact found the following:
  - Congestive Heart Failure studies
    - 3 positive for reduced health care use/costs
    - 2 negative for reduced health care use/costs
  - Asthma studies
    - 8 positive for reduced health care use/costs
    - 5 negative for reduced health care use/costs
  - Diabetes studies
    - 7 positive for reduced health care use/costs
    - 2 negative for reduced health care use/costs
III. What Actions Can Purchasers Take to Advance the PCMH?

Jumpstart – quick recommended steps to get started:

1. Write contracted insurers and ask them to participate in one or more multi-payer Patient-Centered Primary Care pilots that:
   - specify obligations of primary care practices;
   - incorporate care coordination (case management) resources into the pilot in some fashion;
   - use a payment methodology that will enhance payment to primary care practices, and
   - perform a rigorous independent evaluation of the pilot with a control group.

2. Educate employees and dependents about the benefits of affiliating with a primary care provider, and using the provider to help access needed advice and care.

3. Consider benefit modifications that provide incentives for use of the Medical Home.
III. What Actions Can Purchasers Take to Advance the PCMH?

- **Strategy #1: Participate in a regional pilot(s)**
  1. Encourage or require contracted insurers to participate in a multi-payer pilot.
  2. Encourage your purchaser coalition to adopt a formal position supporting PCMH.
  3. Sponsor a PCMH pilot.
  4. Identify specific criteria that must be met for purchaser support of a pilot.
III. What Actions Can Purchasers Take to Advance the PCMH?

- **Strategy #2: Incorporate PCMH elements into insurer procurement and performance assessment activity**
  1. Incorporate new questions into RFIs, RFPs and into the eValue8 tool from the National Business Coalition on Health.
III. What Actions Can Purchasers Take to Advance the PCMH?

- **Strategy #3: Align payment strategy with PCMH adoption objectives**
  1. Provide financial support or incentives in promotion of the PCMH model to insurers and/or primary care practices.
  2. Promote alignment of performance incentive programs across insurers.
III. What Actions Can Purchasers Take to Advance the PCMH?

- **Strategy #4: Build coalitions in support of PCMH**
  1. Educate, advocate and increase awareness.
  2. Convene and facilitate a multi-stakeholder effort with insurers, employers, providers, and labor.
  3. Approach a respected organization to convene and facilitate a multi-stakeholder effort.
  4. Partner with states.
  5. Work directly with the provider community.
III. What Actions Can Purchasers Take to Advance the PCMH?

- **Strategy #5: Engage consumers**
  1. Educate employees.
  2. Provide incentives for employees and dependents to:
     - obtain services that support good primary care and chronic condition self-care, and/or
     - obtain services from recognized Patient-Centered Medical Home practices.
III. What Actions Can Purchasers Take to Advance the PCMH?

- **Strategy #5: Engage consumers**
  3. Encourage employee selection of a PCMH or require employee selection of a primary care clinician.
  4. Provide incentives for employees and dependents to adhere to guidelines for evidence-based care.
  5. Provide tools to help employees and dependents to adhere to guidelines for evidence-based care.
III. What Actions Can Purchasers Take to Advance the PCMH?

- **Strategy #6: Integrate PCMH into other corporate health strategies**
  1. Coordinate employer-contracted health benefit carve-out services with the medical home.
  2. Coordinate employer-contracted non-health benefit services with the medical home.
  3. Integrate worksite wellness programs into medical home activity.
  4. Make employer on-site clinics PCMH-oriented.
IV. Provide Tools for Purchaser Use

- **Sample Insurer Contract Language**
  - Purchasers may wish to utilize one or more of these requirements in insurer contract language.

- **Template Request for Information (RFI)**
  - Questions may be used in whole or in part by a purchaser within an RFI (or RFP).
  - For some of the questions, additional, more detailed questions can be found within the National Business Coalition on Health’s eValue8 RFI tool.
V. Share Examples of Efforts From Across the U.S.

- Five case studies:
  - Horizon BCBSNJ/Partners in Care
  - Pennsylvania Chronic Care Initiative
  - THINC RHIO P4P/Medical Home Project
  - Colorado Multi-Payer Demonstration
  - Community Care of North Carolina

- Compendium of existing and emerging initiatives:
  state, employer, labor, insurer, and coalition-sponsored
V. Share Examples of Efforts From Across the U.S.

- Lessons from existing and emerging efforts:
  - There is significant variation in PCMH approaches:
    - Incorporating case management/care coordination function and resources into practice site operations
    - Paying a case management fee or a lump sum payment vs. paying for new fee-for-service codes
    - Requiring external validation of a site as a PCMH
    - Using NCQA for external validation – and if so, how
  - We have much to learn about which approaches will work best.