

touchpoints

Connecting you to the Heritage Provider Network

Issue 6 | May/June 2012



Join the Healthcare Evolution

Creating a network of physician leaders

» LATEST NEWS

Heritage Provider Network President and CEO Richard Merkin, M.D., will address the Washington D.C. 'Grand Challenges' conference on June 12, 2012. Dr. Merkin will participate in a panel discussion that will address spurring innovation in healthcare. *Continued...P5*

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Building a successful medical practice requires the ability to adapt to our rapidly changing healthcare landscape. From managing the business aspects of your practice to managing your patients' diverse medical needs, it's becoming increasingly important to develop partnerships that give you the competitive edge.

Heritage Provider Network (HPN) understands the challenges you face. That's why we have developed a variety of comprehensive services and resources to assist you in achieving success at every level of your practice, and in positioning yourself as a healthcare leader. Our physicians benefit from the innovation and forward thinking that has earned us recognition on a global level, including making the list of the world's Top Ten Most Innovative Healthcare Companies by *Fast Company Magazine*. With us you have the opportunity to not just deliver healthcare, but to transform it, through our pioneering work with ACOs and other ground breaking programs and initiatives.

I urge you to take advantage of all the programs and services offered through our partnership. For those of you not affiliated with our organization, I encourage you to consider the many ways we can enhance your practice. The sheer size and scope of our organization, along with more than 30 years as managed care innovators and trailblazers, reflects our stability and positions us for future success and growth. We hope you will join us as we continue to lead the healthcare evolution.

Richard Merkin, M.D.
President and CEO of HPN



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Sign up to receive the email version of TouchPoints at heritagetouchpoints.com

Join the Healthcare Evolution

Creating a network of physician leaders

Are you looking to enhance your practice? We have the leadership & vision to help your practice & patients reach new heights.

Building Relationships for Long-Term Success

We understand there is more to managing your practice than providing quality healthcare. In today's ever changing healthcare landscape it is harder than ever to balance the needs of your patients with the demands of your business. That's where HPN comes in. We help you manage the business of managed care, freeing more of your time to focus on patient care. We strive to operate beyond the boundaries of the traditional integrated delivery network, taking a more active role to enhance the practices of our partner physicians, and to better the lives of our members.

HPN and its affiliates manage the healthcare of approximately **650,000 individuals** and contract with approximately **2,300 primary care physicians, 30,000 specialist physicians** and over **100 hospitals**, making us one of the largest integrated delivery networks in California. In spite of our size, we remain rooted in close community and operate upon the simple, traditional principles of knowing our customer, and providing respectful, personal, quality care.

Vital Practice, Vital Patients

We believe that vitality is the result of innovative and compassionate healthcare. As an HPN affiliate group physician, we know you share our dedication to bringing vitality to each member under our care. Knowing that it takes a vital practice to support vital patients, we've designed our business model and specialized programs around the concept of building strong physician practices, and nurturing whole-health and wellness in our membership and communities.

One meaning of the word vitality is to live with a purposeful existence. For some members, living a purposeful existence can mean simply being able to get through day to day activities in their own homes, instead of succumbing to declining health and being confined to a hospital bed. Our **Heritage Priority Care** programs are designed specifically with these members in mind.

Our unique coordinated care programs greatly benefit everyone, including HPN, our partner physicians and their patients. What's more, they work so well, we have been awarded the *Elite Status of Excellence* for standards of medical care by the California Association of Physician Groups for the past three years.

Heritage Provider Network Partnership Benefits

★ Award Winning Tradition

Your practice and your patients will be part of one of the largest managed care networks in Southern California. You will have the peace of mind that comes with belonging to an organization that has been stable, successful and growing for well over 30 years. Let Heritage Provider Network help your practice reach its full potential.

★ Personal Attention

You will receive personalized support from dedicated network service representatives. Our network service representatives will assist you with contract management, network and practice development and maintenance, member growth and retention and will also help to serve your practice with claims, eligibility, education and training needs.

★ Preventive Health and Wellness Programs

Our wellness programs are designed to help our members and healthcare providers understand and manage patients' health. A thorough assessment by our wellness team will capture critical HCC data while helping to custom-package available treatment, support programs, resources and lifestyle changes that will help keep our members well. Members benefit from improved health, while your practice benefits from improved service ratings and practice efficiencies as well as additional P4P and HCC revenue.

★ Marketing and Communication Support

We know that marketing and practice growth are high priorities for any physician. At HPN, we've planned our own marketing and growth initiatives with that in mind. As our partner, you'll benefit from our multi-channel marketing programs. Designed to be effective, market-focused and engaging, our marketing programs make strategic use of interactive media, print, customized promotions and grass-roots outreach including community involvement and event opportunities. While we're building a brand, we'll help you fulfill your promise.

★ 5–Star Quality Care Initiatives

Heritage Provider Network's quality improvement initiatives provide comprehensive tools and training programs to educate our partner providers and their staff on the successful navigation of the new CMS 5–Star Quality Rating System. Delivering excellent service and high quality care at a lower overall cost will help to ensure long-term success in a shifting healthcare landscape.

★ Innovative Real-Time Resources

Your practice and patients can benefit from access to our innovative, interactive Internet tools for electronic authorization and claim/eligibility functionality, EMR and customizable online health resources and guidelines. Other useful online tools can help you track capitation, verify eligibility status and send and receive secure e-mail messages.

★ Health Education Programs

As part of our commitment to bring health and vitality to the communities we serve, we offer a wide range of educational and social programs to our members and the general community. Whether through regional educational programs or proprietary senior service facilities, we offer a wealth of information, training, education and support to enhance health and well-being.

Contact us today to find out how you can enhance your practice through our expertise. Call us or visit our website for more information.

Phone: 888.787.1712
www.heritageprovidernetwork.com

Personalized care created just for our members

Heritage Provider Network's Priority Care programs provide comprehensive, coordinated medical management for high-risk members who need more intensive treatment and follow-up care, care they can sometimes receive in the comfort of their own homes. The goal of these programs is to improve our members' health, satisfaction and quality of life while expanding our providers' ability to care for all their patients.

The programs are tailored to the patients' individual needs with an emphasis on proactive, preventive care. Heritage Priority Care teams work with patients and their families to provide the support, education and resources needed to address their specific conditions and situations. The dedicated support teams are comprised of home visiting physicians and nurse practitioners, case managers, coordinators and social workers who work not only with the patients, but also their families, to ensure complete care.



Heritage Priority Care programs are a supplement to the providers' care and offer additional resources to improve clinical outcomes and quality of services. They also offer patients a multitude of benefits, including avoiding the long waiting time in the emergency room or unwanted hospitalizations, and allow them to receive treatment in the comfort of their own homes.

All Heritage Provider Network affiliated medical groups have their own version of Priority Care. To find out more about each group's program, please visit our website or contact the affiliated group in your area. See P7 for the group directory.

www.heritageprovidernetwork.com

Heritage Priority Care

The new frontier in award-winning personalized care programs

Priority Care resources available as medically needed.*

- › 24 hours a day, 7 days a week access to a dedicated case manager
- › Specialized condition management programs for diabetes, CHF, COPD & more
- › Dedicated management and oversight of high risk pregnancies
- › Specialized care centers catering to short and long-term recovery
- › Staff physicians onsite at hospitals and skilled nursing facilities
- › Walk-in open access to specialized care clinics in selected areas
- › Pharmacy consultation
- › Dedicated social services support
- › Palliative Care Programs

Priority Care home-based programs and services as medically needed.*

- › Home visits by a physician or nurse practitioner
- › Home Infusion services (IV antibiotics and IV hydration)
- › Home health services (Nursing, physical therapy and home safety evaluation)
- › Home testing and monitoring programs
- › Home-based palliative care consultation and hospice evaluation
- › Transportation services

**Not all resources are available in all areas.*

Heritage in the News



For up-to-date news on the Heritage Provider Network, tune into our YouTube Channel, www.youtube.com/HPNhealth or visit our website at www.heritageprovidernetwork.com



Richard Merkin, M.D., to Address Washington D.C. Conference on “Grand Challenges”

The White House has recently been discussing what it calls the “Grand Challenges.” Historically, such challenges have included President Kennedy’s call to put a man on the moon, to, more recently, challenges such as the human genome project. There will be a conference in Washington, D.C. on June 12, 2012, and Richard Merkin M.D., president and CEO of Heritage Provider Network, has been invited to speak on a panel that will address future grand challenges and what we as a Country need to do to spur innovation. This is a critical issue for the future of the Country, and we are honored to have Dr. Merkin taking a leading role in this initiative.



Generous Grant from Heritage Provider Network Funds the X PRIZE Foundation’s Kids with FIRST® LEGO® League Global Innovation Award

The X Prize Foundation is sponsoring the FIRST® LEGO® League (FLL) Global Innovation Award. This award recognizes young inventors who have applied outstanding innovation and creativity in solving a particular problem. Funding is being provided through a grant by Heritage Provider Network. This year’s challenge will involve 20,000 teams and nearly 200,000 children from all over the world exploring the topic of food safety. They will look at possible points of contamination in our food encounters and find ways to prevent or combat these contaminants.

“The goal of this competition is to inspire young people to become leaders in the fields of science and technology.”

WSJ Heritage Provider Network Featured in Wall Street Journal Article, Innovations in Healthcare

In the April 16, 2012 edition of the Wall Street Journal, there was a special section called *Innovations in Healthcare*. Amongst the innovations mentioned, which all had to do with the way that the use of data is changing healthcare, was a mention of the Heritage Health Prize, which challenges individuals to create an algorithm that will predict hospitalization so that preventive care measures can be taken to avoid unnecessary hospitalizations.



Merkin Family Foundation Pledges New Commitment to the Broad Institute to Fund Next Generation of Scientists

The Merkin Family Foundation today announced a commitment to the Broad Institute of Harvard and MIT to establish the Merkin Institute Fellows, a program that will support some of the most promising and ambitious scientists pursuing bold research at the Broad Institute. The Merkin Family Foundation’s commitment will be used to create the first endowed fellowship program at the Broad Institute and will provide sustained support for these outstanding scientists as they blaze important new trails in science and medicine. Promising scientists pursuing critical projects will be selected annually as Merkin Institute Fellows. Some of the research supported by the new commitment will focus on stem cell biology, regenerative medicine and neurodegenerative disease areas Dr. Merkin cares about deeply. The new commitment builds on an earlier three-year gift from Dr. Merkin, which made possible the Richard Merkin Foundation for Stem Cell Research at the Broad Institute, launched in 2009.



United Friends of the Children Honors Richard Merkin, M.D. for His Work on Behalf of Foster Children

Richard Merkin, M.D., CEO and president of Heritage Provider Network, is the recipient of the United Friends of the Children’s Nancy M. Daly Founder’s award. Dr. Merkin will receive this honor on Monday, May 21, at the United Friends of the Children Brass Ring Awards Dinner. The mission of this non-profit organization is to improve the lives of foster children and help them make a successful transition to adulthood. Dr. Merkin is a long-time supporter and UFC Board Member.

Enhance your practice through our expertise

Affiliate Group Physician Partnership Benefits

Bakersfield Family Medical Center (BFMC)

At Bakersfield Family Medical Center (BFMC), we believe that a successful physician partnership starts with enhancing patient care. That's why we focus on helping physicians improve their quality ratings for HEDIS, STAR and HCC initiatives. We do this by providing training programs, covering licensure renewals, offering CME credits and bi-weekly medical staff meetings for physicians to discuss issues and voice suggestions.

We believe a lasting relationship involves open communication and collaboration. In order to improve our network, we've developed a physician advisory committee made up of both staff model and IPA physicians that meet to discuss strategic decisions, ideas and suggestions on how to make BFMC and Heritage Provider Network (HPN) a better place to work.

Heritage Victor Valley Medical Group (HVVMG)

At HVVMG, we view our primary care and specialty physicians as the keys to member growth and retention. The success of our group is predicated on the success of our contracted physicians' practices. We actively promote our network of physicians to specific target audiences, highlighting each provider's demographics and professional attributes to help individuals choose the right physician for their needs. We regularly include our physicians in paneled doctor talks at community marketing events, employer group enrollment events and senior focused open enrollment events.

We strive to reimburse our physicians at competitive rates as well as offering additional monetary incentive opportunities for successful participation in our Quality Incentive Programs. These quality programs are related to HEDIS, STAR and HCC initiatives. We provide detailed physician staff training to aid in their practice's success with these programs. Additional revenue is also available to our physicians who contract exclusively with our Medical Group. At HVVMG, the physician and their patients are the center of our universe.

Desert Oasis Healthcare (DOHC)

DOHC is the largest managed care organization in the Coachella Valley covering a 120 mile service area and over 62,000 members. We offer more services to our members and providers than any other healthcare organization in our area. We have been designated through our Heritage affiliation as a Pioneer ACO provider – the only ACO in the Coachella Valley! Our Provider Relations motto is *"If our Providers are successful, then we will be successful"* and we work diligently to help them grow their practices and improve their practice efficiencies. Below is a partial list of the added-value services enjoyed by our physician partners:

- Access to all major health plan HMO contracts
- No-Fee Access to major PPO health plan contracts at very competitive rates
- Availability of obtaining NextGen EHR and EPM software at very reasonable rates
- Innovative care management programs to assist providers with complex care needs
- Staff training by our Dedicated Provider Representative and Referral Liaisons as needed for office staff
- Quarterly networking meetings for physicians, allied professionals and office managers
- Free continuing education programs offering at least 12 CME credits each year
- No cost in-office Art of Caring and Senior Sensitivity education
- Marketing assistance and promotional opportunities

High Desert Medical Group (HDMG)

Foremost, HDMG has established a well-deserved reputation for being an innovative, growing medical group. Both locally and nationally, we are recognized for maintaining a higher standard of healthcare delivery, as evidenced in our ACO status. Continuing to uphold this standard of excellence assures us of attracting talented new graduates as well as seasoned primary care and specialty physicians.

Our greatest recruiting success comes from word of mouth by physicians who have been with us, some for over 20 years. Hearing from our long term providers has proven effective

Continued >>>



in securing physicians who will share our dedication to *offering the best in healthcare for Life.*

HDMG is pleased to offer multiple physician retention programs in an environment that contributes to long term relationships:

- Encouraging physicians to learn new procedures & encouraging their professional growth
- Excellent in-house support for several specialties like telephone consulting
- Access to hospitalist program to take care of hospital admissions
- Implementation of Electronic Medical Records (EMR) in clinic
- Physician meetings to communicate and discuss policies and procedures
- Facilitating physician participation in community events
- Physician involvement in governance of district and hospital
- Generous funding for CME activities

Regal Medical Group (RMG) and Lakeside Community Healthcare (LCH)

The Regal and Lakeside shared company purpose statement begins with this declaration; *“We will continually innovate and improve the business of managing healthcare in order to deliver quality, compassion and vitality to every life that we touch.”* This commitment extends to our network of contracted physicians and we strive to treat our physicians not only as valued partners, but also as valued customers. The success of each physician practice within our network is both the reward for our efforts and the compass that guides the formulation of our physician incentive and development programs.

Our physician-directed programs allow our partner providers to capitalize on our stability, size, experience and expertise while still maintaining the autonomy and freedom of operating their independent practices. Following is a partial list of value-added services available exclusively to Regal and Lakeside physicians:

- Dedicated network relationship managers
- Marketing and promotional support
- Local community promotional opportunity access and support
- In-office broker & health plan education & support programs for staff & patients
- On-line eligibility, referral/authorization and claims systems
- Assistance establishing EHR/EPM systems
- Robust HCC and 5-STAR success training and support programs
- 24/7 PAL (Professional/Patient Assistance Line) access
- Award winning coordinated care programs

Heritage Provider Network Affiliated Medical Groups

One of the largest integrated physician associations in California

- **Affiliated Doctors of Orange County**
www.adoc.us | Phone: 800.747.2362
Counties Served: Central and North Orange County.
Total Number of Contracted Physicians: 1,000+
- **Bakersfield Family Medical Center**
www.bfmc.com | Phone: 661.327.4411
Counties Served: Serving all of Kern County.
Total Number of Contracted Physicians: 400+
- **Coastal Communities Physician Network**
www.ccpnhpn.com | Phone: 800.604.8752
Counties Served: San Luis Obispo and Tulare.
Total Number of Contracted Physicians: 600+
- **Desert Oasis Healthcare**
www.mydohc.com | Phone: 760.320.5134
Counties Served: Imperial, Riverside & San Bernardino.
Total Number of Contracted Physicians: 500+
- **Heritage Victor Valley Medical Group**
www.hvvmg.com | Phone: 760.245.4747
Counties Served: Los Angeles and San Bernardino.
Total Number of Contracted Physicians: 200+
- **High Desert Medical Group**
www.hdmg.net | Phone: 661.945.5984
Counties Served: Los Angeles and Kern.
Total Number of Contracted Physicians: 275+
- **Lakeside Medical Group**
www.lakesidemed.com | Phone: 818.637.2000
Counties Served: Los Angeles, Ventura, Riverside and San Bernardino.
Total Number of Contracted Physicians: 2,350+
- **Regal Medical Group**
www.regalmed.com | Phone: 866.654.3471
Counties Served: Los Angeles, Orange, Riverside, San Bernardino, San Diego and Ventura.
Total Number of Contracted Physicians: 12,100+
- **Sierra Medical Group**
www.sierramedicalgroup.com | Phone: 661.945.9411
Counties Served: Kern, Los Angeles & San Bernardino.
Total Number of Contracted Physicians: 100+