

# Physician Network News



HENRY FORD  
PHYSICIAN NETWORK

October 2016



## Message from Charles Kelly, D.O.

*President and CEO of the HFPN*

Dear Colleague,

As many of you may already know, Henry Ford Health System (and with it, the HFPN), joined and helped to form the Federation Care Network this past July. This statewide clinically integrated network also includes Sparrow Health System in Lansing, along with Bronson Healthcare in Kalamazoo; Covenant HealthCare in Saginaw; Henry Ford Allegiance Health in Jackson; Lakeland Health in St. Joseph; and MidMichigan Health in Midland.

Most recently, the Federation Care Network was renamed Affirmant Health Partners. And at the end of September, Affirmant Health Partners added Spectrum Health System to this network.

What this has done is to create the largest clinically integrated network in the state of Michigan, with 33 acute care hospitals and more than 6,000 physicians. And you, whether you are part of the Henry Ford Medical Group, a Henry Ford employed physician or one of our valued HFPN private practice physicians, are now also part of this leading clinically integrated network.

Our inclusion in this network was important for a number of reasons. We believe in the philosophy that bigger is better. Or let me rephrase that, payers believe in that philosophy, whether they are insurance companies or self-insured employers. They want to see the breadth of our reach and know that we can care for all of their constituents. By being a part of Affirmant Health Partners we have exponentially grown our reach and are, therefore, automatically more attractive to payers.

Aside from that, our new size will allow us to achieve economies of scale to create and solidify a meaningful infrastructure. This takes on both a technological aspect (gaining more favorable contract prices for IT tools, etc.) as well as the opportunity to share best practices in building population health infrastructure. Additionally, as we move further into the risk-bearing market, we will be more able to better mitigate insurance risks of our patient population, allowing us more opportunity to focus on our performance.

Affirmant Health Partners is currently applying to CMS to participate in its MSSP Accountable Care Organization (ACO) model and, if approved, would be one of the largest in the nation. Henry Ford Health System is already part of the CMS Next Generation ACO model, so we understand the value of taking definitive steps toward working within a risk/reward-based model.

All of this is good news to all of our HFPN members. While some of you may be thinking that big is not always better, there is certainly strength in unity and numbers. As a leader in the Affirmant Health Partner clinically integrated network, the HFPN is positioned to achieve even greater heights for the network, our patients and your practice.

Kind regards,

Charles Kelly, D.O.

## Looking at Your Own Measures

By being a member of the HFPN you are part of a large clinically integrated network that can provide you with guidelines or measures to improve the care you provide your patients.

For calendar year 2016, all HFPN members will be assessed based on the collective measures for the 1,000+ member physicians. These measures were published in the [August 2016 HFPN newsletter](#). While there are only two months remaining in this “campaign,” the objectives of the HFPN 2016 clinical integration tools are, in essence, timeless. To that end, how are you doing regarding applying or focusing on the clinical integration tools?

- ü In your practice, are you taking steps with your patients to reduce their use of the ED (instead of their PCP) or to reduce their likelihood of being admitted to the hospital through appropriate follow-care and access?
- ü Are you using the principles and guidelines of [Together2Goal](#) to help reduce the number of diabetic patients whose A1C is greater than 9? There are a [number of resources](#), including webinars and tools available to you from the Together2Goal campaign pages.
- ü Are you patients current and compliant with colorectal cancer screening? If not, what are you doing to address this? Are your methods effective?
- ü Is your approach to monitoring or affecting positive changes for your patients positively impacting blood pressure control? You can find overall HFPN measures regarding blood pressure control [here](#). Measure Up/Pressure Down, which was the first phase of the Chronic Care Challenge, offers [several tools](#) to help you reach your patients and create greater health outcomes.
- ü Implementing these steps that help to improve continuity of care and direct patients to the most appropriate care can help improve patient outcomes and reduce the total cost of care. Are you doing your part? The success of the HFPN clinically integrated network depends on every member physician actively engaging in initiatives and objectives.

If you have questions regarding these resources or suggestions for additional clinical integration tools, please contact [hfpn@hfhs.org](mailto:hfpn@hfhs.org).

## Flu Shots at Henry Ford Health System

Henry Ford Health System is once again offering walk-in flu shots at most Henry Ford sites, including four Wyandotte outpatient centers and three Macomb outpatient centers until springtime. These vaccines are covered by health insurance plans – including

Traditional Medicare – with no copay.

According to [the CDC](#), this year’s influenza vaccine is predicted to be 59% effective. The flu mist vaccine is not recommended, due to concerns over its effectiveness. Patients can find the full listing of walk-in clinics at [www.henryford.com/flu](http://www.henryford.com/flu), or they can also call 1-800-HENRY FORD to find a location near them.



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## Be Accountable to Your Patients

As the health care landscape continues to evolve, accountable care organizations (ACOs) will become more the norm than the exception. In theory, the structure of an ACO should guide physicians and health care organizations toward the appropriate care to provide, how it should be delivered, how to improve communication to improve continuity of care and ways to lower the cost of care.

All of these facets, when evaluated and executed smartly, can result in achievement of the Triple Aim. Whether you are part of the Henry Ford ACO – which employs the Medicare Next Generation model – or have not yet entered this realm, you can still improve your own accountability to your patients. The following are tips on how to make this happen.

### Listen

Do you hear the words your patient uses *and* how they say them? Often the latter can provide more information. Listen keenly to every answer to hear the underlying meaning. Is your patient omitting details in their answers to your questions? Keep in mind this could be out of fear, forgetfulness or not truly understanding your question.

### Know best practices/Choosing Wisely®

Being accountable can mean changing your “typical” course of care. [Choosing Wisely®](#) is the gold standard of best practices. How well do you know the protocols and recommendations contained in Choosing Wisely as they relate to your field?

### Keep communication open

Reminding patients when they are due for vaccinations, immunizations, checkups, screenings or follow-up appointments not only helps to keep them on a healthy track, but can boost your doctor-patient relationship. This can translate into patient loyalty. For PCPs, recommending an annual wellness visit is an excellent opportunity to see your patient to evaluate their overall health. If you are a specialist, you can still recommend your patient schedule an annual wellness visit with their PCP.

### Encourage self-advocacy

When a patient advocates for themselves by asking questions, voicing their concern over a suggested course of action or offering additional information they will feel more in control of their health. If they also feel their doctor listens to them and addresses their concerns or questions, they are more likely to comply with recommendations or orders. Help your patients become their own advocates by giving them time to tell you additional information they may have first omitted or to ask you questions. Remind them that you are partners in their health.

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## Building Emotional Intelligence

Emotions can be both a help and hindrance in any walk of life. But for physicians, they can serve to make or break overall wellbeing. Debbie Cohen, MD is an occupation health physician and director of student support at the Centre for Psychosocial and Disability Research at Cardiff University in the U.K. She and her colleagues have developed a curriculum for med students to help them enhance their emotional intelligence.

“Emotional intelligence is about how you perceive your emotions,” Dr. Cohen said in an [article posted to the American Medical Association \(AMA\) website](#). “It’s how you integrate them into what’s going on and how you manage it. What are the impacts?”

Building emotional intelligence requires four things: you need to accurately perceive emotions, integrate them with cognition, understand the emotional causes and consequences and manage those emotions for personal adjustment.

Read more about this subject and how it can impact you and your practice on the [AMA website](#).

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