Dear HFPN Member,

The Henry Ford Physician Network (HFPN) was founded on the strategy of Clinical Integration, which, in short, means our intention is to have the highest measured results in achieving optimal clinical outcomes at optimal costs and with the optimal patient experience. To accomplish this, our business strategy focuses on offering a differentiated, high-performing narrow network of physician providers to potential purchasers of health care.

To make this happen, we need to better understand your current EMR solution and how we can integrate with it to pull important patient demographic data for patient satisfaction surveys. This is imperative for our population management analytics and to recognize your performance data.

As you likely understand, population health management is driven entirely by data — data we are currently not collecting from HFPN private practice physicians who are not on the Epic platform. Because of this, we can neither identify gaps in care nor retrieve demographics to distribute patient satisfaction surveys in real time. Currently, we are totally dependent on information we glean from claims data, which impairs the individual physician and the Network at large in its quest to manage risk-based contracts.

We began our journey toward clinical integration utilizing the Crimson Continuum of Care tool. This was really only successful in the ambulatory sites in successfully allowing for satisfaction survey distribution; however, it was not as helpful in identifying clinical needs. Consequently, this contract was discontinued.

We are hopeful we have uncovered an alternative solution after discussions with Press Ganey which is the nationally renowned vendor of patient satisfaction surveys and results, and the vendor we are currently using within the HFHS and the HFPN.

Representatives from Press Ganey and the HFPN will soon be reaching out to your practices to better understand your current EMR solutions and what requirements they would need to access the demographic and clinical data required for our ultimate success. Any costs for these efforts will be absorbed by the Network, not by your individual practices.

I ask for your cooperation as we try to solve this significant data aggregation problem.

Respectfully,

Doc

*4/7/15*