



BlueCross BlueShield  
of Texas

# **Medical Home Physician Collaboration**

For the Health of Texas

Eduardo Sanchez, MD, MPH, FAAFP  
Vice President and Chief Medical Officer  
BlueCross BlueShield of Texas  
March 22, 2009

# Patient-Centered Medical Home (PCMH)



BlueCross BlueShield  
of Texas

“A model of care where each patient has an ongoing relationship with a personal physician who leads a team that takes collective responsibility for patient care. The physician-led care team is responsible for providing all the patient’s health care needs and, when needed, arranges for appropriate care with other qualified physicians\*.”

# Primary Care Medical Home (PCMH) Standard Model

Redesigning the Way Primary Care is Delivered and Financed



Trusted personal physician  
 Physician who provides, manages and facilitates care  
 Care is coordinated or integrated across healthcare system  
 More accessible practice with increased hours and easier scheduling

Payment mechanisms that recognize the added value of delivering care through the PCMH model  
 Assistance to practices seeking transformation  
 Support to practices adopting HIT for QI

Includes the PCMH team

# The Patient-Centered Medical Home Model



BlueCross BlueShield  
of Texas

## Changes in Clinician Incentives

### Blended Payment

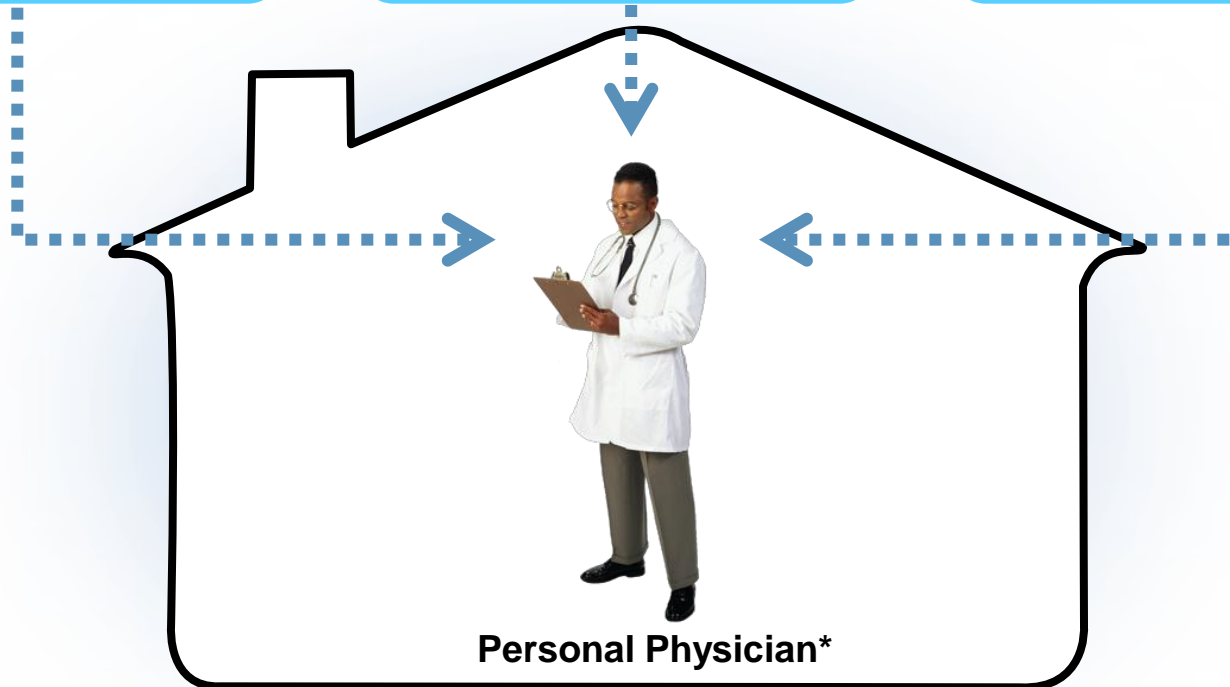
- Fee for service
- Prospective payment
- Pay for outcomes

### Better Work Environment

- Team effort
- Increased responsibility for clinicians
- Real time claim & clinical information

### Improved Patient Interaction

- More time for patients
- Better communication and access
- Care/Case/Chronic disease management



Personal Physician\*

\* Includes the PCMH team



# BCBSTX PCMH Model

- **Built off of NCQA Medical Home Standards**
- **Focuses on Preventive Care and Chronic Conditions**
  - Cervical, Colorectal, Breast Cancer Screenings
  - Asthma, Coronary Artery Disease, Diabetes
- **Family Medicine, Internal Medicine, Pediatrics**

## Current Status

- 2 year Pilot
- Two Groups in North Texas
- Total Membership = approx. 20K
- Medical groups and BCBSTX reconciling data
- 2/1/2010 and 3/1/2010 launch dates

## BCBSTX Metrics

### Expected Outcomes

1. Reduced Hospitalization
2. Reduced ER Utilization
3. Improved Clinical Outcomes
4. Improved Patient Satisfaction

**BEST HEALTH AT  
BEST  
VALUE**