



physicians coming together for all the right reasons

Technology made accessible

Knowledge made applicable

Collaboration made possible

patients made healthier

GRIPA[™]
connect
Clinical Integration

A best-practices alliance of knowledge, technology & skill



WHAT'S NEXT—AND BEST FOR EVERYONE?

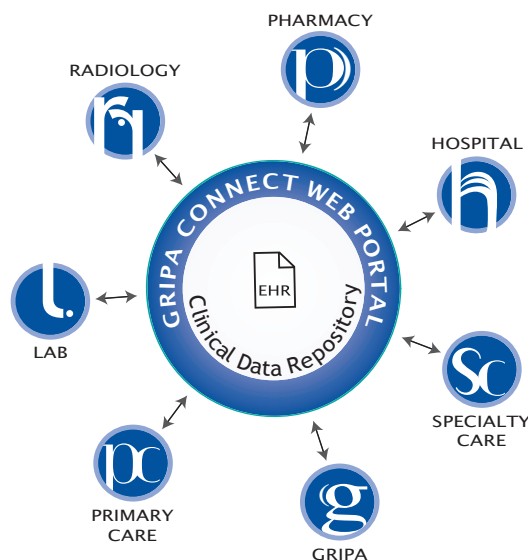
The last decade in health care was distinguished by the emergence of HMO-based models in which providers shared financial risk with insurance companies, motivating everyone in the system to find ways to cut costs while improving quality of care. One of the results was the creation of physician-led networks, often in the form of Independent Practice Associations. GRIPA, or Greater Rochester Independent Practice Association, grew out of this market model.

Today, like many of our colleagues across the nation, we're faced with the market-led demise of risk-based contracting models, and have been searching for the next, best, most viable way for physicians to work together on behalf of patients. The model we have chosen is one called Clinical Integration.

At its core is a best-practices alliance of knowledge, technology and skill that we believe addresses the current pressures on our health-care system: to deliver higher quality care, to manage costs, to reimburse physicians such that we can continue to attract extraordinary talent, to stand up to stringent public accountability.

COLLABORATION THROUGH TECHNOLOGY

Instant access to a patient's health record through the GRIPA Connect web portal means physicians no longer spend valuable time chasing stray pieces of information, and patients avoid duplicative tests and diagnostic errors based on misinformation. The inclusion of evidence-based clinical guidelines, delivered as prompts during patient visits, makes possible a higher standard of care.



GRIPA CONNECT[™] CLINICAL INTEGRATION—DEFINED

GRIPA Connect Clinical Integration delivers higher quality patient care by creating a connected community of physicians, hospitals, labs and imaging facilities with:

- electronic access to complete patient information,
- support from patient care managers, and
- assistance to fulfill a commitment to evidence-based clinical care.

We believe the result will be better clinical guidelines and better care for patients. Our goal is to begin enrolling physicians in GRIPA Connect by early 2007.

THE THREE COMPONENTS OF CLINICAL INTEGRATION

The Federal Trade Commission and Department of Justice have described a clinically integrated network as one that implements “an active and ongoing program to evaluate and modify practice patterns by the network’s physician participants and creates a high degree of interdependence and cooperation among the physicians to control costs and ensure quality.” The program should include: technology infrastructure to support the sharing of patient health and treatment records; collaborative disease and case management programs aimed at prevention and treatment; and commitment to evidence-based guidelines, with sanctions for those physicians not adhering to the standards.

Networks that implement Clinical Integration programs are able to contract jointly with insurers where they can demonstrate that joint contracting is necessary to achieve the quality improvements in patient care. In the Greater Rochester market, this will allow independent, community-based practitioners to work together while maintaining their own practices.

GRIPA CONNECT IN ACTION: ENVISION THIS

A physician gets a call at midnight that a patient suffering an acute illness is in the ER. Rather than drive to his office to access the patient chart, the physician pulls the patient’s record up on the GRIPA Connect web portal from his home computer. An email or phone call to the attending physician in the ER—who also has access to the record—assures that the patient’s entire medical history, including drug allergies, is understood and accounted for during treatment.

Diabetes management programs offer great promise for managing the disease, but how best to get the information to every patient? Accessing web-based patient records, GRIPA care managers pull up the records of patients diagnosed with diabetes. They attach a clinical note to each chart about the most recent promising pharmaceutical intervention so the patient and doctor can discuss it during their next visit.

A cardiologist is called upon to see a patient. Rather than have staff take a complete medical history and order a battery of foundational tests, the **cardiologist reviews the already-complete history online and the results of tests already taken**. No reinventing the wheel or duplicating expensive procedures. The cardiologist orders a prescription electronically, and it’s ready for the patient to pick up when he arrives at the pharmacy. The cardiologist can see that the patient did so.



BENEFITS BUILT IN FOR EVERYONE

When fully implemented, GRIPA Connect Clinical Integration offers benefits for everyone.

PATIENTS

- Improved safety
- Better access to the latest proven techniques and treatments
- Streamlined interactions with health care system—less waiting and duplication
- Fully informed physicians and medical staff

PHYSICIANS

- Ability to spend more time with patients, less time with paperwork
- Access to complete patient information
- Ability to deliver higher quality care
- Ability to monitor patient compliance
- Ability to sell combined services of network to payers makes independent practice more viable, especially for small practices
- Higher degree of effective collaboration

HOSPITALS

- Improved clinical quality and patient safety
- Base of independent physicians aligned with hospital
- Ability to manage costs
- Differentiation in the market as high quality provider

INSURERS

- Higher subscriber satisfaction
- Cost efficiencies and savings
- Easy access to objective utilization data

EMPLOYERS

- Containment of health care costs
- Healthier employees

COMMUNITY

- Ability to maintain independent physician practices
- Better health care
- Ability to recruit medical talent to area



IMPLEMENTING GRIPA CONNECT: A MULTI-PHASE PROJECT

Fortunately, the foundation for the care management and clinical guidelines components of Clinical Integration are already in place at GRIPA. They will be strengthened through physician involvement and inclusion in the portal.

GRIPA has contracted with Healthvision, a Texas-based company with a track record of creating health care portals, to build the GRIPA Connect web portal. Development of the portal is currently underway. Phase One functionality is expected to be online in early 2007, when GRIPA will begin enrolling physicians in GRIPA Connect.

Some physician offices will have access to advanced features during the initial rollout. E-prescribing, for instance, will first be made available to physicians interested in using it. The referral management feature, which will facilitate transmission of a substantial amount of information between PCP and specialist offices, will be available to all and its use strongly encouraged. Lab order entry, which will require interfacing with those facilities, will be available some months after the initial launch.

Because Clinical Integration is most effective with broad participation, GRIPA Connect is open to ViaHealth-employed physicians as well as those in private practice.

Physicians' offices currently run the gamut from fully electronic operations with Electronic Medical Records and Practice Management systems to those with paper records. To participate in GRIPA Connect, physicians will be required to obtain high-speed Internet access. GRIPA will provide a laptop or tablet computer to each physician, as well as training for physicians and office staff in how to use the portal. This is expected to ease and accelerate the transition to shared knowledge technology.

To assure that we are on the right track with the federal government, we are requesting an advisory opinion from the Federal Trade Commission.

LEARN MORE. BE A PART OF THE FUTURE OF HEALTH CARE

GRIPA regularly hosts meetings and informational sessions on GRIPA Connect. If you or your organization would like to learn more about this pioneering effort, we invite you to contact us.

Visit us at www.GRIPAconnect.com for the latest news on GRIPA Connect. Or email us at info@GRIPAconnect.com.

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ABOUT GRIPA

GRIPA is a partnership of physicians and hospitals in Monroe, Wayne, and Ontario Counties of the Greater Rochester region, including 510 private physicians and 130 employed physicians, as well as Rochester General Hospital, Rochester General Physicians Organization, Newark Wayne Community Hospital, and the Wayne County Physicians Organization.

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