

gripa news

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Message from the Chairman and President

2008 holds exciting potential for Greater Rochester Independent Practice Association and our GRIPA Connect™ Clinical Integration initiative. We are pleased to announce that new members continue to sign contracts, joining the almost 425 physicians who are already on board.

Many practices have incorporated the web portal into their office and patient workflow, and are realizing the benefits of a one-stop, central location for valuable information like GRIPA Connect Clinical Guidelines and useful tools like Referral Management. Based on ongoing feedback, we continue to enhance the portal's functionality. Several offices are piloting the electronic prescribing tool, and finding the ease with which they can handle prescription renewals to be a real benefit and a serious time-saver.

We continue to talk with area businesses and insurers. We recently spoke to the healthcare planning group of the Rochester Business Alliance about how Clinical Integration can benefit our community. We're also receiving phone calls and inquiries from other IPAs, hospitals and physician groups from across the U.S., congratulating us on our achievements and asking for more information about Clinical Integration so they can determine if it's a viable option for them.

Cognisight™, the LLC founded by GRIPA, is attracting potential customers throughout the country. Cognisight has already proven to be a solid source of revenue for GRIPA, providing valuable support for the Clinical Integration initiative.

There's still time to become part of GRIPA Connect Clinical Integration. To learn more about the benefits to your practice and your patients, contact GRIPA Provider Relations at 585-922-1525.



Michael A. Kukfa, MD

Michael Kukfa, MD
Chairman, GRIPA
Board of Directors



Gregg Coughlin

Gregg Coughlin
President, GRIPA

COGNISIGHT ADDS CLIENT IN WESTERN NEW YORK

Cognisight™, the limited liability corporation founded by GRIPA, is attracting potential customers throughout the country and continues to grow.

The company recently announced the addition of a new client in Western New York. "We are excited to share our expertise with a client in the Buffalo area," says Betsy Gaffney, the company's Executive Vice President. "We have also received calls from potential clients across the U.S. and hope to work with them as well."

CognisightDX™, the company's core offering, is an expert clinical analytic system that helps Medicare Advantage plans and other Medicare Advantage risk-bearing entities identify, verify and submit correct member diagnosis information to support collection of accurate payments from the Centers for Medicare and Medicaid Services. The information collected by Cognisight also supports disease management and other care quality initiatives.

"We expect to attract clients from across the country because we have proven that

CognisightDX works—we've already collected substantial payments for our clients," says Gregg Coughlin, GRIPA President. "We are fortunate to have the expertise of Betsy and her staff, as well as the vast knowledge of John Houghton, MD, a widely respected expert who is working with us in this venture."

Revenues from Cognisight provide valuable support for the GRIPA Connect Clinical Integration initiative.

Learn more at Cognisight.com.



Eric Nielsen M.D.
Eric Nielsen, M.D.

Have you logged on to the GRIPA Connect web portal today? The portal was developed with the guidance of GRIPA physicians, who took great care to ensure that the system is valuable to physicians and office staff. It's a

dynamic tool that gives you and your staff one-stop access to timely, useful information about patients, making it easier and more efficient to maintain the high quality of care you already deliver.

The portal provides a **360° view of your patients** to you and all the physicians involved in their treatment. You will see not just the results of lab tests or images you have ordered, but the results of tests ordered by all those who are treating your patient.

New features: Referral Management, Clinical Care Guidelines, e-Prescribing

New features and information are added to the portal on a regular basis at the suggestion of our physician members and their office staff. Each suggestion is carefully

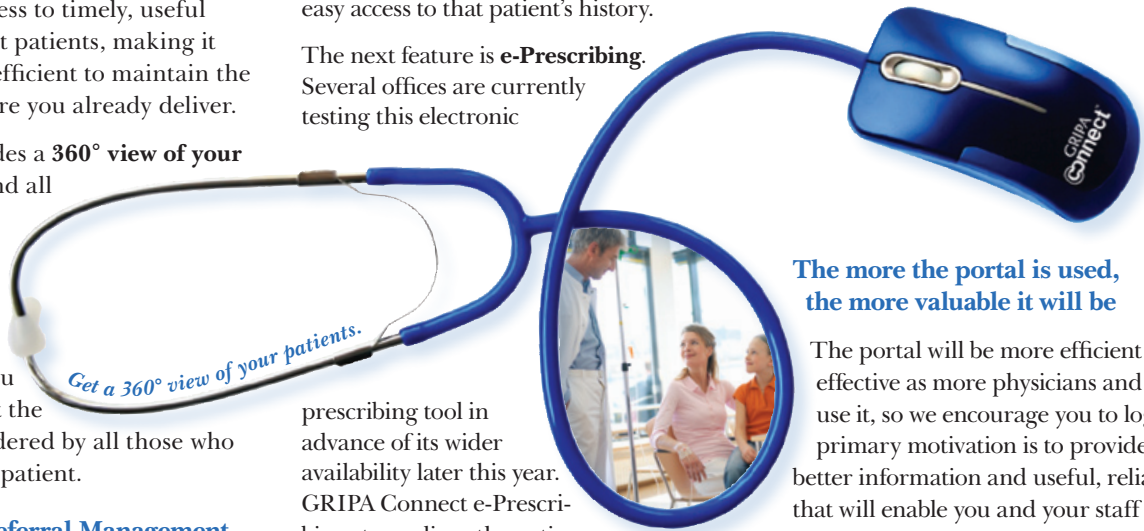
reviewed by the GRIPA Connect Portal Enhancement team, which requests input from the Physician IT Committee.

The newest feature in the portal is **Referral Management**, which allows you to make referrals electronically. Sending a referral via the portal establishes a relationship between your patient and the physician you're referring them to, and creates a secure channel for email between providers. Referral Management also provides a mechanism to track referrals and gives all the physicians involved in a patient's care easy access to that patient's history.

The next feature is **e-Prescribing**. Several offices are currently testing this electronic

prescribing tool in advance of its wider availability later this year. GRIPA Connect e-Prescribing streamlines the entire prescription process, and makes renewals easy for you and your staff. You'll be able to handle renewals from anywhere, even from home. If you would like to be an early adopter, contact Provider Relations.

Nearly 30 GRIPA Connect **Clinical Care Guidelines** are currently in place on the portal, reflecting the efforts of GRIPA's Clinical Integration Committee and its Specialty Advisory Groups. Clinical care guidelines will soon be a part of every physician's practice, throughout the country. We are fortunate, as a clinically integrated group, to have the opportunity to develop our own guidelines and our own standards, as well as the tools to monitor compliance.



The more the portal is used, the more valuable it will be

The portal will be more efficient and effective as more physicians and offices use it, so we encourage you to log on. Our primary motivation is to provide you with better information and useful, reliable tools that will enable you and your staff to deliver the highest quality of care. Please let us know if there are any particular enhancements you'd like to see. As always, GRIPA Provider Relations staff members are ready to answer your questions. Please give them a call at 585-922-1525.

UPDATE: NEW FEATURES OF THE GRIPA CONNECT WEB PORTAL

Data Sources Now Online

- ViaHealth ADT
- ViaHealth Labs
- ACM Labs
- Elizabeth Wende Breast Clinic

Other sources will be added as they become available, with Rochester Radiology next in the queue.

Training Tutorials. GRIPA Provider Relations staff members are always available to help you become more comfortable navigating the

portal. Self-guided tutorials, including one for Referral Management, are now also available in the Help section of the portal.

Healthcare Resources. On the Healthcare Resources page, accessible via the left side navigation bar, you'll find pharmaceutical news, information, links, and e-Prescribing updates, as well as links to patient education and physician tools.

VisualDx® 5.08. A new version of VisualDx has been released. VisualDx Version 5.08 builds on this professional decision support system's extensive platform, with a continued emphasis on awareness, education, and most importantly, improved diagnostic accuracy.

Three new modules are available: Pediatric Male and Female Anogenital modules, and an MRSA Skin Infections module.

MEDHOST Links. Links to the MEDHOST systems for Rochester General Hospital and Newark Wayne Hospital are now located on the Clinical Applications page, which is accessible via the link on the portal's left side navigation bar.

If you have any questions about the GRIPA Connect web portal or suggestions for additions to the portal, please contact GRIPA Provider Relations at 585-922-1525.

GRIPA GERIATRIC ASSESSMENT SERVICE ASSISTS IN CARE OF THE ELDERLY



Tom Sorrento
RPh, CGP
GRIPA Consulting
Clinical Pharmacist

Caring for at-risk, frail elders who live in the community (rather than in assisted housing)

can be an overwhelming task for primary care providers and family members. The U.S. Census Bureau projects that by 2040, 13 million Americans will be older than 85. Coordinating senior care may be the most effective way to deliver the services necessary to enable the elderly to live in a safe and healthy environment. To address this growing population, GRIPA has been providing coordinated geriatric services since 2005.

GRIPA's Geriatric Assessment Service (GAS) takes a team approach, with consulting pharmacists, social workers, and registered nurses working to support physicians as they care for their at-risk senior patients. Individual referrals are made to the GAS team. For providers with large geriatric practices, GAS can screen for frail elders.

Standardized assessments, based on the needs of the patient, are completed by the GAS team in the comfort of the patient's own home. These assessments provide insight into cognitive and functional issues, as well as caregiving requirements. Additionally, a pharmacist provides a drug regimen review and completes a Drug Appropriateness Measure. A summary of the assessments with suggestions for the primary care

physician is prepared. The team then coordinates with the patient, family and physician to address the issues that have been uncovered.

Recently the results of GAS's first year were published in the November 2007 issue of *The Consultant Pharmacist*. Patient satisfaction scored 90 percent. Caregiver Strain Index showed a 28 percent improvement and the Drug Appropriateness Measure improved more than 60 percent. The program continues to thrive as we meet the needs of our providers' aging population, and we continue to expand it. For more information, contact GRIPA Care Management Services at 585-922-1520.

CLINICAL CARE GUIDELINES: KEY TO A SUCCESSFUL CLINICAL INTEGRATION PROGRAM



Jane Dean, Director,
Care Management
Services, GRIPA

Nearly 30 GRIPA Connect Clinical Care Guidelines have been developed by the Clinical Integration Committee (CIC), which is comprised

of practicing primary care and specialist physicians who are members of GRIPA. This group meets monthly and has the primary responsibility for the selection, modification and evaluation of clinical care guidelines and the clinical indicators used to monitor each guideline.

The CIC receives input and recommendations from Specialty Advisory Groups, which include physicians from each of the specialties and subspecialties affected by

the guidelines being developed. When guidelines are subsequently approved by the GRIPA Board of Directors, they are published on the GRIPA Connect web portal for easy access by all participants in the Clinical Integration program.

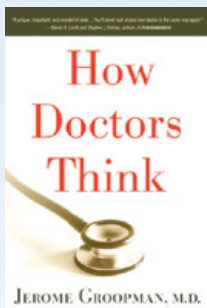
It's important to note that GRIPA physicians play a significant role in the development of these evidence-based guidelines. The resulting guidelines incorporate local practice with national guidelines. They are short, succinct, and accessible, so they're useful at the point of care. The guidelines include physician tools, which are reference materials for physicians to help in the delivery of patient care (e.g. Coronary Heart Disease Risk Calculator). Patient education materials are also available on the portal for download and distribution to patients to aid in treatment and prevention.

Perspective: Marvin Grieff, MD

"GRIPA Connect Clinical Guidelines have been carefully prepared to help physicians manage patients based on the current state of the art. As clinical science advances, they will be revised and improved. Looking at some early data that can be retrieved from the portal, it is very likely that specialists will be able to determine the burden as well as spectrum of disease affecting patients in their area. This can help them in discussions with primary care providers as well as in planning for the future."

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Recommended Reading



Jerome Groopman is a Professor of Medicine at Harvard Medical School, Chief of Experimental Medicine at Beth Israel Deaconess Medical Center, and one of the world's leading researchers in cancer and AIDS.

He also happens to be a staff writer at the New Yorker magazine and the author of four books.

In his latest book, *How Doctors Think*, Groopman offers a compelling, and ultimately compassionate, exploration of the art and science of diagnosis. He views the physician's ability to keep an open mind and juggle "seemingly contradictory bits of data simultaneously" as the keys to correct diagnosis and successful treatment.

"It is not only Groopman's intelligence, but also his humanity, that imbues this book with deep meaning."

—Stephen J. Dubner



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Accomplishments

CONGRATULATIONS JEANETTE ALTAVELA!



Jeanette Altavela,
PharmD
Manager, Pharmacy
Services, GRIPA

Jeanette has been nominated as a Regent of the American College of Clinical Pharmacy (ACCP). She is currently chair of the communications committee of the Ambulatory Practice Research Network within ACCP.

Her abstract, entitled "Medication Therapy Management Experience: From Pharmacist Contracting To Patient Care," has been selected for presentation during the 2008 ACCP Spring Practice and Research Forum (April 5–9, 2008) in Phoenix, AZ.

Clinical Care Guidelines

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Clinical care guidelines will soon be a mandated part of every physician's practice, as Medicare, Medicaid and private insurers struggle with ways to improve the quality of care while managing costs. As a clinically integrated program, we have the opportunity to develop our own guidelines and tools to monitor compliance.

Physician input and participation is truly vital to a successful program. If you have any questions or are interested in participating in guideline development, please call GRIPA Provider Relations at 585-922-1525.

If you have not signed a Clinical Integration contract and want more information, please contact GRIPA Provider Relations at 585-922-1525.

If you need to schedule a training session on how to access the portal, please contact GRIPA Provider Relations at 585-922-1525.