



# Physicians and Hospitals Partnering to Better Serve Our Communities



# The MMC PHO

## Mission

*To support the member physicians and hospital(s) in the delivery of value-based, integrated health care that is patient centered and efficient through the application of evidence-based practice systems, clinical and process information sharing and systems, and appropriate recognition and reimbursement programs*

## Vision

*To be the leader in supporting value-based, integrated health care*

## Who We Are

**Community Physicians of Maine** is a not-for-profit organization incorporated in 1994, consisting of more than 800 physicians in greater Portland, Brunswick, Biddeford, Damariscotta, Boothbay Harbor, Belfast and Norway. It was formed as a community physician organization to meet the challenges of managed care and to collaborate with Maine Medical Center in order to form the MMC Physician-Hospital Organization.

**Maine Medical Center** is a complete health care resource for the people of greater Portland, the entire state, and northern New England. Its unique role as both a community hospital and a tertiary referral center and Level 1 Trauma Center requires unparalleled depth and breadth of services, including an active educational program and a world-class research institute. Maine Medical Center proudly carries its unique responsibility as Maine's leader in patient care, education and research.

As one of the country's consistently highest rated hospitals, Maine Medical Center has received numerous national awards and recognitions.

Maine Medical Center is a member of MaineHealth, a growing family of healthcare providers and support services in southern, central, and western Maine committed to improving the health of their communities.



**The MMC Physician-Hospital Organization (MMC PHO)** is a not-for-profit organization incorporated in 1994. More than 800 physicians in the Community Physicians of Maine (CPM) partner with Maine Medical Center (MMC), with the shared goal of delivering high-quality, cost-effective health care to our communities. The organization is governed by a board of directors with seven representatives from each member organization. Additionally, there are several committees with representatives from the CPM and MMC that make recommendations to the board of directors on all matters affecting the organization. The MMC PHO manages the Behavioral HealthCare Program.



**The Maine Physician Hospital Organization (MPHO)** is a not-for-profit corporation that shares services and supports the local activities of its member PHOs. To further its objective of integrating clinical and administrative services, the MPHO is a subsidiary of MaineHealth. Member PHOs operate in their communities while developing strategies to integrate services on a regional level. Members of the MPHO include the MMC PHO, Southern Maine PHO, St. Mary's Health System and Kennebec Region Health Alliance.

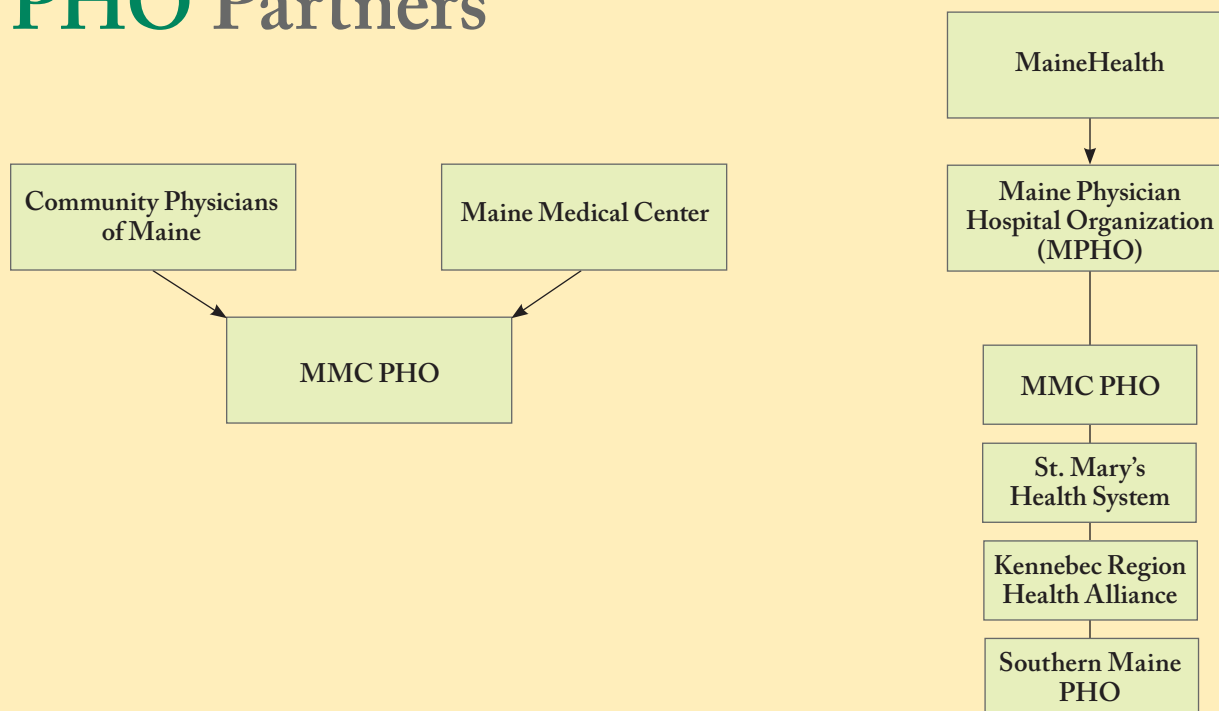


**MaineHealth** is a nationally recognized not-for-profit group of leading hospitals, physicians and health care organizations working together to make their communities the healthiest in America. As one of the nation's top 100 integrated health care delivery systems, MaineHealth offers a competitive range of health care services to the communities of southern, central and western Maine.

Member organizations of MaineHealth include Maine Medical Center, Miles Memorial Hospital, Southern Maine Medical Center, St. Andrews Hospital, Stephens Memorial Hospital, Spring Harbor Hospital, Waldo County General Hospital, HomeHealth Visiting Nurses, NorDx, Synernet and Maine Physician Hospital Organization. Affiliates of MaineHealth include MaineGeneral Medical Center, Mid Coast Hospital, St. Mary's Regional Medical Center and Penobscot Bay Medical Center.



## PHO Partners



# Better Ways to Improve Care

## Physician and Hospital Relations

The MMC Physician-Hospital Organization (MMC PHO) works to support the relationship between physicians in the Community Physicians of Maine and its hospital partners to collaborate on clinical improvement initiatives and create administrative efficiencies.

## Behavioral Health

The MMC PHO Behavioral HealthCare Program (BHCP) offers networking and management services to insurers and employers. BHCP's objective is to promote the health of the enrolled population via locally based, integrated behavioral health services. BHCP coordinates services by utilizing the knowledge of the providers and resources of the region to align patients with the most appropriate provider at the most appropriate level of care. For more information on the benefits of behavioral health care, please visit their website: [www.BHCP.org](http://www.BHCP.org).

## Clinical Improvement Plan (CLIP)

The MMC PHO provides tools and resources to help physicians deliver evidence-based care to prevent or delay complications that are serious and costly to patients, their families, and the health system. By focusing on population-based care the Clinical Improvement Plan (CLIP) ensures that patients benefit from the guidelines developed for their populations. This information also allows physicians to periodically review outcomes at the practice level to improve their own office systems for optimal delivery of care.

The goals of the Clinical Improvement Plan are:

- Promote effective, efficient and equitable patient care
- Improve outcomes by supporting adherence to evidence-based treatment
- Prevent or delay serious and costly complications
- Develop a reward system for physicians demonstrating improved clinical outcomes



## Primary Care Initiatives

The MMC PHO Clinical Improvement Plan for Primary Care measures improvement in patient care while helping physicians deliver the right care, for the right patient, at the right time. Improving care and reducing quality gaps requires systems and tools. The following tools and resources are available to PHO physicians who strive to achieve and maintain evidence-based quality care:

### Clinical Improvement Registry

The MaineHealth Clinical Improvement Registry (CIR) is a web-based, secure database that enables physicians to consolidate and track clinical information for patients. Providers use information from the CIR at the point of care to support both provider and patient adherence to evidence-based guidelines. It is also used to periodically review outcomes at the population level to improve practice systems supporting chronic illness care and preventive care. In addition, the CIR provides population management reports, or progress reports, that help identify and monitor the needs of individual patients and specific populations to improve outcomes. The CIR is a valuable tool for practices to manage patient care with emphasis on diabetes, cardiovascular disease, pediatric asthma, pediatric healthy weight, depression, and preventive health. Interfaces have been developed and implemented to receive data from various Electronic Medical Record systems that practices commonly utilize – including the EPIC product supported by MaineHealth.

## Care Managers

For primary care practices that have made the commitment to improve chronic illness care, the MMC PHO offers the support of RN Care Managers. This program supports proactive, population-based care through practice-based care management services. Through a partnership with the medical office staff and the patient, these RN Care Managers educate, motivate, and empower the patient to achieve optimal independence in chronic illness self-management. Care Managers promote risk reduction through wellness activities and prevention strategies, and enhance patient productivity, satisfaction and quality of life. The patients managed by the RN Care Managers are identified by their primary care physician as having difficulty reaching their treatment goals, and have complex medical or psycho-social issues.

## Quality Care Recognition Program

Physicians today do a good job of treating episodes of care, but are lacking in comprehensive, chronic care population management. The MMC PHO's CLIP is designed to help providers deliver evidence-based care to ensure their patients receive the highest quality of care. The PHO staff maximizes the potential to earn incentive dollars and recognition from quality-based reimbursement programs by setting high standards in quality care for practices to meet. Practices that meet the standards of CLIP have the potential to earn additional revenue and recognition from both local and national quality improvement programs. However, the most important benefit is the health improvement and quality of life they provide their patients by adding these quality initiatives to the health care practice regimen.

## Practice Outreach

In support of these activities, the MMC PHO provides trained staff to help practices implement tools and optimize the performance opportunities.

## Specialty Initiatives

The MMC PHO supports specialty-specific initiatives that focus on improving the overall process of care by identifying and supporting implementation of recognized quality measures. Building upon the skills applied to primary care efforts, a practice support team assists practices with specialty-specific data collection and workflow redesign efforts.

## Primary and Specialty Care Coordination Program

The MMC PHO is committed to supporting its members in their efforts to improve the quality of patient care, with a focus on care coordination.

The Care Coordination Program goals are:

- Improve access to services
- Improve communications between primary and specialty care providers
- Improve co-management of illnesses
- Reduce unnecessary services

This program, led by the MMC PHO, creates an effective structure to facilitate communication between primary care providers and specialists that promotes value-based services (quality, cost and access) through a patient-centered approach.

## Care Transitions Program

Care Transitions is a patient-centered intervention designed to support patients and their caregivers as they return home from the hospital. Because patients and their caregivers are often the only common thread moving across care settings, together they comprise an appropriate target for an intervention designed to improve the quality of transitional care. This evidence-based intervention provides patients with support from a Care Transitions Coach and tools that promote knowledge and self-care skills. Outcomes include improved knowledge and self-management skills, primarily in the areas of medication and condition management. Encouraging patients and their caregivers to assert this more active role in their care transition can also result in reduced re-hospitalization.



# Practice Support

## Support Services

The MMC PHO staff serves as a resource for physician practices. The staff acts as a liaison between physician members and health insurance companies, purchasers of health care, and vendors. The staff also provides value-added services and educational resources for practices.

Activities include:

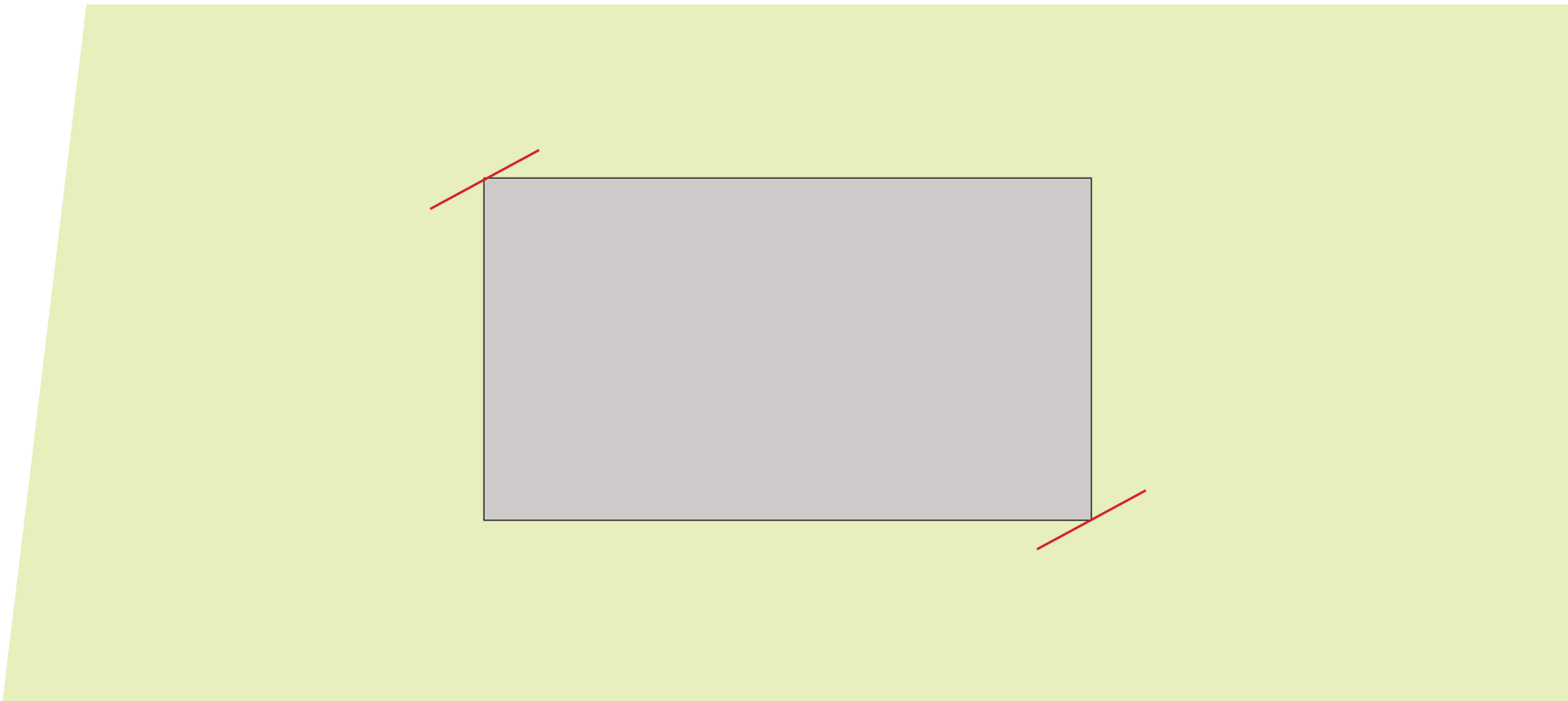
- Assistance for primary care practices in the adoption and use of the Clinical Improvement Registry (CIR)
- Assistance in redesigning office systems and workflow
- Supporting practices in implementing quality improvement initiatives
- Developing tools that provide information on quality programs such as the National Committee for Quality Assurance (NCQA) physician recognition programs, Pathways to Excellence (PTE), etc.
- Sponsoring physicians for NCQA programs
- Providing resources to assist in care for patients with chronic illness
- Distributing MaineHealth clinical resource materials
- Assisting in resolving claims and referral issues
- Discounts for interpreter services, office supplies and resource materials
- Practice Management forums
- Routine communications (website, newsletters, mailings) on a wide variety of topics to assure members are kept abreast of MMC PHO activities and the healthcare industry as a whole

## Contracting

The MMC PHO provides a mechanism for willing payers to contract with hospitals and physicians on a network basis. Contracting on behalf of practices saves considerable time for the practice staff. Additionally, contracting at the MMC PHO reduces duplication for both the MMC PHO and the payer and creates a more effective working relationship based on a broader, more integrated healthcare delivery system by:

- Negotiating risk contracts
- Providing reimbursement opportunities through clinical incentive programs
- Facilitating Preferred Provider Organization (PPO) contracts
- Auditing paid claims to ensure contract compliance
- Reviewing Payer contracts





**MMC**PHO  
MMC PHYSICIAN-HOSPITAL ORGANIZATION

443 Congress Street, 5th floor  
Portland, ME 04101

(207) 771-2004 Phone  
(207) 771-2005 Fax

[www.mmcpho.org](http://www.mmcpho.org)