

Partnering to Improve Community Health

PacificSource's Community Health Excellence Program



Ensuring High Quality Care for All Patients

Improving community health is a long-standing tradition at PacificSource Health Plans. Through our charitable giving, employee involvement, and now our collaborative Community Health Excellence program, we actively work to enhance the quality of life for people throughout the Northwest.

We developed the Community Health Excellence (CHE) program as a way to join forces with our healthcare providers and help ensure high quality care for all patients—regardless of insurance status.

The CHE program makes funding available to qualified provider applicants whose proposals would improve access, preventive care, quality, and/or patient satisfaction. In addition to meeting certain basic criteria, providers must ensure the proposal will benefit all the provider's patients—not just their PacificSource members. To make a significant positive impact, the CHE program focuses on health issues identified by physicians and hospitals as being vitally important to individual communities.

"Particularly now, when there is so much media attention on what's wrong with our nation's healthcare system, it's gratifying to work in partnership with physicians and hospitals that are willing to focus on ways to make patient care better," says Peter McGarry, Director of Provider Network for PacificSource. "The Community Health Excellence initiative makes that possible."

The program was launched in 2009, and seven providers submitted successful applications with improvements ranging from better management of stroke care, improvements in cancer care management, innovative ways to combat pediatric obesity, integration of physical and mental health services, and ensuring patients get recommended preventive care services. Following are just two examples of the kinds of innovative partnerships now underway as a result of the Community Health Excellence program.

Oregon Neurology Associates Targets Stroke Prevention

The healthcare providers of Oregon Neurology Associates in Eugene, Oregon saw a community need for better diagnosis and treatment of TIAs ("mini-strokes"). They observed that one in eight TIA patients that come to the ER suffer from full-blown stroke within 90 days, and a significant number within even two days. However, many TIA patients

With the CHE program, we hope to channel the wealth of knowledge, passion, and innovation of our provider partners, and collaborate to ensure high quality healthcare in our communities.

feel better in one or two days and don't pursue follow-up care, largely because there is no rapid-response, coordinated way to diagnosis and treat TIA patients in the community.

Based on these findings, they suggested a project for the CHE program that includes the following:

- Blocked time in their neurology practice for patients in need of post-TIA care
- Collaboration between neurologists, ER doctors, and radiologists (rapid response diagnostics)
- Establishment of protocol-based care for TIAs in the community
- Increased community awareness of TIA/stroke risks and prevention

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Oregon Neurology Associates will be measuring the percentage of TIAs that result in full-blown stroke, the percentage of patients receiving protocol-based care for TIAs, stroke risk measurements (blood pressure, LDL, prevalence of smoking), and patient satisfaction.

What will be the net result of our investment in Oregon Neurology Associates' CHE project? One stroke prevented equals \$60,000 saved in immediate care costs. Much more may be saved in the potential cost of long-term disability.

Treasure Valley Pediatrics Targets Childhood Obesity

When asked what health issues they were seeing in their community, providers at Treasure Valley Pediatrics in Boise, Idaho identified the increasing prevalence of pediatric obesity. Specifically, they recognized the need for a coordinated, multidisciplinary program to address the issue.

Their proposed project is to form such a program, which includes the following key elements:

- A family-centric approach
- Use of health risk assessments (HRAs)
- Exercise and nutrition programs developed by physicians and physical therapists
- Group activities
- Opportunity for participants to earn points for rewards
- Nutritionist-led food shopping and preparation
- Many community contributors donating time, program materials, and rewards

Treasure Valley Pediatrics will be measuring two different types of HRAs—one for physical measures (cholesterol, blood pressure, dietary statistics, physical activity) and one for quality of life measures (self-confidence, depression, social skills). They will also measure Body Mass Index (BMI) and the satisfaction of the participant and their family.

What will be the result of our investment in the Treasure Valley Pediatrics CHE project? Nearly 50 children and adolescents will get a real chance at addressing and reversing their path toward obesity.

Questions about the Community Health Excellence program? You're welcome to contact us.



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