



Improving health and reducing cost through **Enhanced Personal Health Care**

Health care that focuses on the patient

It's a simple idea: Doctors spend more time with their patients and get to know them so they stay as healthy as possible. By working together, doctors and patients can head off issues before they become a bigger problem. You may have heard this approach called "patient-centered care."

When your employees choose a primary care provider, they have the option of picking a doctor who participates in Enhanced Personal Health Care. Let's see how Enhanced Personal Health Care can help your employees and their families — and how it can lower your health care costs.

How Enhanced Personal Health Care works

Because they have personal contact with their patients, primary care providers are in the best position to influence and engage patients in their health. Doctors can help them take care of a health issue and form good habits to stay healthy. The doctor-patient relationship is the starting point and cornerstone of Enhanced Personal Health Care.

We support this relationship by rewarding **quality** rather than **volume** of care. Our financial incentives for doctors are based on positive health outcomes — not just when patients are sick and see their doctor.

This means that your employees benefit by having more personal and regular contact with their doctors. With more support and better health, employees should go to the emergency room (ER) less and go to the hospital less.



BlueCross BlueShield
of Georgia

How Enhanced Personal Health Care helps your employees









Enhanced Personal Health Care is centered around the person so the right care can be delivered at the right time. Doctors and medical groups agree to be part of the Enhanced Personal Health Care program. Here's how it works:

- **Giving better access to care:** Patients can get care when they need it — after hours, on the weekends and online.
- **Lowering health risks:** We'll alert doctors when a patient needs a certain treatment, test or exam. This can help to spot an issue early and keep a person out of the hospital or ER.
- **Coordinating care:** When needed, doctors can send a patient to a specialist and work together as a team. With this approach, the primary care doctor and specialist are kept in the loop so the patient gets the right care and medications. Also, our care management nurses can work with doctors to help handle cases that need complex care.
- **Offering meaningful information:** We give primary care doctors medical, prescription and lab information they need to make recommendations based on a complete picture of a patient's health. This includes letting doctors know when a patient goes to the ER or is admitted to the hospital.

The power of Enhanced Personal Health Care

When patients are at the center of care, they can get the help they need to stay healthy. Let's see the difference between the current approach and how Enhanced Personal Health Care helps the patient:¹

When the patient is at the center of care, primary care is oriented around prevention, chronic disease management and care coordination. This can help patients get — and stay healthy.

The current approach	The Enhanced Personal Health Care approach
 John is overweight, with high blood pressure and glucose levels.	 John is overweight, with high blood pressure and glucose levels.
 John sees his doctor once a year for 15 minutes, usually when he's sick.	 During a checkup, John's doctor identifies him as a high-risk patient and gives him a detailed care plan, which includes an appointment with a diabetes educator.
 John continues to gain weight, missing work more frequently. Because symptoms are slow to develop, he sees no need to consult a doctor.	 The care team helps John set diet and exercise goals, and follows up with him monthly on his progress.
 John develops Type 2 diabetes and is a high risk for stroke, cardiovascular problems and other complications that result in hospitalization or ER visits.	 John loses 20 pounds, lowering his glucose levels and blood pressure. He's healthy and productive, no longer a high-risk case. ²

Enhanced Personal Health Care makes a difference

Our parent company has learned from pilot programs that strengthening the primary care relationship makes a real difference in patient quality, results and cost. For example, in a New York pilot program, we saw some major benefits. They included:

- Up to a 23% decrease in acute inpatient admissions³
- A 15% decrease in total ER visits³
- Fourteen percent lower overall medical and pharmacy costs³



Tools and support for doctors

We're working closely with independent primary care doctors, along with larger medical groups and integrated systems that are grounded in strong primary care, to help them adopt and expand Enhanced Personal Health Care.

We give primary care providers — whether in their own practice or as part of an integrated system — in-depth training and online resources, dedicated support staff and tools. This includes reports that highlight patients who may benefit from interventions, coordinating care or reviewing plans for care after getting out of the hospital.

Everybody wins

Your employees benefit from better care. Doctors can spend more time with their patients. And, employers should see lower health care costs and more productive, healthier employees.

See how your employees can find doctors who are part of Enhanced Personal Health Care

1. Go to bcbsga.com and log in. If you're not registered to use the site, use the **Register Now** link and follow the steps.
2. Choose **Find a Doctor**.
3. Under *More options*, check the box *Only show Doctors Participating in Enhanced Personal Health Care*.
4. Pick other choices (such as gender, location and language) and select **Search**.

To learn more about Enhanced Personal Health Care, contact your Blue Cross and Blue Shield of Georgia representative.

1 New York Times, *At-Risk Patients Gain Attention of Health Insurers* (February 27, 2012): nytimes.com.

2 IMS Institute for Healthcare informatics findings reported by *The New York Times* on February 27, 2012.

3 Health Affairs, *Early Results Show WellPoint's Patient-Centered Medical Home Pilots Have Met Some Goals For Costs, Utilization, And Quality* (September 2012): content.healthaffairs.org.