

Message from the Chairman of the MWMD Board



Greetings and Happy Autumn to all in the Alliance. I

hope that you have had a happy, healthy and productive summer.

Although the summer typically has been a slower pace with a brief respite from our monthly board meetings and a general slowdown in pace, due to intense heat, we all know that healthcare takes no holidays! Our care coordinators continue to provide their excellent assistance in managing our most complex and high risk patients and the staff, particularly Medical Director, Dr. Rick Lewis and Population Health Analytics Director, Mr. Thomas Magrino, have been busy reaching out and meeting with the majority of practices, particularly primary care, educating them on their recent quality data and reviewing nuances of the ever changing guidelines of CMS and other third party payors.

As mentioned in our last newsletter and expounded in Dr. Lewis' article in this missive, Mary Washington Hospital and the Mary Washington Health Alliance are teaming up to launch a new Medicare Advantage Plan. Although most of the information on this plan has been purposely 'word of mouth' due to regulatory issues, full scale marketing goes into effect October 1st and you will see more information than you may want to see. The beauty of this plan, in addition to moving up the food chain of the premium dollar, is that WE ARE THE PLAN. The Alliance is the narrow network that not only provides the care for our patients, but we have a great deal of say in what additional benefits our patients will receive without having to compromise on quality. Additionally, we will have all the data and metrics on these patients, and we can do the analytics to assess our own quality care without depending on CMS to tell us what our data shows. Speaking of quality, Dr. Woodford's committee has been busily engaged in enhancing communication among ourselves, particularly between the outlying primary care physicians and mostly hospital-based specialists. Offering TigerConnect to additional physicians will certainly help improve direct contact and break down some of those barriers that hamper our direct patient care. The

committee is also working closely with Dr. Chris Newman, our new Chief Operations Officer and Chief Medical Officer, to explore the possibility of a Transition Clinic which will assist our community providers in the transfer of care from hospital bedside to bedside at home. In addition, the work of our EPIC Connect team is also ramping up, working with a variety of practices to move up to EPIC to make it easier for all of us to access information on our patients and share charts to minimize miscommunication.

I continually am excited and proud of our Alliance as we continue to have significant success in population health management but am also realistic in knowing that it continues to get harder to improve upon on early successes as the 'low hanging fruit' is almost all picked. We are, however, based on our experience, getting pretty good at what we do.

In closing, I do want to mention that our quality scores for the Alliance for CMS are going to be increasingly dependent on patient surveys and patient experience. We are finally seeing the pendulum swing from the three E's (efficiency, expediency and economics) back to what we used to value in health care, the three A's (ability, availability, and affability).

So be good, be present, and be nice.



Patrick McManus, MD
Board Chair

Inside this Issue:

Message from Board Chair	1
Message from Medical Director	2
Committee Corner, Gregory Szlyk MD	3
What's New—Updates	4
Quarterly Events Calendar	5

Message from the Medical Director—Our Very Own Health Plan



October 1, 2019, marks the beginning of a new era for Mary Washington Healthcare and the Mary Washington Health Alliance. For on this day, we will begin marketing our own health plan: **Mary Washington Medicare Advantage (MWMA)**. This is an HMO-type plan for Medicare beneficiaries offering many advantages over traditional Medicare FFS. These include zero-added premium, prescription drug coverage, vision, hearing and dental benefits and a cap on annual out-of-pocket spend. Based on the generous plan design, low cost and the fact that the Alliance physicians are designated as the in-network providers, this product will be very competitive with other Medicare Advantage (MA) plans in our market. Because of this and the fact that MA penetration in our region is relatively low (11% compared to the national average of 31%), we are looking forward to a successful roll-out of this plan during this year's Annual Enrollment Period (AEP). Individuals eligible for Medicare will be able to sign up with MWMA between October 15th and December 7th.


WHAT YOU CAN DO

1. There will be an aggressive marketing campaign designed to educate our Medicare-age and soon-to-be-Medicare-age individuals in our service area. Obviously, they need to be aware of the existence of this plan before they can sign up with it. Once your patients find out about it, they will be asking you about MWMA. While you can't actively promote the plan over competing plans, you can say things like: "Our practice does participate in this plan and I encourage you to find out more about it" or "I think that this would be a good plan for you".
2. Cooperate with our marketing team, allowing them to place educational materials about the MWMA plan in your office.

3. Become familiar with the options your patients will have to find out more about MWMA so you can direct them to those resources (the toll free number they can call (855-919-0826), the MWMA website (MWMAplan.com,) the insurance brokers they can meet with and the schedule of educational events in our community).

COME JANUARY 2020

Starting on Thursday January 2, 2020, patients will be registering at your office check-in areas with their new MWMA insurance cards. Please reward their loyalty and trust in our new health plan with exemplary service. Be especially attentive to coding appropriately, closing gaps in preventative care and providing timely access to your services when requested. As this is our very own health plan, our patients, our providers, our network and our community all stand to benefit from this new commitment to delivering high quality, cost-effective care to our Medicare population. Details as to how our success in this new program can impact physician distributions will be forthcoming. As this is our own health plan without any intermediary, monitoring of performance will be closer to real-time and performance will be more closely related to compensation than ever before. So, provide your best care and stay tuned.


Rick Lewis, MD



Mission: We provide superior healthcare and value through an integrated partnership among patients, providers, and community resources.

Committee Corner...



Message from
Gregory Szlyk, MD; Chair, IT
Committee

As the MWMD Alliance evolves we continue to look for ways we can deliver high quality patient care in the most efficient manner. We all strive, as individual practices, to deliver the best possible care while being

conscientious of our healthcare resources. Our culture of independence is probably one of our greatest strengths, but as a network, it can also be a liability when it comes to true clinical integration. Each year this vulnerability becomes more apparent as we participate in higher risk value-based contracts.

When building our informatics platform we went to great lengths to architect a data aggregation infrastructure that would allow us to consume, process, and analyze data from the many disparate sources in our network. However, despite being able to process claims and financial data from dozens of payers, providers, and government reporting platforms, our clinical data remains fragmented among over 20 different EMR platforms in our community.

In 2012, when a small group of founding physicians and community leaders began designing what would someday become the MWMD Alliance, we envisioned a truly collaborative healthcare network. Part of achieving that goal will be figuring out how to seamlessly share clinical data across the continuum of care. The good news is that progress is being made. In 2018 MWHC replaced its existing EMR with EPIC and recently, in partnership with the Alliance, the Epic Community Connect platform was launched. Epic Community Connect allows community practices to replace their existing EMR, Practice Management system and Portal with Epic, consolidating clinical patient data into a single record. Since Epic is a fully integrated EMR, Epic Community Connect participants can also access a patient's chart from outside institutions like UVA, INOVA, JHU, and many others.

The future success of the Alliance depends on our ability to work together in truly integrated fashion. Believing this to be such a critical need, the Alliance has unveiled an attractive incentive program which will subsidize a



Mary Washington
Healthcare
Epic Connect

significant portion of the Epic Connect subscription and installation for Alliance practices. All practices, regardless of specialty, are encouraged to take a close look at the Epic Connect incentive program. Practices can schedule an evaluation to determine the exact configuration required to meet their needs. Inquiries can be directed to Karin Haynes, our Connect Program Manager at karin.haynes@mwhc.com.

Welcome New Providers

Elite Womens Health

Ahn Butz, MD

Fredericksburg Emergency Medical Associates

Ashely Alker, MD

Samia Cheema, DO

Nareg Churukian, DO

Benjamin Watkins, DO

MWVG General Surgery & Trauma

LaSandra Jackson, MD

MWVG Maternal Fetal Medicine

Margaret Villers, MD

MWVG Orthopedics

Christopher Richards, MD

MWVG Pediatrics

Blair Ryland, DO

Northern Virginia Hematology Oncology Associates, PC

Navid Mokhtara-Amirmajdi, MD

Orthopedic Specialty Clinic, Ltd

Tina Dailey, DO

Timothy Neary, MD

Pulmonary Associates of Fredericksburg

Mohammed Choudhry, MD

Radiologic Associates of Fredericksburg

Mohammed Choudhry, MD

Robin Gwaltney, MD

Akhil Khetarpal, MD

Heather Newman, MD

Virginia Dermatology and Skin Surgery Center

Connor Patterson, MD

Womens Health and Surgery Center

Trechelle Carson, MD



Mary Washington Medicare Advantage

IMPORTANT

MARY WASHINGTON MEDICARE ADVANTAGE UPDATE

Date: September 25, 2019

To: **Mary Washington Health Alliance and Mary Washington Medicare Advantage Providers**

From: Dr. McDermott, President and CEO;
Travis Turner, SVP and Chief Population Health Officer;
Dr. Janus, Chief Medical Officer, Mary Washington Medicare Advantage

This communication is to remind our providers of the activities and important milestones that have been discussed over the past few weeks concerning the launch of the Mary Washington Medicare Advantage Plan (MWMA). October 1st is fast approaching, and we want to ensure that all MWMA Providers are aware of the important activities that will occur in October.

Multiple **Affiliation Letters** will be sent to your patients, with the initial letter arriving in early October, making them aware of your participation in the MWMA Plan. As previously discussed, your names, logos, and addresses will appear on the letter. We have also included a **"Talking Medicare,"** reference sheet in case your patients ask you questions:

- You can refer them to the enrollment brochure and materials in your office.
- You may converse with the patient using the, "Talking Medicare Dos and Don'ts."
- If you have urgent questions feel free to contact us by email or phone: Chris Skowronek (919-485-9290) or Yolanda Robinson (636-686-9557).

Experienced and vetted, Medicare **Insurance Agents**, have been selected to support our practices. If you have not yet been able to meet them, they are available for individual meetings. Please contact Tim Hicks (thicks@lumeris.com) MWMA Broker Sales Manager, to schedule a meeting.

Enrollment and Marketing Materials will be distributed to your offices starting October 1st. Materials will be delivered by MWMA staff, select insurance agents, and MWHC staff.

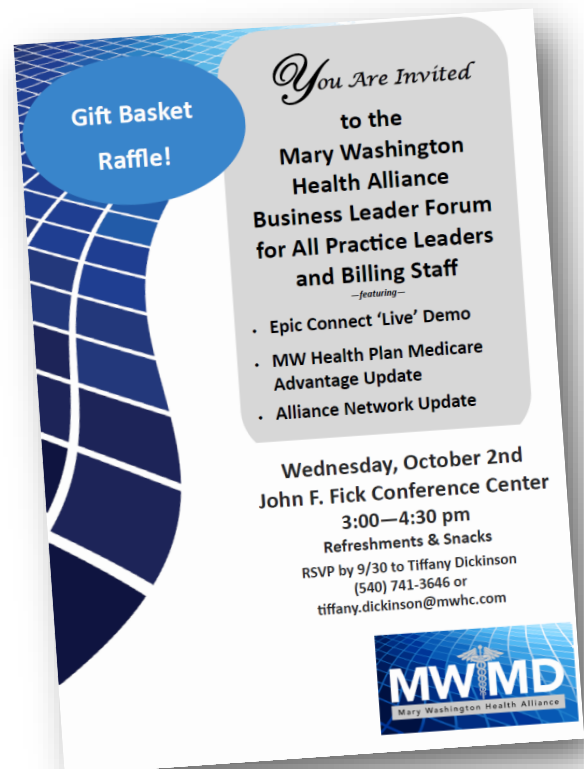
Chris Skowronek (cskowronek@lumeris.com), MWMA VP, Health Plan Operations, Yolanda Robinson (yrobinson@lumeris.com), MWMA Population Health Manager and Tim Hicks (thicks@lumeris.com), MWMA Broker Sales Manager will be available to answer any questions you or your staff might have.

The **MWMA Provider Directory**, which includes all participating plan providers, and **Plan Benefit Designs** will be available October 1st, and accessible on the MWMA Provider Portal (provider.mwmaplan.com), Medicare.gov and MWMAPLAN.com.

We are excited about the launch and optimistic about the reception from beneficiaries and the community. Our success relies heavily on your support and the support of your office staff, so thank you in advance. Please don't hesitate to reach out to any of us with questions or requests.

Business Leader Forum—Oct. 2nd

All Alliance Business Leaders and Billing staff are invited to join us on Wednesday, October 2nd from 3:00-4:30 pm in the Fick Center Auditorium. Please RSVP to Tiffany Dickinson at (540) 741-3646 or tiffany.dickinson@mwhc.com.



October 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9		11 Comm. & Educ. Comm. 7:30 am Dial in only	12
13	14 Finance & Contracting Comm. 7:30 am I West CR MWH	15	16	17 Board. Of Managers 7 am Exec. BR IT Comm. 9:30 am FH Suite 200	18	19
20	21	22 Quality Comm. 7 am I West A CR	23	24	25	26
27	28	29	30	31 		

November 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8 Comm. & Educ. Comm. 7:30 am Dial in only	9
10	11	12	13	14	15	16
17	18	19	20	21 Board. Of Managers 7 am Exec. BR IT Comm. 9:30 am FH Suite 200	22	23
24	25	26 Quality Comm. 7 am I West A CR	27	28 	29	30

December 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9 Finance & Contracting Comm. 7:30 am I West CR	10	11	12	13 Comm. & Educ. Comm. 7:30 am Dial in only	14
15	16	17	18	19 Brd. Of Managers 7 am Exec. BR IT Comm. 9:30 am FH Suite 200	20	21
22 	23	24 Quality Comm. 7 am I West A CR	25 	26	27	28
29	30	31				

UPCOMING ALLIANCE EVENTS