



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

Welcome To The Alliance!

- ◆ **David Beardsley, MD**
Central Virginia Anesthesia
- ◆ **John Cardone, MD**
Virginia Cardiovascular & Thoracic Surgery
- ◆ **Glenda Ramirez, MD**
Fredericksburg Hospitalist Group
- ◆ **Lakshmi Turlapati, MD**
Fredericksburg Nephrology Associates
- ◆ **Anna Yonker-Sell, MD**
Central Virginia Anesthesia
- ◆ **Patient First** in the Garrisonville and Central Park locations

Attention Alliance Practices!

Please notify the Alliance of any provider changes within your practice as soon as possible:

- New Providers, starting date/leaving date
- Change of Office Address, Phone, Fax Numbers
- Updated Physician Email Address

Inside this Issue:

Community Health Record (CHR)	1
Highlight: Cmte Chair, Susan Holland, MD	2
Message from: Medical Director	3
March Calendar	5

Mary Washington Health Alliance

Community Health Record

Mary Washington Healthcare, in partnership with our community physicians, is embarking on creating a comprehensive community health record. This program, called Rappahannock Health Connect, is a multi-year initiative ultimately meant to make it easier for physicians, other clinicians, and patients to see a more comprehensive view of the patient's medical information, thus allowing for more coordinated, effective, and efficient care.

Now in the earliest planning stage of the Rappahannock Health Connect program, we are reaching out to physician practices to learn more about their individual and practice plans for implementing electronic medical records or applying for meaningful use attestation. As we conduct these surveys, interviews, and other communications with area physicians, we will be able to complete our full assessment of required data, connections, and policies for the Rappahannock Health Connect program.

As we continue through the phases of the program and move toward initial implementation (May 2014) to a completed community health record, we will continuously provide updates to keep you informed of our progress.

Please copy and paste this link to a new browser in order to view the introductory video and learn more about Rappahannock Health Connect:

www.healthconnect.mwhc.com

Visit us on the web at <http://MWHealthAlliance.com>

Watch for exciting enhancements to the MWMD website in 2014 as we work to make the site more user friendly and resourceful.

Committee Corner....

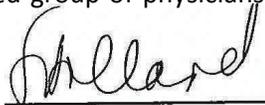
Message from Dr. Susan Holland Chair of Clinical Quality Committee, Board of Managers

As our mission statement declares, our Alliance will provide superior healthcare and value through an integrated partnership. Studying quality metrics to find better ways to provide care is essential to creating this integrated approach.

The Quality Committee is off to a great start defining these metrics. To meet the requirements of our charter, we will select 5-10 measures to be studied for each specialty. As the Quality Committee narrows our list of metrics, members of the committee will be reaching out to all specialties to discuss choices.

While we await formation of our community health record, we will be getting initial data from claims submitted on patients within the Alliance. Through MedeAnalytic technology, data will be able to be expanded to give a more complete picture of the functions of our Alliance. Using this information to improve and integrate our care (via the work of the Membership and Operations Committee) will eventually allow us to demonstrate our superior value to potential payers.

We have a lot of work ahead of us and will be counting on every member to contribute to our cause. I am very excited to be serving on this committee but mostly I am very excited to see what our talented group of physicians can accomplish.



Susan Holland, MD



Facebook and Twitter



Message from Dr. Kurian Thott Chair of Communications & Education Com- mittee, Board of Managers



As part of our initiatives to improve and enhance communication to our membership, the Communication and Education committee has recommended the use of social media outlets to connect with you.

We have identified two globally accepted channels of communication, Facebook and Twitter, to stay connected with you and help you stay connected with us.

We understand that your privacy is as important to you as it is to us. So we are giving you an opportunity to opt out of this form of communication if you wish.

Please contact Pamela Johns at (540) 741-2118 or pamela.johns@mwhc.com if you prefer to not have your email address shared with MWA for either the Facebook or Twitter options.

Remember, you are only opting out of MWA using your email address for Facebook and Twitter communication feeds. The Alliance will still communicate with you via email, which you provided in your initial membership agreement.

Thank you to all of our membership in helping improve the ways we communicate.

Sincerely,
Kurian Thott MD

Committee Highlighted Each Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Communications and Education-Dr. Kurian Thott	●					●					●	
Clinical Quality Committee-Dr. Susan Holland		●					●					●
Information Technology Committee-Dr. Gregory Szlyk			●					●				
Finance and Contracting Committee-Dr. Jeffrey Frazier				●					●			
Membership and Operations Committee-Dr. Patrick McManus					●					●		



MWHMD

Mary Washington Health Alliance

Message from Dr. Rick Lewis **MWHA Medical Director**



As I write this newsletter article, the Winter Olympics is drawing to a close and the Olympics theme used by NBC is reverberating in my brain. The theme's official title is "Bugler's Dream" composed by Leo Arnaud in 1958. It has been used since ABC broadcast the Winter Games in Innsbruck in 1964. The

Olympic Games are all about competition but also about teamwork which made me think of our Alliance. We're in competition with other healthcare providers and we hope to improve our odds of success through working together toward our common goal as represented by our Mission statement on page one of this newsletter.

We held our 2014 Strategic Planning Retreat on Friday, February 21st, which affords me an opportunity to report to you the current status of our competitive and cooperative strategies in terms of the 4 Pillars of Clinical Integration (after Daniel J. Marino, President and CEO, Health Directions):

1. **COLLABORATIVE LEADERSHIP** - We have established a shared governance structure (physicians and MWHC executives) which we feel meets FTC standards in terms of plans to promote and reward performance based on best practices and outcomes and to pursue value-based or risk-based contracts with payors. Mr. Jim Daniel reviewed the specific legal requirements in this regard. It appears that we are on the right track at this time and will likely at some point seek formal approval.

2. **ALIGNED INCENTIVES** - Ensuring that MWHC and the providers are working collaboratively with the ultimate rewards being shared by the health system, the providers and our patients is what the Alliance is all about. Our committee structure is designed to identify our opportunities, formulate strategies to accomplish our goals and monitor

performance rewarding high achievers and further educating under performers. Travis reviewed how far we've come to this point and the rest of the afternoon was focused on where we want to go and how best to get there.

3. **CARE COORDINATION** - Optimizing care while controlling costs is central to the Alliance. This results in better outcomes for our patients and makes us more attractive as we court potential payors in the health care marketplace. We discussed using claims data and actuarial data to identify groups of patients on whom we should focus our initial efforts because of their present or potential high utilization of health care resources. Collaboration between our Clinical Quality and Communication and Education Committees, Medical Director and (as yet to be named) care coordinators and, of course, providers will be the key to accomplishing our objectives. And finally:

4. **INFORMATION TECHNOLOGY** - The role of IT in clinical integration is probably the easiest to understand yet this turned out to be the most contentious issue at the Retreat. Benefits of a robust IT system include sharing of real time clinical information to facilitate coordination of care, identifying the metrics that are of the most potential benefit to track then documenting provider performance, facilitating meeting Meaningful Use requirements (including patients portals and secure messaging) and providing accurate data to measure cost utilization. But the design and implementation of a system that functions well from the get-go is complex and there are the related issues of security and privacy of data, prioritizing who gets connected first and associated costs on both sides of the network. Fortunately, we have a number of experienced and committed individuals working on this and all I can say is stay tuned, read your newsletters and keep in touch with your IT, Communication and Education and Membership and Operations Committees. I know we're going to get this right but it's going to take effort and dedication worthy of Olympians.

Rick Lewis, MD



HeartChase

Fredericksburg

March 15, 2014 • 9:00 a.m.

University of Mary Washington

Like us on Facebook!

Register today—scan
the QR code below!



Before the Chase

- A Form your team of 2-5 players and register online for your event
- B Join the online fundraising efforts to raise funds and support the mission of AHA
- C Gear up for Game Day with the HeartChase™ app

During the Chase

- A Complete as many Challenge Checkpoints as possible
- B Locate & scan as many Hidden Donation Tags as possible
- C Return to Game Central within the final ten minutes
- D Have fun and get some exercise!

Visit <http://honor.americanheart.org/fredericksburghc> to register!

Interested in creating a team?

Please contact Pam Johns at (540) 741-2118 or pamela.johns@mwhc.com

The Alliance is gearing up to have its' own team on site for the Chase



March 2014 Calendar

Mon	Tue	Wed	Thu	Fri
3	4	5	6	7
10	11	12	13 MWA Finance & Contracting	14
17	18 MWA Membership & Operations	19	20 MWA Board of Managers	21
24	25	26	27 MWA Clinical Quality Committee	28 MWA Communications & Education
31				