



CASE STUDY | ENHANCED PERSONAL HEALTH CARE

Driving better outcomes through proactive care coordination

Tidewater Physicians Multispecialty Group

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Value-based care is transforming the way health care is delivered – allowing practices like Tidewater Physicians Multispecialty Group (TPMG) to deliver whole-person, high-quality care to their patients while lowering costs.

Since becoming an Enhanced Personal Health Care (EPHC) participant in 2013, TPMG has made dramatic strides in the health care experience they provide their patients. The key to their success is a consistent focus on **proactive care coordination**. The results speak for themselves:



\$450,000

Average annual savings*

Reduced ER visits by 23%

- ✓ Created ER alternatives including **after-hours office** and on-call doctors for extended after-hours needs
- ✓ Call patients and hand out flyers on appropriate use of the ER vs. urgent care or the office
- ✓ Coordinate with area hospitals so TPMG gets daily ER visit reports to follow up on
- ✓ Reach out to patients after ER visits to help reduce future ER visits



\$400,000

Average annual savings*

Cut avoidable hospital readmission rates by 30%

- ✓ Coordinate with area hospitals so TPMG is notified when their patients are admitted
- ✓ TPMG care coordinator visits patients before they're discharged and calls after discharge to make sure they understand and follow their discharge care plan
- ✓ Created a transition-of-care model focused on medication adherence, infection prevention and scheduling follow-up care for discharged patients



\$300,000

Average annual savings*

Increased generic drug dispense rates by 3.8%

- ✓ Use EPHC data to track dispense rates
- ✓ Work with prescribers to educate them on generic and lower-cost drug alternatives
- ✓ Added pop-ups in electronic medical record system that alert providers when there's a generic alternative
- ✓ Created a scorecard to hold providers accountable for prescribing generics



\$530,000

Average annual savings*

Reduced site-of-service costs for radiology tests by 4.5%

- ✓ Use Anthem cost-of-care tools to help identify lower-cost facilities for radiology tests
- ✓ Provide preferred lab site list for each TPMG office

Results that improve health and lower costs

With the robust patient data, financial incentives and other resources that EPHC provides, TPMG has transformed the way they deliver care. By focusing staff and resources on proactive care coordination, TPMG is improving their patients' health and lowering costs.



“Without the incentives and support we received from EPHC, we wouldn’t have been able to enhance our operations the way we have. EPHC enabled us to establish a **care coordination team** – allowing us to focus more attention on closing gaps in care and avoiding unnecessary ER visits and inpatient hospital stays.”

Jennifer Sharp-Warthan, M.D. | Medical Director | Tidewater Physicians Multispecialty Group

A better state of health

Enhanced Personal Health Care (EPHC) is Anthem’s value-based care program that moves away from a “fee-for-service” model to an approach that rewards doctors for quality outcomes, such as improved care coordination, reduced use of unnecessary medical services and better management of chronic diseases. With EPHC, health care providers get the incentives, data, tools and support they need to change the way they deliver health care.

Our local care teams work closely with EPHC practices to help them achieve their EPHC goals.

The results?

Higher quality patient care and lower total costs.

Tidewater Physicians Multispecialty Group

Established 1992	Patients/year 500,000
Joined EPHC 2013	Primary care doctors and specialists 220
	Office locations 88



*Average annual savings were calculated based on internal data and analysis, 2018. The calculations assume avoidable ER services were diverted to a more cost-effective site of care. The methodology to determine if an ER visit is avoidable is based on probabilities. Anthem Blue Cross is the trade name of Blue Cross of California. Anthem Blue Cross and Anthem Blue Cross Life and Health Insurance Company are independent licensees of the Blue Cross Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.