

Fairview Physician Associates

OFFERING SUPERIOR SERVICE, ACCESS AND PRICE

What is Fairview Physician Associates?

Fairview Physician Associates (FPA) is an integrated practice network of more than 1,200 physicians. As a physician-led nonprofit, we work to advance community health by improving the quality of health care for individuals. Our collective network contracts with health plans as a large, multi-specialty group. By helping members reach quality goals set by health plans and FPA, we manage clinical risk for patient populations to enhance excellence of care. We also offer services to support clinical care, patient safety, business practices and system integration. In conjunction with Fairview, our network provides a full range of primary care and specialty services.

FPA Network

With a staff of 20, we serve approximately 400 primary physicians and more than 800 specialists in our FPA network across the Twin Cities metro. Our network includes 60 primary care and 137 specialty clinics.

Why FPA?

Physicians and clinics choose to become part of FPA for both health plan contracting and value-added, practice support benefits. FPA formed in 1993 to negotiate with health plans, achieving advanced reimbursement rates on behalf of independent physicians and clinics. Then and now, FPA negotiates rates for risk-based health insurance products—those health plans for which patients must choose a primary care clinic within a defined provider network. Under such contracts, providers must demonstrate certain cost and clinical quality benefits. Examples include meeting thresholds for:

- *Successful treatment of patients with chronic diseases*
- *Patient satisfaction*
- *Wellness and prevention*

Clinics and physicians achieving cost and quality goals may receive financial rewards administered by FPA.



What does FPA do besides negotiate rates with health insurers?

- Case management, health and wellness programs and education:
 - Nurse case managers work with FPA's UCare for Seniors clients to support transition of care, chronic diseases management and to identify gaps in care to promote optimal health and wellness.
 - CAN DO, a unique weight loss and healthy lifestyle program, offers group sessions, one-on-one consultations and maintenance. Clients completing six months participation learn strategies and skills to change activity, appetite and attitude. Average weight loss is 15 pounds.
 - Connections for patients to smoking cessation consultation to quit and stay off tobacco.
 - Patient education materials to enhance continuity of care.

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For which health plan contracts does FPA negotiate rates?

Contracts include Blue Plus, Medica Essential, Metropolitan Health Plan, Patient Choice, Patient Choice Insights, PreferredOne and UCare.

FPA contracts include more than 65,000 enrollees.

How do physicians and clinics become members of, and stay with, FPA?

FPA charges no fees, but physicians and clinics must meet general criteria including quality indicators (e.g., board certification) and outcomes (past quality initiatives and patient satisfaction results) and align with the geographic needs to serve our patients. Once accepted, clinics must:

- *Submit quality data directly to Minnesota Community Measurement (MNCM) or participate in a quality improvement project.*
- *Meet patient satisfaction survey goals.*
- *Keep patients within the FPA network for better continuity of care.*
- *Meet goals concerning use of FPA physicians and facilities.*
- *Other FPA clinical performance objectives as determined.*

How do FPA and Fairview work together?

Fairview and FPA work together to expand physician partnerships and develop ways to become a more integrated network. Better coordinated care between primary and specialty care providers and inpatient and outpatient services leads to higher clinical outcomes and patient satisfaction. Forty percent of Fairview's business comes from independent community physicians, many of whom are members of FPA. Collaborative opportunities include building more complete electronic connectivity to share information and track clinical quality across sites. We're also working to navigate health care reform for better health care access and continuity of care.

What's ahead for FPA?

Based on a survey and a series of clinic focus groups, FPA is identifying member needs and leveraging resources within FPA, Fairview or outside to add value for physician and clinic members. Together with Fairview, we will continue to enhance clinical service, access and reimbursement for care to improve the health of our communities.

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- Volume-discounted purchasing to help clinics reduce clinical and non-clinical costs (lab supplies, med/surg, office products, pharmacy). Clinics report saving 10 percent off their total annual medical/surgical costs.
- PharmD expertise to help providers help patients avoid adverse drug events.
- Semi-annual patient satisfaction survey, in addition to customer service training, to help clinics focus on patient-centered care.
- Awards of up to \$10,000 each in small grants to clinics to support clinical innovation and process improvement.
- Coding and referral seminars to support clinic staff in use of appropriate documentation and coding, and knowledge of the services in FPA's specialty network.
- Clinical and patient satisfaction benchmarking to help clinics achieve higher standards of care, patient satisfaction and pay-for-performance goals.
- An annual member directory giving patients an overview of FPA services.
- Administrator forums, clinical presentations and a publication to keep physicians and clinic administrators current on clinical topics and FPA initiatives.
- Targeted promotional postcards, open enrollment promotion and other marketing to help build membership and patient volume.

To learn more about Fairview Physicians Associates, visit fpanetwork.org or call 952-914-1800.

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