

Efficiency Strategies in Primary Care

Achieving the Promise of Value-based Medicine through Strict Adherence to the Incentives Engendered by Capitation

COL Richard Malish

Chief of Staff and Military Deputy Assistant Secretary of Defense for Health Affairs

> June 23, 2022 1130-1230 ET



To inform Clinical Communities teammates on the results of The Central Texas Market's conversion to QUiC clinics as a primary care methodology





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Medically Ready Force... Ready Medical Force



Army Col. Richard G. Malish, M.D., M.B.A., F.A.C.P., F.A.C.C.

Chief of Staff and Military Deputy Assistant Secretary of Defense for Health Affairs



HEALTH TO THE

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Medically Ready Force... Ready Medical Force

Army Col Richard G. Malish, M.D., M.B.A., F.A.C.P., F.A.C.C.



COL Rich Malish graduated from Johns Hopkins University with a B.S. Biology. He then earned his Doctor of Medicine degree from the Uniformed Services University of the Health Sciences.

After graduation, he completed a transitional internship at Madigan Army Medical Center before embarking on a career that mixed academic and operational experiences.

COL Malish graduated from Brooke Army Medical Center's Internal Medicine Residency, earning honors as the "Most Outstanding Senior Resident." He then trained in Cardiology at Walter Reed Army Medical Center.

Other academic highlights include earning Master's degrees in Military Arts and Sciences and in Business Administration from the Command and General Staff College. Additionally, he was awarded the General George C. Marshall (White Briefcase) Award identifying him as the Distinguished Graduate. He then attended the Army War College where he was a Distinguished Graduate and winner of the Army War College Foundation Award for Outstanding Program Research Project.

In operational endeavors, COL Malish was the Battalion Surgeon for 3rd Battalion, 5th Special Forces Group (Airborne). He served as Brigade Surgeon for the 173rd Airborne Brigade and accompanied his unit on its combat deployment to Iraq.

After his deployment, COL Malish was assigned to Womack Army Medical Center where he served as the Chief of Cardiology Testing. He deployed to Honduras as a flight surgeon. COL Malish's next operational assignment was with the 3rd Infantry Division Surgeon where he returned to Iraq for a second deployment.

Prior to accepting command at Carl R. Darnall Army Medical Center, he served as the Army Surgeon General's Deputy Chief of Staff for Quality and Safety.

COL Malish is board certified in Internal Medicine and Cardiology. He is the lead author of several articles in operational medicine, and he has received numerous awards and badges throughout the years.

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Disclosures

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ACRONYMS

- RVU Relative Value Units
- R&A Review and Analysis
- EHR Electronic Health Record
- AHLTA Armed Forces Health Longitudinal Technology Application
- PCMH Patient-Centered Medical Home
- FFS Fee for service
- UCC Urgent Care Center
- HEDIS Healthcare Effectiveness Data and Information Set
- SMS Short Message Service
- TCON Teleconference
- PI Performance Improvement
- ATC Access to Care
- VH Virtual Health
- PCM Patient Care Management
- SOUTHCOM United States Southern Command
- OPORD Operations Order
- WKMH West Killeen Medical Health
- MEDCEN United States Army Medical Center

- SCMH Army Soldier Centered Medical Home
- CBMH Community Based Medical Home
- ED Emergency Department
- ICU Intensive Care Unit
- L&D Labor and Delivery
- SRU Soldier Readiness Unit
- EMS Emergency Medical Services
- OR Operating Room
- BH Behavioral Health
- MOE Measure of Effectiveness
- MPT Meaningful Patient Touches
- MOP Measure of Performance
- EOD End of Day
- CRDAMC Carl R. Darnall Army Medical Center
- CCMH Copperas Cove Medical Health
- KMH Killeen Medical Health
- HHMH Harker Heights Medical Health
- RCHC Russell Collier Health Clinic
- FTR Future Appointment



At the end of the activity, the learners will be able to:

- 1. Recognize how the Quadruple Aim is best achieved, in primary care, by fully embracing the behaviors encouraged by the capitation reimbursement model.
- Explain how primary care clinics can optimize valuebased metrics by adopting the QUiC Clinic model (Quality, Urgent, internet & phone Care).
- 3. Describe how providing urgent care at primary care clinics can offload a hospital's Emergency Department and ancillary services.

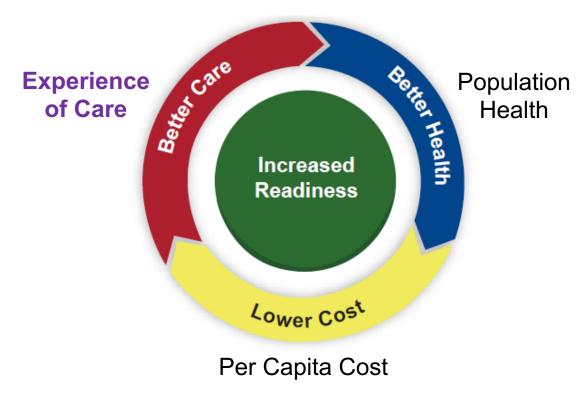


- 1. QUiC Tenants
- 2. The Central Texas Market QUiC experience
- 3. Tracking QUiC
- 4. Secondary QUiC benefits

Agenda



The Things We Value



- **Population Health**: Improving the <u>health of a population</u> by encouraging healthy behaviors and reducing the likelihood of illness through focused prevention and the development of increased resilience.
- Experience of Care: Providing a care experience that is patient and family centered, compassionate, convenient, equitable, safe and always of the highest quality.
- Per Capita Cost: Creating value by focusing on quality, eliminating waste, and reducing unwarranted variation; <u>considering the</u> <u>total cost of care over time</u>, not just the cost of an individual health care activity.



The Problem that QUiC Solves

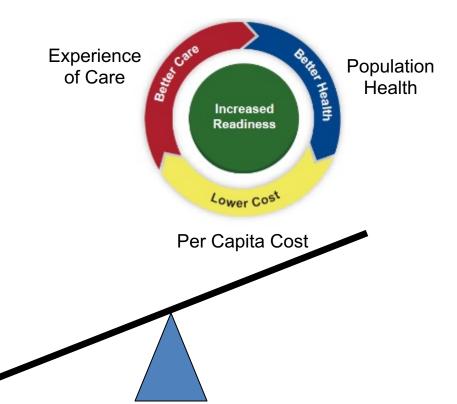
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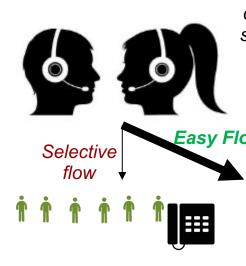
We 'balance' the Quad Aim with Productivity.

Our system has been built to incentivize Productivity primarily.

Productivity

- 1. RVUs encouraged. (R&As, etc.)
- 2. EHR (AHLTA) built to encourage coding & productivity.
- 3. Classes on coding for max value.
- 4. Templates: Mostly Face to Face (F2F) Appointments (High RVUs)
- 5. All appointments filled (High RVUs).
- 6. No-shows are 'bad' because they reduce productivity





Max RVUS

PROBLEM

Our system values the use of provider time for use in face-toface visits (maximum RVUs). This is manifested by a rigid templating system that directs the vast majority of provider time to seeing patients. Little time is provided for HEDIS, SMS, TCONs, or availability of providers for WALK-INS. Because these items are all

emphasized **secondarily**, they are inconsistently attained. Providers become exhausted and turn-over is high.

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Walk-ins? **UCC** (Urgent Care Center) **Keep Happy ? See Rarely ?** HEDIS? SMS? TCONS? Burn-out Victim of the 'cage'

PCMH: We are Built

(in terms of templates) For FFS

https://www.allfunctionalhealth.com/blog/muscle-aches-or-fatigue

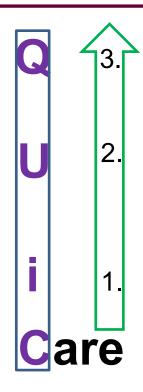


QUIC Focuses Purely on the QUAD Aim

Our goal is to create clinics that embrace
Quality (Better Health)...



- 2. ...& have Urgent care features so that they can <u>always see the sick</u>. (Better Care)
- We achieve this goal by shifting routine appointments into the virtual space (Internet & phones). (Lower cost)



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Quality Care



Urgent Care



internet & phone Care



(https://health.mil/Reference-Center/Glossary-Terms/2013/04/09/MHS-Quadruple-Aim, n.d.) (Stanford, edu, n.d.) (https://www.insynchcs.com/blog/6-interesting-facts-about-urgent-care, n.d.)



How QUIC is Different

Virtual + Urgent Care

- 1. Lower RVUs. System is built for value (ATC, satisfaction, quality).
- 2. Clinic time is 'protected' to manage virtual visits and to see acute care visits.
- 3. Clinics don't require 21/17 F2F appointments because patient needs dictate how problems are managed (VH vs. F2F).
- 4. Patient needs dictate time used per patient (a 5 min problem costs 5 mins)
- 5. Because very little PCM time is 'saved' for F2F appointments, there is a lot of incentive to direct patients to virtual appointments
- 6. Priority is seeing sick patients

Legend

visit

Scheduled

Unscheduled

Sick patient

- 7. 'Routine' patients get care at home or at work. Prevention.
- 8. Backlogs don't develop because more patients are 'touched.' Trade RVUs for 'touches!'

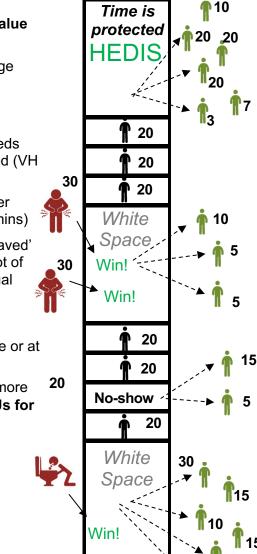
Virtual

Care

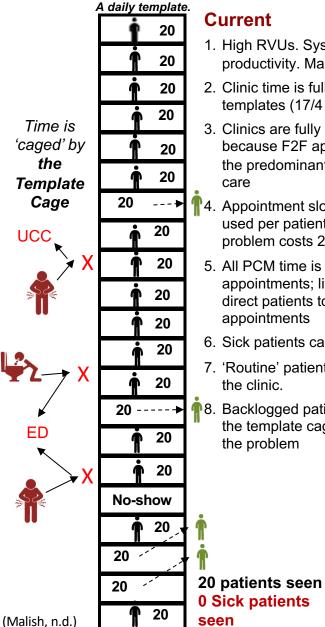
26 patients "seen"

3 Sick patients

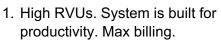
seen



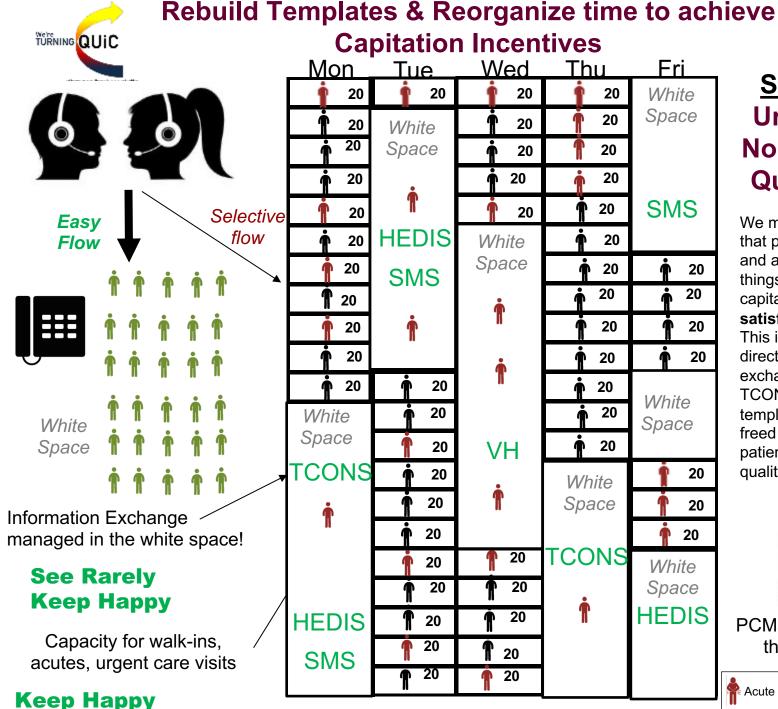
HEDIS



Current

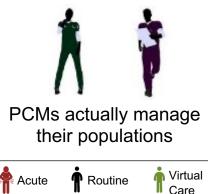


- 2. Clinic time is fully 'caged' by templates (17/4 or 21)
- 3. Clinics are fully booked because F2F appointments are the predominant way to get care
- Appointment slots dictate time used per patient (a 5 min problem costs 20 mins)
- 5. All PCM time is used for F2F appointments; little incentive to direct patients to virtual appointments
- 6. Sick patients cannot get in.
- 7. 'Routine' patients get care in the clinic.
- Recklogged patients put into the template cage perpetuates the problem



SOLUTION Urgent Care Non-F2F Care Quality Care

We must create a system that protects provider time and allocates it to the things that are valued in a capitated system (access, satisfaction, and quality). This is achieved by directing all informationexchange appointments to TCONS and SMS, adapting templates, and using the freed time to seeing sick patients and getting after quality metrics.





Proof of Concept Exists

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A Pilot was already completed at SOUTHCOM

MILITARY MEDICINE, 181, 10:1228, 2016

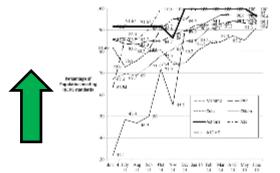
Capitation as an Incentive for Transitioning to Patient-Centered Medical Homes in the United States Army: A Brief Report

COL Richard G. Malish, MC USA

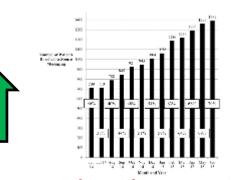
ABSTRACT The Army transitioned to a Patient-Centered Medical Home concept for primary care beginning in 2011. In spite of organizational commitment to the paradigm, the transition has not been without pitfalls. This performance improvement project operated under the hypothesis that focusing on the market-based incentives of a capitated system would result in a quantum leap toward the Patient-Centered Medical Home ideal. Utilizing a simple teaching device to repetitively highlight clinic and provider behaviors incentivized in a value-based payment system, a single clinic achieved significant improvements in enrollment, patient satisfaction, and measures associated with prevention while assuming an identity as a "virtual clinic". We recommend that the military consider a similar philosophy in educating clinics across the enterprise.

HEDIS Measures*

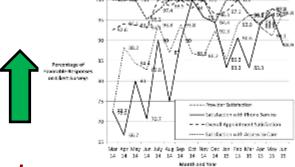
(Malish, 2016)



Secure Messaging*



Patient Satisfaction*



*Please remember these patterns!



Published QUiC Recipe

		Goals			Imperatives		Tasks		
		1	Enroll Many	1	Build the facility and process to work at the highest efficiency	1	Convert administrative space into clinical space. Create workflow so that providers can see many patients sequentially.		
1.	Enroll Many					2	Use technology to maximixe provider output (WI-FI, tablets, rolling workstations, etc.). Remove provider "anchors" (offices, desktop computers, individualized exam rooms). Displace providers and ancillary staff to team rooms.		
						3	Adopt team-based care. Empower clinical teammates to screen patients, chart, use computer systems, enter orders, and handle routine patient issues. Engender in the team an identity as a busy call center, automated information exchange hub, and traditional clinic. Teach communication techniques that allow multi-tasking.		
						4	Offload providers by ensuring that teammates work at the top of their credentials.		
	Кеер Нарру	2	Keep them happy	2	Always see the sick	5	Never turn a sick patient away. Create templates to contain enough flexibility to ensure that patients can be seen when acutely ill or injured.		
				3	Empower the front desk to provide great customer service	6	Understand that the front desk is the clinic's interface with patients. Resource it to manage their needs quickly and efficiently. A responsive, empowered, and courteous front desk creates a brand and is a game-changer for patient satisfaction.		
						7	Create phone trees that route calls to administrative leaders. Leaders must be actively involved with the front desk. Failure to do so permits a blind spot in a function vital to the clinic's success.		
						8	Deliberately assign a clinical subject matter expert to reside at the front desk. This allows the front desk to identify which patients must be seen acutely.		
	See Rarely	3	See them rarely	4	Commit to a virtual environment for information exchange	9	Free up space in templates by managing all information-sharing requirements and comunications by telephone and secure messaging.		
						10	Budget adequate time in providers templates to handle virtual communication (2-4 hours). Virtual communication is not an 'add-on' to be completed at the end of the day - but a regularly scheduled process.		
						11	Create processes and products that direct patients to virtual resources. Enroll patients into internet- based resources (secure messaging, online appointment scheduling, finding lab values and referral results) while in clinic. Demonstrate use. Provide instructions for home use.		
					Adopt "prevention!" as the clinic's rallying cry	12	Understand that patients who lead healthy lifestyles will not be high utilizers of health care.		
						13	Dedicate time to educate patients on the benefits of sleep, activity, and nutrition.		
						14	Prevent long term morbidity and mortality. Obsess about metrics that indicate quality in health screening and management of chronic disorders.		

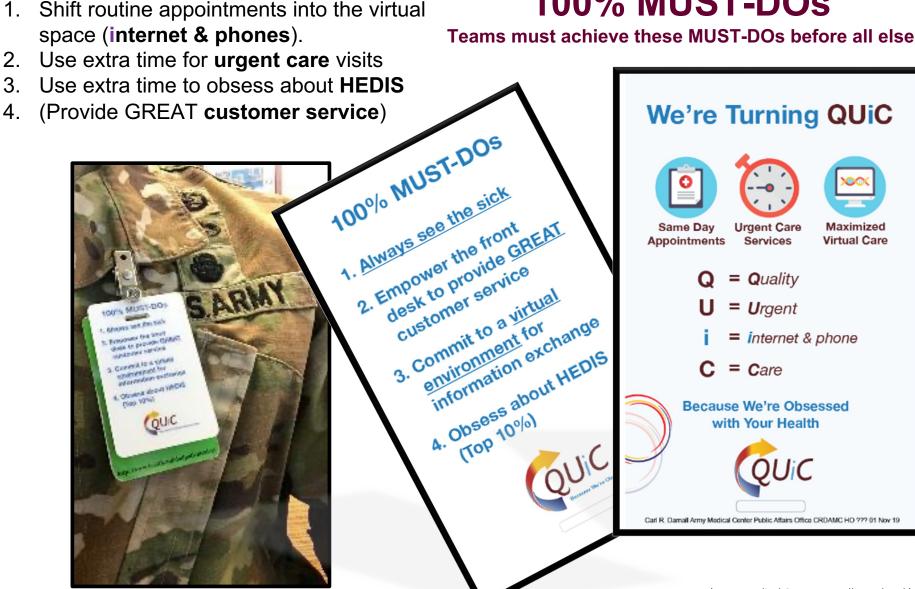


1.

3.

4.

#4 Simple Actions



100% MUST-DOs

We're Turning QUiC Urgent Care Services



Same Dav Appointments

Maximized Virtual Care

- = Quality
- = Urgent
- = internet & phone
- = Care

Because We're Obsessed with Your Health

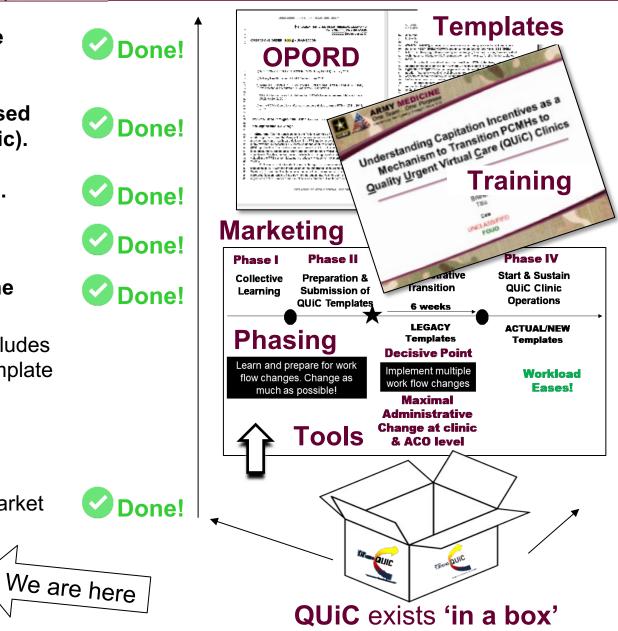


Carl R. Damall Army Medical Center Public Affairs Office CRDAMC HO ??? 01 Nov 19



QUiC-in-a-Box

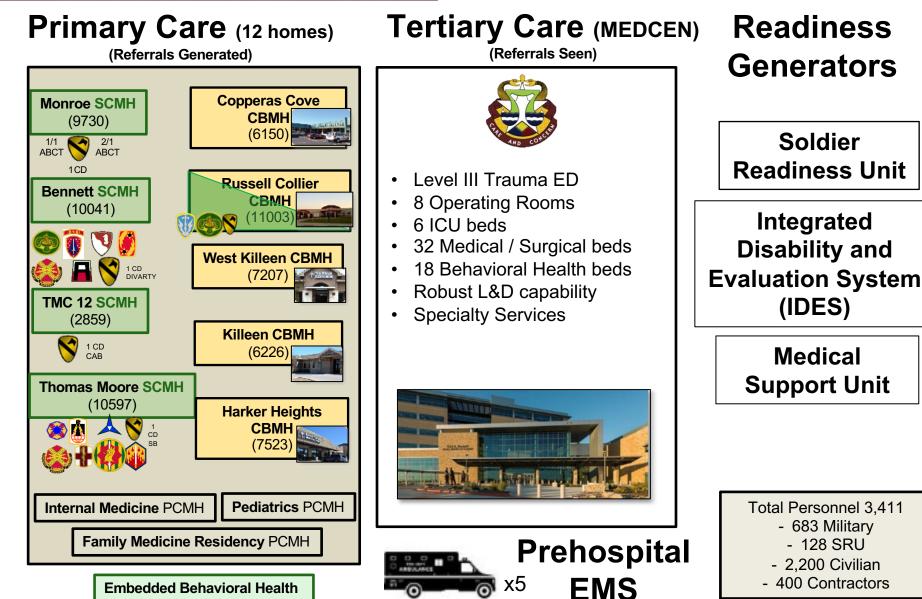
- 1. Operationalize and Articulate Value-based incentives.
- 2. Complete a <u>pilot</u> of value-based incentives (SOUTHCOM Clinic).
- 3. Document success or failure.
- 4. Learn from the pilot
- 5. Create an OPORD to scale the process
 - DRAFT OPORD 'box' includes methodology, training, template tools, etc.
 - QUiC transition occurs in deliberate phases (I-IV)
- 6. <u>Validate</u> by testing in a new market (WKMH)
- 7. Learn and move forward.

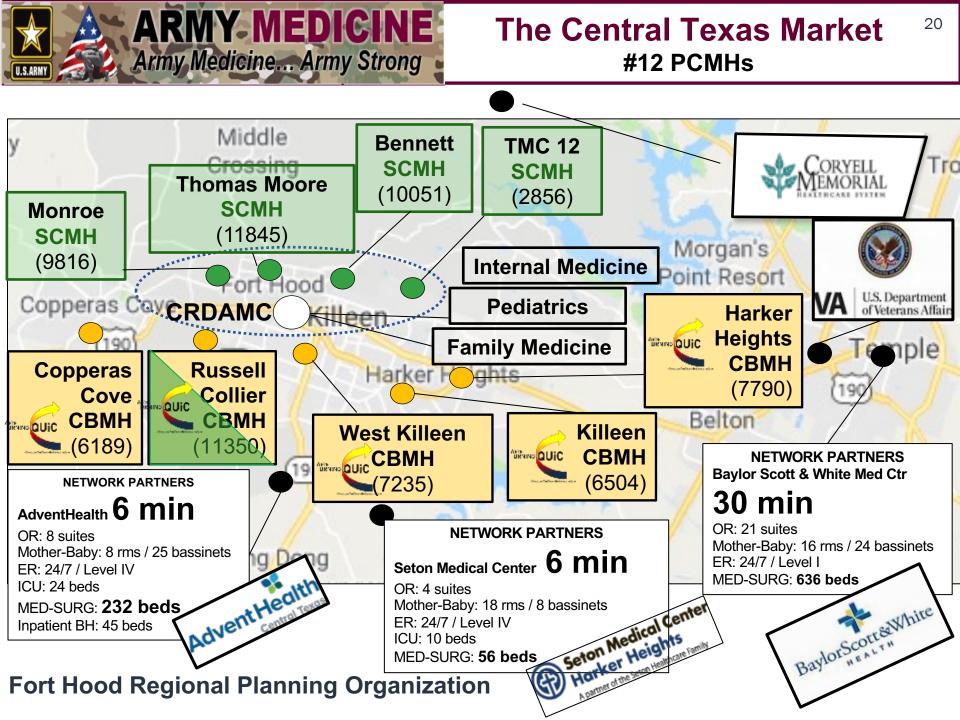




The Central Texas Market (100,000 Beneficiaries)

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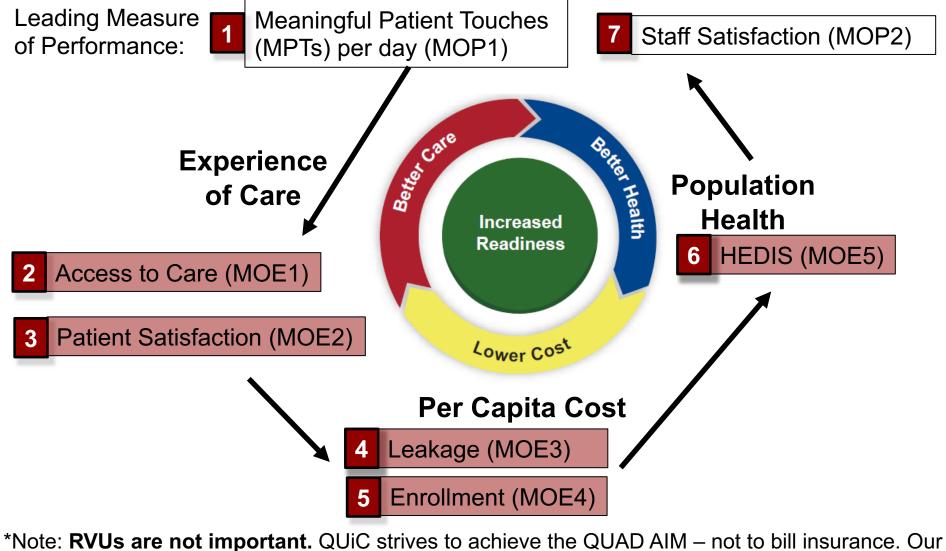


Agenda

- 1. QUiC Tenants
- 2. The Central Texas Market QUiC experience
- 3. Tracking QUiC
- 4. Secondary COVID benefits



Capitation-Based (Value-Based) Metrics^{* 22} (2 MOP, 5 MOEs)



ote: **RVUS are not important.** QUIC strives to achieve the QUAD AIM – not to bill insurance. Our values determine our goals/metrics. Our care is value-based.

Terms/2013/04/09/MHS-Quadruple-Aim, n.d.)



WKMH Transitioned to QUiC: 12 NOV 19

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Central Texas Market Community Based Medical Homes

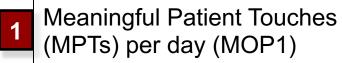
All clinics began Phase I: (Collective Learning) in Aug 19

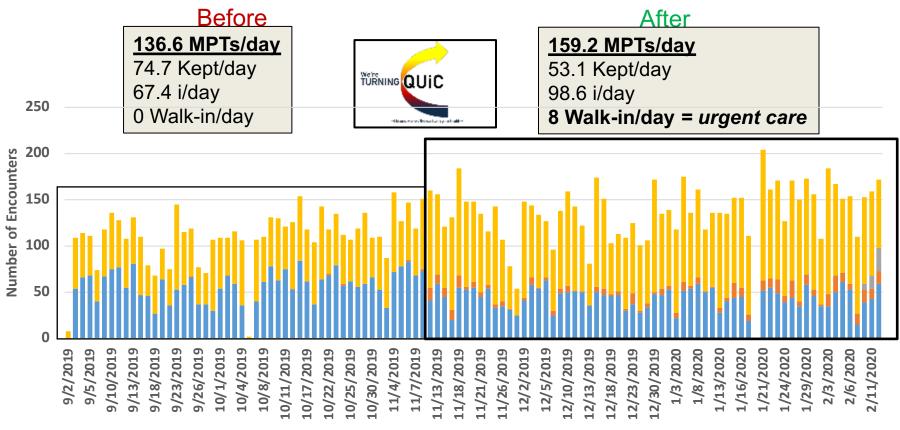
ENROLLED ADFM/RETIREE/RETIREE FM ONLY



(Malish, n.d.)







🗖 KEPT 📕 WALK-IN 📕 TEL-CON

Analysis ('This is what QUiC looks like in EOD reporting')

- 1. Enabled the clinic to "meaningfully touch" 23 more patients per day.
 - Reduced routine Face-to-Face appointments by 22/day
 - Increased internet and phone appointments by 31/day
 - Changed i/K ratio from 0.9 to 1.86
- 2. Created a walk-in capacity that previously did not exist (8 patients per day).

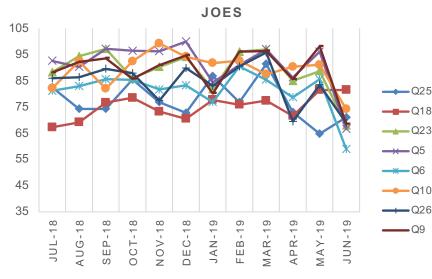
(Malish, 2016)

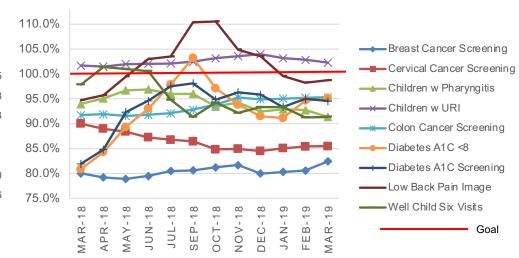


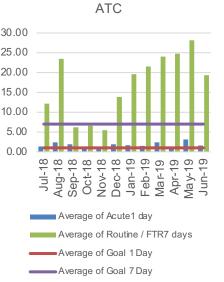
WKMH Metrics Pre-QUiC

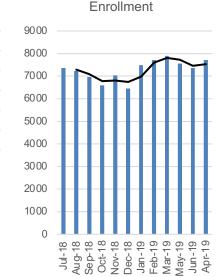
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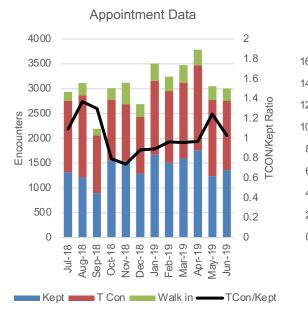
WKMH HEDIS

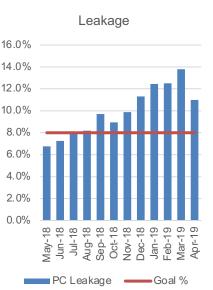












(Malish, 2016)



All CRDAMC Community Based Medical Homes

- 1. West Killeen CBMH: transitioned Nov 2019
- 2. Harker Heights CBMH: transitioned April 2020
- 3. Killeen CBMH: transitioned April 2020
- 4. Copperas Cove CBMH: transitioned May 2020
- 5. Russell Collier CBMH: transitioned May 2020

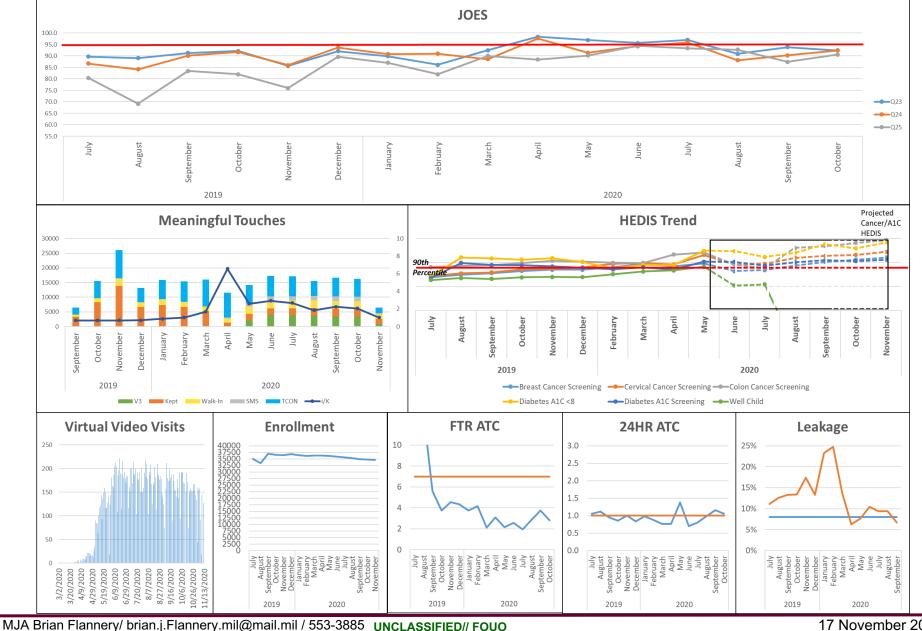
Earlier Homes are more 'QUiC' Advanced



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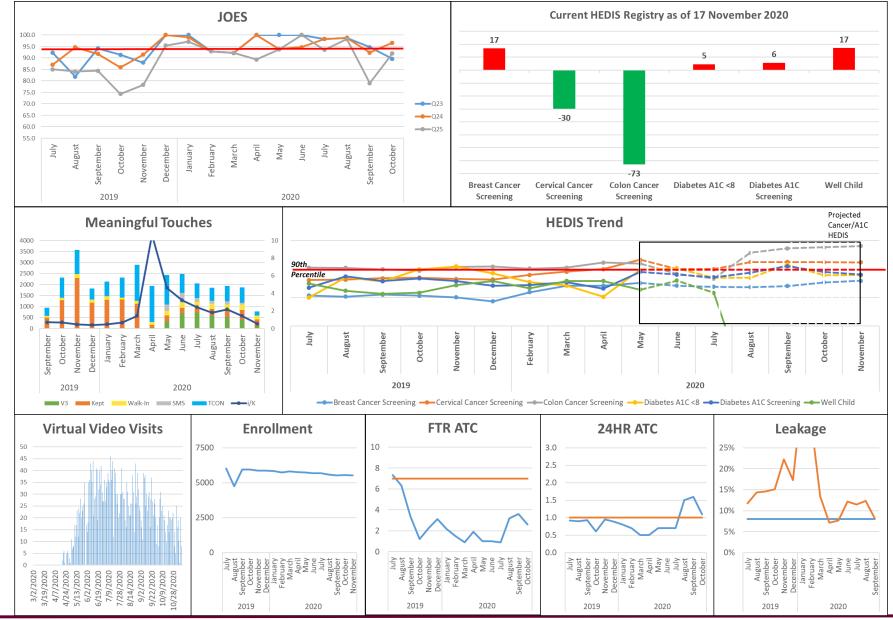
U.S.ARMY

27 CCMH, KMH, HHMH, WKMH, and RCHC



17 November 2020

Copperas Cove Medical Home



MY-MEDICINE

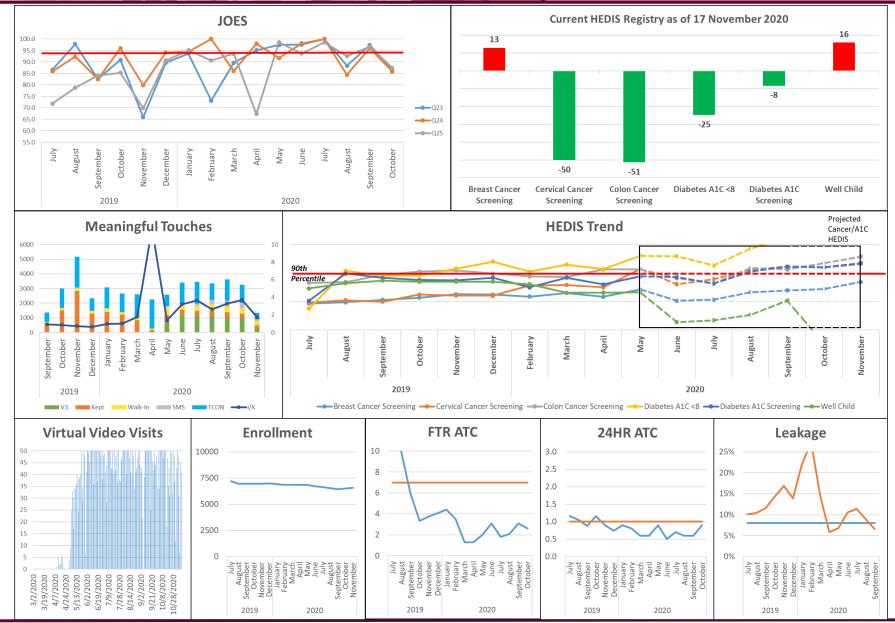
Army Medicine... Army Strong

MJA Brian Flannery/ brian.j.Flannery.mil@mail.mil / 553-3885 UNCLASSIFIED// FOUO

U.S.ARM

17 November 2020

Harker Heights Medical Home



MY-MEDICINE

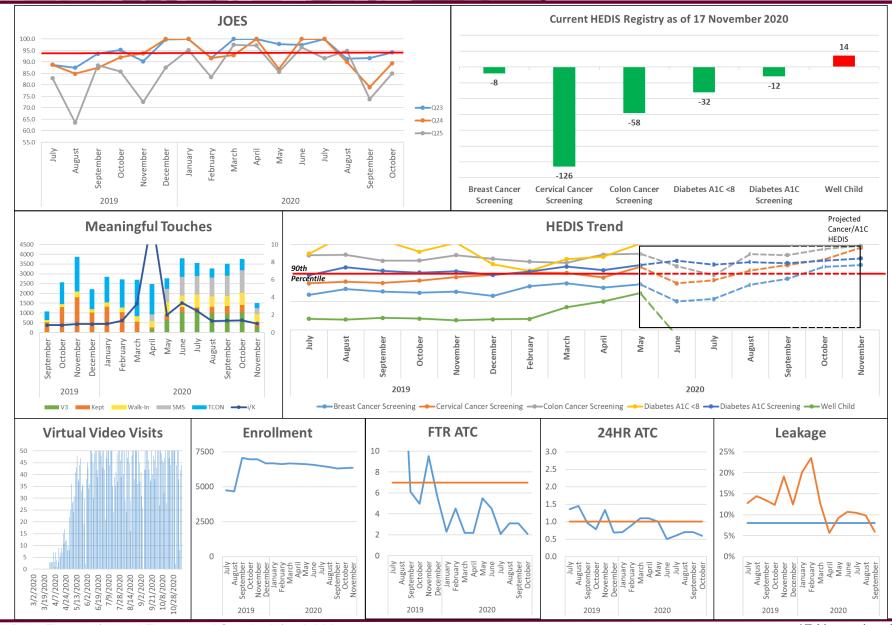
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U.S.ARM

¹⁷ November 2020

Killeen Medical Home



RMY-MEDICINE

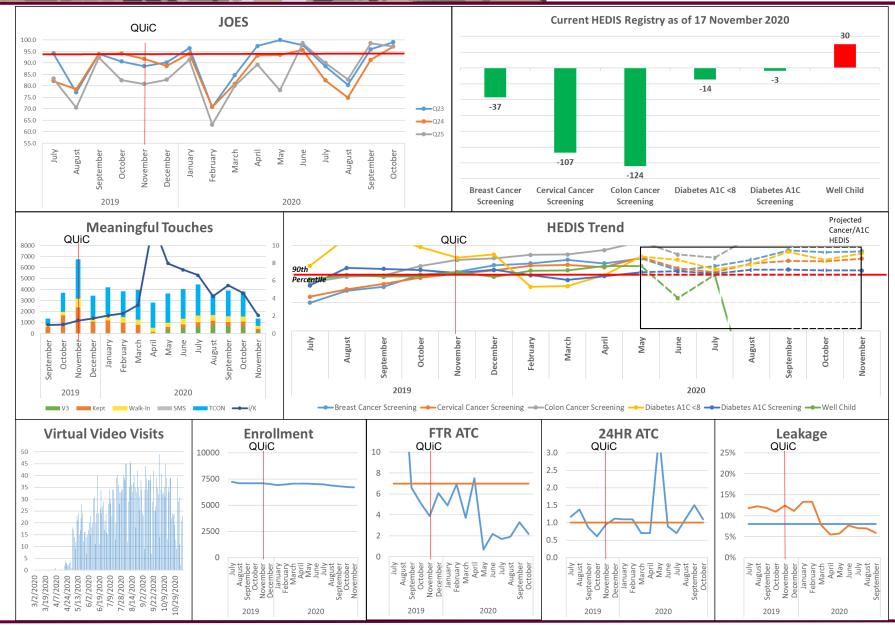
Army Medicine... Army Strong

U.S.ARMY

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17 November 2020

West Killeen Medical Home



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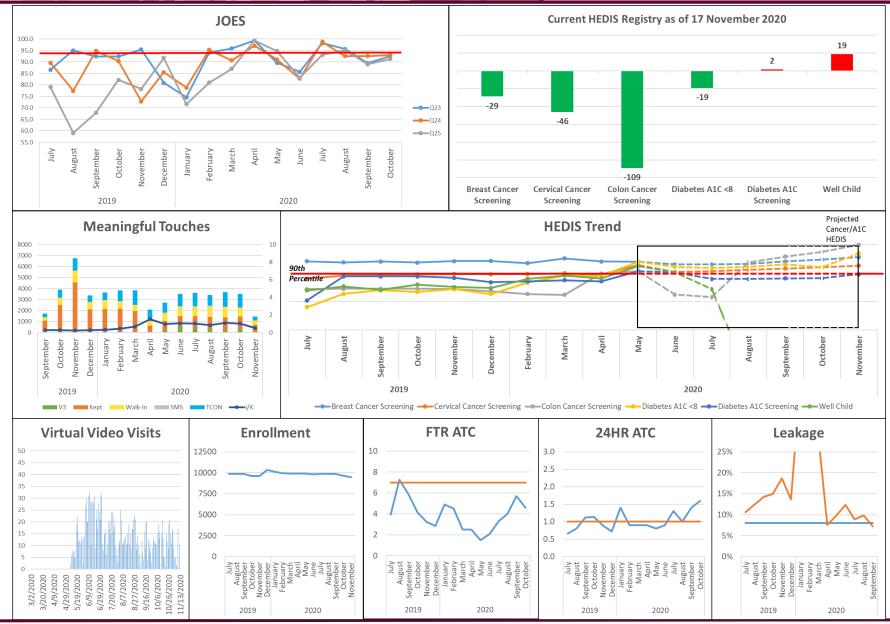
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17 November 2020

Russell Collier Health Clinic



MY-MEDICINE

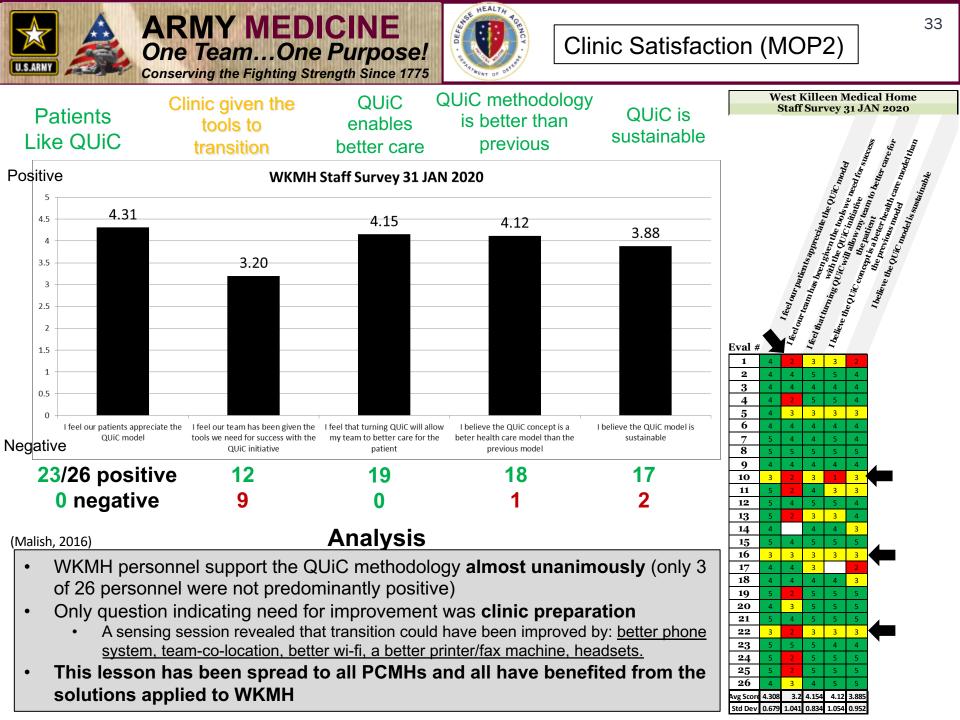
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17 November 2020

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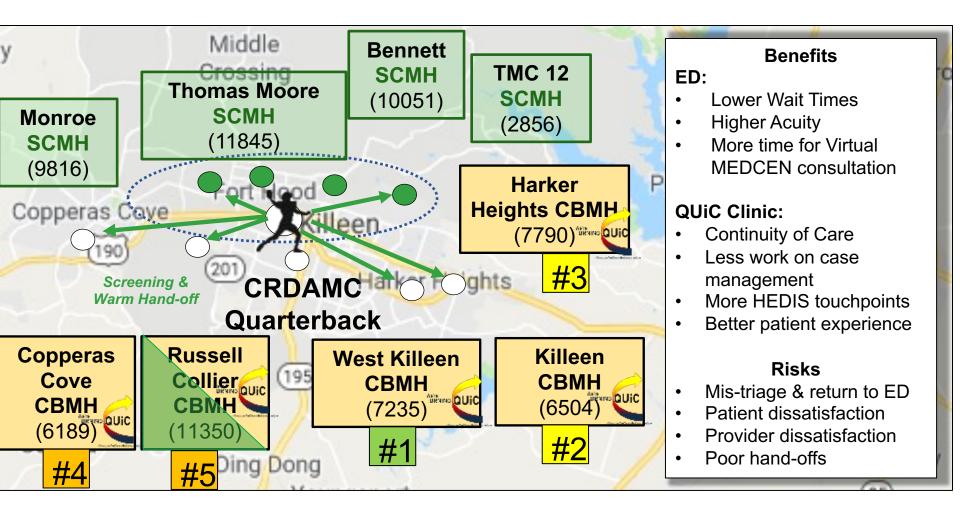






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QUiC clinics and an "ED Quarterback" enable a <u>Reversal of Flow</u> for low acuity care (from ED & UCCs to QUiC clinics) improving ED/hospital ops







Army Medical Center Darnall-Hood. (n.d.) QUiC Clinics. https://darnall.tricare.mil/Getting-Care/QUiC-Clinics

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Terms/2013/04/09/MHS-Quadruple-Aim



Efficiency Strategies in Primary Care

Achieving the Promise of Value-based Medicine through Strict Adherence to the Incentives engendered by Capitation

Discussion, Guidance, Questions



QUiC Logo

We're TURNING QUIC

~Because we're Obsessed with your health~

To receive CE/CME credit, you must register by 0745 ET on 24 June 2022 to qualify for the receipt of CE/CME credit or certificate of attendance. You must complete the program posttest and evaluation before collecting your certificate. The posttest and evaluation will be available through 7 July 2022 at 2359 ET. Please complete the following steps to obtain CE/CME credit:

- 1. Go to URL: https://www.dhaj7-cepo.com/content/jun-2022-ccss
- 2. Search for your course using the Catalog, Calendar, or Find a course search tool.
- 3. Click on the REGISTER/TAKE COURSE tab.
 - a. If you have previously used the CEPO CMS, click login.
 - b. If you have not previously used the CEPO CMS click register to create a new account.
- 4. Follow the onscreen prompts to complete the post-activity assessments:
 - a. Read the Accreditation Statement
 - b. Complete the Evaluation
 - c. Take the Posttest
- 5. After completing the posttest at 80% or above, your certificate will be available for print or download.
- 6. You can return to the site at any time in the future to print your certificate and transcripts at: <u>https://www.dhaj7-cepo.com/</u>
- 7. If you require further support, please contact us at: dha.ncr.j7.mbx.cepo-cms-support@mail.mil



