We are pleased to introduce the inaugural issue of IPA Insider, a publication designed specifically for members of the WellStar Independent Physician Association (IPA).

The WellStar IPA is a collaborative network of physicians employed by or affiliated with WellStar Health System. While our specialties may vary individually, we are united by a common purpose: to provide safe, high quality care and access at lower costs to our patients.

WellStar IPA membership currently includes more than 1,000 physicians. As we continue to grow, we want to ensure that members stay informed about key updates and information regarding the organization. Areas of focus include future issues of IPA Insider will include IPA initiatives and activities, budget updates, special membership benefits and more. Issues will be mailed directly to IPA members.

We hope you enjoy the publication. Feel free to offer feedback as well as suggestions regarding future content (see reverse for contact information). Thank you once again for your participation in the IPA.

Arif Aziz, M.D. Chair
Barry Mangel, M.D., Vice Chair

IPA Board of Participant Representatives

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IPA Budget
Fiscal Year Ending June 30, 2014

Member Dues
Physician Dues - WMG $199,500
Physician Dues - Deferred $247,000
Physician Dues - Paid $24,000

Total unrestricted revenue, gains and other support $470,000

Expenses
Staff Payroll $131,250
Board Chair Compensation* $75,000
Other expenses (To be determined by WellStar IPA BPR) $264,250

Total expenses $470,500
Net $0

*Based on maximum hours outlined in IPA operating agreement
Clinical Integration
Inside each issue of the IPA Insider we will address questions or topics related to clinical integration. This month features answers to several commonly asked questions.

What is clinical integration?
Clinical integration is a collaboration between private practice and employed physicians and hospitals to develop initiatives to improve the quality and efficiency of healthcare. Participation creates a high degree of interdependence and cooperation among participants.

Why are physicians nationwide engaging in clinical integration?
Physicians have numerous and overlapping motivations for joining together in clinically integrated networks. These include:
- Enhancing the quality of care provided to patients
- Allowing physicians and hospitals to market themselves on the basis of higher quality
- Legitimately negotiating with payers as a network
- Accessing technological and quality improvement infrastructure that enables evaluation of physician performance

What would a WellStar Clinically Integrated Network (CIN) look like?
An effective CIN includes initiatives that involve physician commitment to a common set of clinical goals.

A WellStar CIN would include both private practice and physicians in the WellStar Medical Group. This organization or network would allow physician members to:
- Identify and adopt best practices for the treatment of patients
- Develop systems to monitor performance against adopted metrics
- Collaborate with WellStar hospitals to improve processes of care
- Enter into contractual arrangements with health plans that reward physicians’ efforts to improve quality and efficiency

Will physicians be involved in the development and leadership of a clinically integrated network?
WellStar and the physician members of the recently formed IPA Board of Participants (BPR) subcommittee have been actively engaged in the process of exploring a clinically integrated physician network.

The WellStar CIN will be governed by an operating committee led by physicians and operate for the explicit purpose of developing and implementing a clinically integrated network. The WellStar CIN will negotiate single signature payer arrangements with health plans and will share in the savings generated by improving quality and reducing costs.

Provista Partnership Creates Savings Opportunity for IPA Members

Through WellStar IPA’s partnership with Provista, WellStar IPA members can now join in the company’s group purchasing organization (GPO). The Provista GPO is one of the IPA’s exclusive member benefit programs and is designed to help physicians dramatically reduce costs and increase profitability — without membership fees or long-term commitments.

The Provista GPO offers both an extensive product list (clinical and non-clinical) and lower prices. Provista non-auto members typically receive 12 to 15 percent in supply chain savings each year.

Provista members will also have access to a wide range of medical-surgical supply distributors and specialty pharmacy distributors. Other Provista GPO membership benefits include guaranteed service levels, no minimum order requirements, guarantees for supply delivery, response time and parts delivery, flexible participation options and guaranteed uptime on equipment service.

Additional information about PWHP is available online at pwplans.org.

Opt-In Deadline is Oct. 13, 2013
If you did not receive your opt-in information or have any questions, please contact James West at 470-644-0176 or james.west@wellstar.org; or Cindy Toler at 470-644-0175 or cindy.toler@wellstar.org.

Provista  Partnership  Creates  Savings  Opportunity  for  IPA  Members

Piedmont WellStar HealthPlans: Driven by Physicians, Centered on Patients

The WellStar IPA is the primary physician network for the WellStar Employee Medical Plan as well as select counties of Piedmont WellStar HealthPlans (PWHP). These plans serve distinct patient populations in Cherokee, Cobb, Douglas and Paulding counties.

WellStar IPA members are offered the opportunity to participate or “opt in” for PWHP products, which includes Medicare Advantage and commercial products. (The opt-in deadline is Oct. 11, 2013.)

WellStar Employee Medical Plan: The employee medical plan consists of approximately 22,000 WellStar team members and their dependents.

Medicare Advantage: The Medicare Advantage product will be offered by PWHP beginning in January of 2014. This plan will serve the local Medicare population.

Commercial Products: Beginning in 2014, PWHP will start offering individual, commercial and employer-offered coverage options.

WellStar IPA to Host Education Sessions (Oct. 10-30)

WellStar IPA is pleased to announce the first series of education sessions beginning in October 2013. (See below for dates and locations.) October topics will include an overview of WellStar IPA, Piedmont WellStar HealthPlans and WellStar Employee Medical Plan changes for 2014. Breakfast/lunch will be provided.

- Oct. 10, 11:30 a.m.–1 p.m., WellStar Douglas Hospital (Sycamore Room)
- Oct. 17, 11:30 a.m.–1 p.m., Paulding Chamber of Commerce

Please RSVP to Cindy Toler via fax at 770-563-0736 or e-mail at cindy.toler@wellstar.org and provide the following information: practice name, number of attendees and session time and location.