



New Models for Primary Care Physicians

Date: May 20, 2011



Driving Factors for Change

- Economic
- Administrative Burdens
- Physician Preferences
- Patient Complaints



Economic

- Dwindling reimbursement
- Quantity rewarded over Quality
- Medical School Debt
- Fewer Primary Care Physicians graduating
- Patients postponing care



Administrative Burdens/Costs

- Complex coding and billing
- Processing claims
- Staff salaries and productivity
- Federal, State, and Clinical regulations
- Malpractice Insurance
- Reporting
- Capital for IT
- EMR not a quick fix



Physician Preference

- Endangered breed
- Family commitments
- Quality of Life
- Declining career satisfaction
- Sustain until retirement or Quit



Patient Complaints

- Difficulty in getting an appointment
- Kept waiting in the office prior to the appointment
- Feeling rushed during the appointment
- Lack of personal connection
- Indifferent office staff



Practice Options

- Concierge Model
- Mixture of Concierge Models
- Full time employment
 - Join larger physician practice or hospital
 - Join Medical Home Practice
- Move to a specialty
- Retire
- Leave Medicine



IT Requirements for New Models

- Impact on Current Practice's Technology
- Beyond Patient Management Systems
- Connect patients to physicians
 - E-mail
 - Smart phones
 - Video conferencing
- Remote Access to patient records
- Patient Portals
- Support team-based care – share patient information
- Rapid access to clinical decision support tools