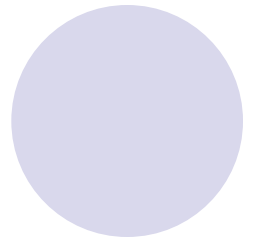
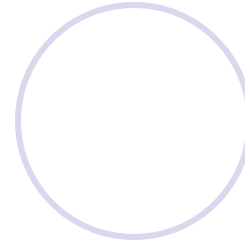
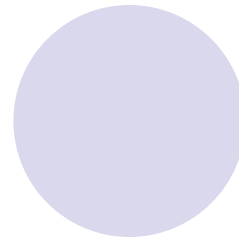
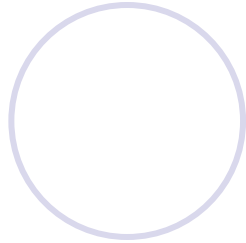
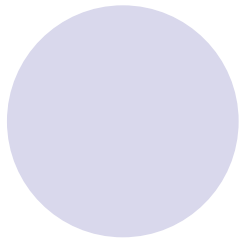




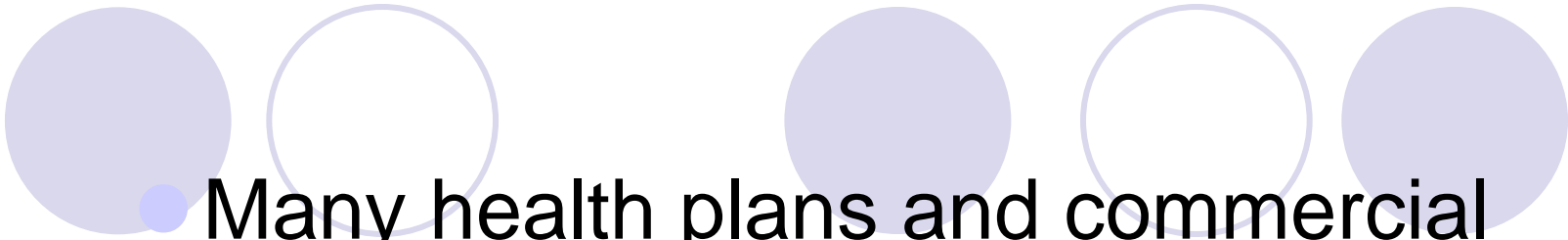
Principal Health
Physician Hospital Organization

Reining in Radiology

Principal Health PHO
Best Practice Presentation
BCBSM PGIP Spring Conference
March 13, 2009



- Data Users Group January 2009 conference call
- Instituted a process to examine the source of PHO's radiology costs in 1999
- Work initiated in 1999 is still relevant today

- 
- Many health plans and commercial insurers require prior authorization or prior notice for high tech radiology (HTR) imaging
 - ❖ BCN, Aetna, CIGNA, UHC, BCBSM, Priority Health, HAP, Health Plus
 - National trends for HTR continue to outpace inflation, medical costs, and most other diagnostic medicine



1999-2000

- Principal Health PHO had one risk contract – Priority Health HMO

- ❖ Risk withhold return was dependent on financial performance
- ❖ PHO analytical staff observed that CT, ultrasound, and MRI imaging costs were higher than Priority Health Plan average

Plan of Action



- Reviewed PHO level Priority Health radiology data with PHO Physicians' Quality & Utilization Management Committee
- Reviewed PHO level Priority Health radiology data with PHO Board of Directors

Plan of Action, cont.

- Further analysis of the radiology data
 - ❖ Holland Hospital prepared radiology utilization report using internal data
 - ❖ PHO staff “drilled down” hospital radiology utilization data to report ordering physician, location of service, and facility
 - ❖ PHO staff ran reports of hospital radiology utilization for certain diagnostic groups: headache, abdominal pain, back pain, & adult sinusitis

Plan of Action, cont.



- PHO Medical Director and Clinical Network Coordinator (RN) met with radiologists
 - ❖ Observations of current clinical practice
 - ❖ Evidence based practice guidelines for the 4 disease categories
 - ❖ Role of the radiologist in diagnostic imaging

Interventions



- PHO Physicians' Quality & Utilization Management Committee prepared evidenced based practice guideline recommendations for the diagnostic work up for :
 - ❖ Adult Sinusitis
 - ❖ Back Pain
 - ❖ Headache
 - ❖ Abdominal pain

Interventions, cont.

- PHO Medical Director and Clinical Network Coordinator (RN) presented PHO radiology utilization data & guidelines to various physician specialties:
 - ❖ PCPs
 - ❖ ENTs
 - ❖ OB/Gyn

Interventions, cont.



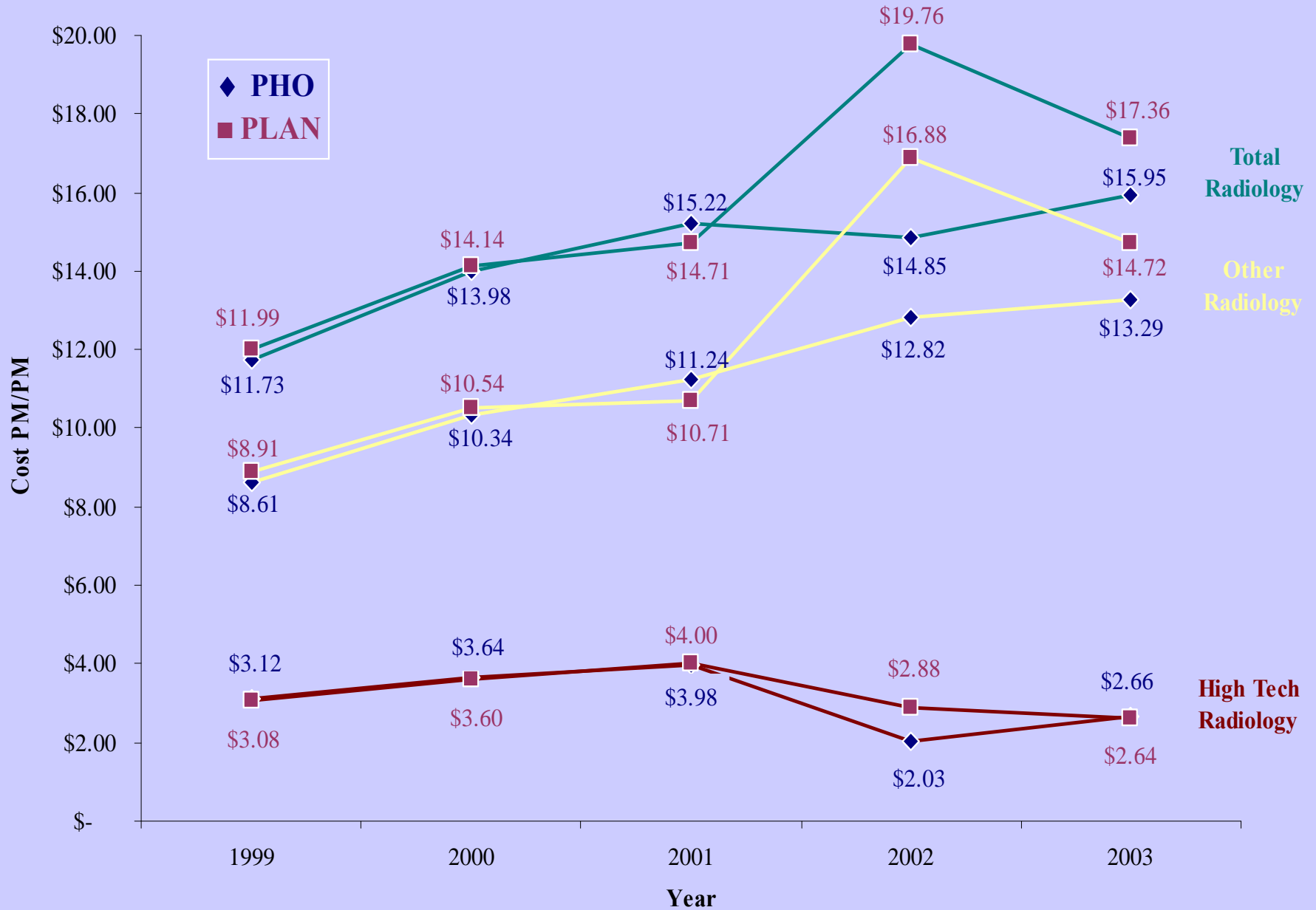
- ❖ Neurology
- ❖ GI
- ❖ General Surgery
- ❖ Allergists
- ❖ Orthopedic surgeons
- ❖ ED
- ❖ Radiology

Other Factors Influencing Radiology Utilization

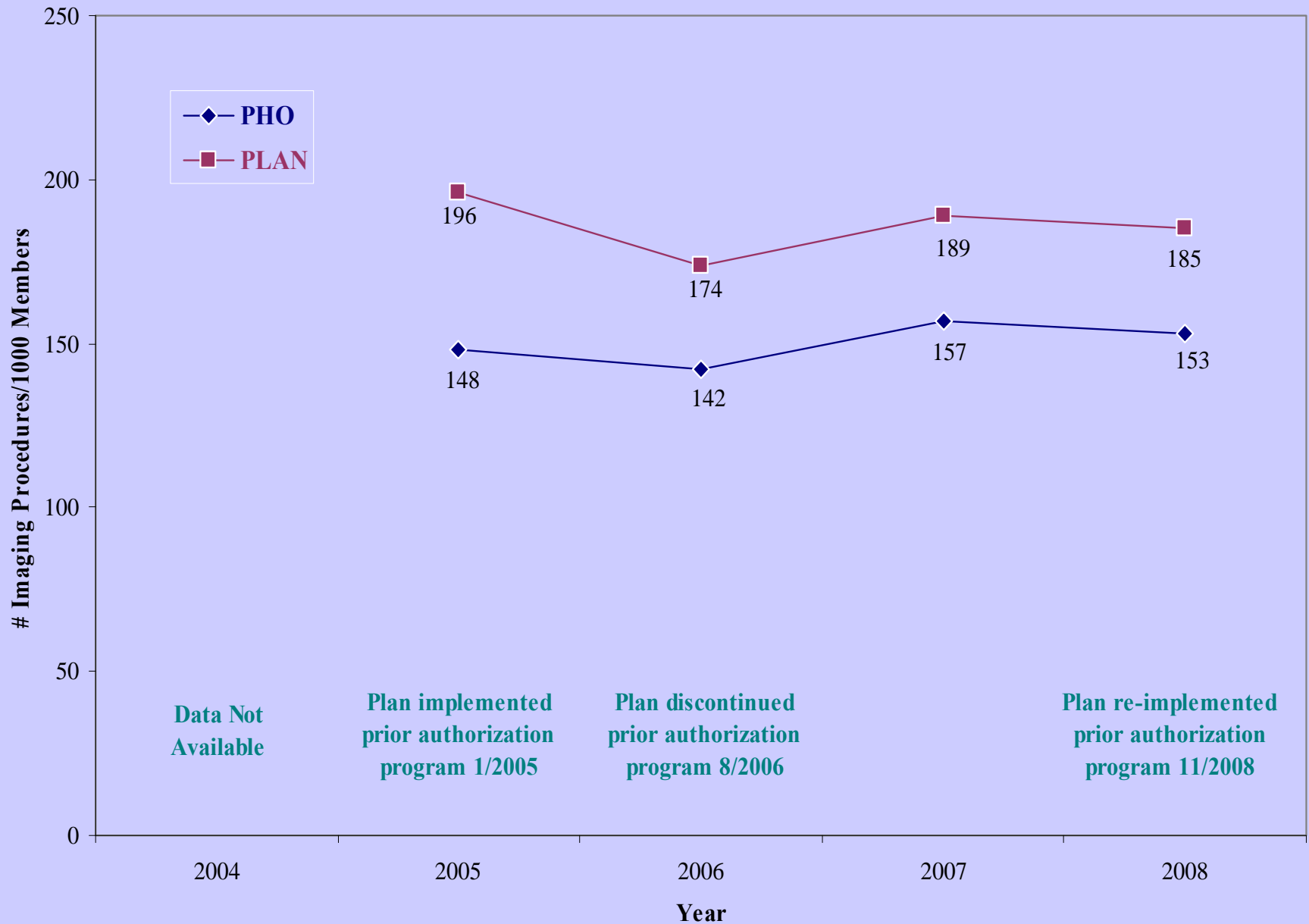


- Evidenced based care & best practice findings
- Medicine's progression from high-touch to high-tech
- Medical liability influence

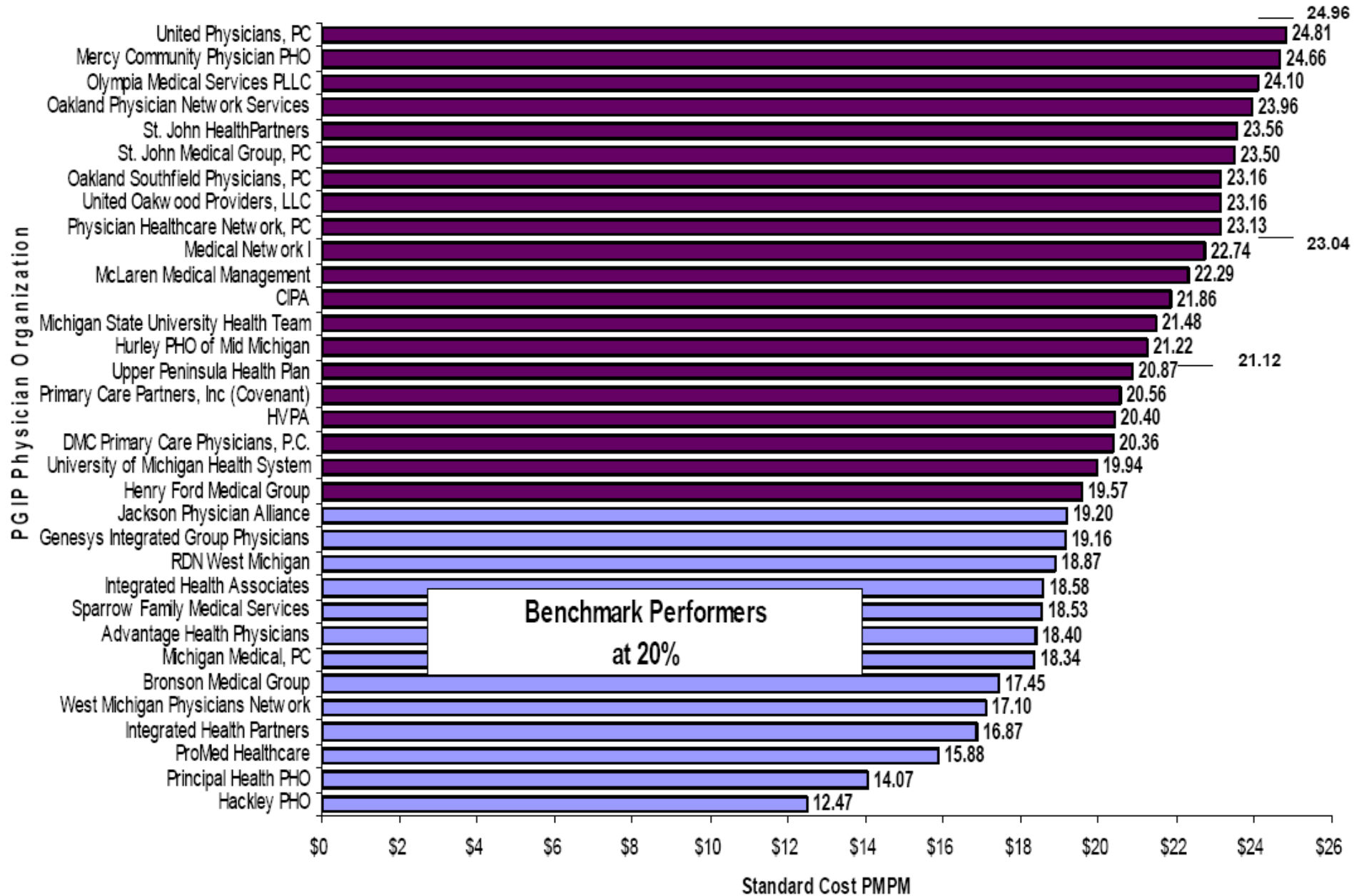
Principal Health PHO Radiology Cost 1999-2003



Principal Health PHO High Tech Radiology Utilization 2004-2008



2007 PGIP Risk Adjusted Overall Radiology Initiative Standard Cost PMPM for Adults (18-64) Attributed to a PGIP PCP



From there to here . . .

- The work we started in 1999 set the foundation for Principal Health PHO's radiology utilization today
- The focus on Priority Health radiology utilization & the practice changes made “spilled over” onto all payers
- Monitoring mode – intervene/educate when necessary
- Use AIM guidelines rather than researching evidenced based radiology use guidelines

Current Plan of Action

- Principal Health PHO reviews radiology utilization monthly, based on payer report data
 - ❖ Practice unit & individual physician data is reviewed to determine trends
 - ❖ PHO staff use evidenced based radiology (AIM) guidelines when reviewing radiology utilization with physician practice units

Current Plan of Action, cont.

- PHO staff will follow same process if utilization trends significantly increase
- Principal Health PHO physician education (GR & CU) presenters incorporate diagnostic radiology best practices when pertinent to the topic being presented
- Principal Health PHO Education Committee plans physician education using radiology and other physician utilization data



Thank you for your attention!