

# touchpoints

Connecting you to the Heritage Provider Network

Issue 5 | Mar/Apr 2012



## Leadership and Vision

Reaching new heights  
in healthcare innovation

### »» BREAKING NEWS

Heritage Provider Network has been named one of the nation's **Top 10** most innovative healthcare companies by *Fast Company*, a leading business publication and online presence. See *Feature Story on Page 2*.

### »» WHAT'S INSIDE

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Since its inception, Heritage Provider Network has built a well-deserved reputation as an innovator in healthcare. At a time when managed care was still in its infancy, we developed a fresh approach to comprehensive care management, an approach that was successful in providing cost-effective, quality healthcare to our members. Because of our early success, we were asked to duplicate our efforts in new markets.

That was more than 30 years ago. Today, we continue as innovation leaders in our field. Just as we were on the ground floor of managed care, we've become early adopters of the accountable care organization model. We reach outside the bounds of traditional problem solving to look for answers to healthcare challenges through non-traditional disciplines, such as data mining.

Our innovative approach to healthcare delivery has been applauded. *Fast Company*, an influential business publication and online presence recently named Heritage Provider Network as one of the nation's Top 10 most innovative healthcare companies. This honor validates our stature as a healthcare leader, and not just from a local perspective. We have been recognized for our ability to transform healthcare on a global level. Most importantly, this honor compels us to continue to create better ways to deliver healthcare. We will continue to pursue innovative approaches for the delivery of appropriate, affordable healthcare that is delivered at the highest level of service.

**Richard Merkin, M.D.**  
President and CEO of HPN



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# Leadership and Vision

Reaching new heights in healthcare innovation

Heritage Provider Network has been named one of the nation's Top 10 most innovative healthcare companies *by Fast Company*, a leading business publication and online presence.



Heritage Provider Network (HPN) landed the number eight spot on the 2012 list, sharing the spotlight with such industry luminaries as IBM, 3M, and Walgreens.

Each year, *Fast Company* assesses thousands of businesses based on creativity, real-world impact, risk taking, and execution to create a list of the nation's top innovative companies. Innovation is the cornerstone of HPN, which has a history of thinking outside the box to create better ways of providing quality, affordable healthcare. From pioneers in the development of managed care,

to the establishment of the Heritage Health Prize, to our participation in a national pilot program for accountable care organizations, HPN has been an innovator in the healthcare industry, an achievement that is recognized on a global level by *Fast Company*.

[www.fastcompany.com/most-innovative-companies/2012/industry/healthcare#heritageprovidernetwork](http://www.fastcompany.com/most-innovative-companies/2012/industry/healthcare#heritageprovidernetwork)



The recent *Fast Company* recognition corroborates our long-term dedication to improving health on a local, national and global scale. Under the guidance of our visionary leader, Dr. Richard Merkin, Heritage Provider Network strives to break new ground in medical research, reform and improve the business methods for healthcare delivery and bring quality, effective care to every life that we touch.

**Some of our most notable efforts include:**

★ **Foundation for Stem Cell Research at Broad Institute of MIT and Harvard**

*Richard Merkin M.D., Founder*

Conquering disease through groundbreaking research and application of genetic and cell-based technologies.

★ **Dr. Richard Merkin Initiative at the Brookings Institution**

*Richard Merkin M.D., Founder*

Inspiring innovation to transform healthcare by improving leadership, business models and payment systems.

★ **Distinguished Fellowship in Emergency and Tropical Medicine; Keck School of Medicine, University of Southern California**

*Richard Merkin M.D., Founder*

Delivering life-saving medicine and intervention internationally to those most in need.

★ **FasterCures**

*Richard Merkin M.D., Member, Board of Directors*

Improving the medical research process in order to accelerate the discovery and delivery of treatments and cures.

★ **Heritage Medical Research Institute**

*Richard Merkin M.D., Founder*

Optimizing treatment outcomes by focusing on improving the quality of healthcare delivery.

★ **The Heritage Health Prize**

*Richard Merkin M.D., Founder*

Challenging the world's greatest mathematical minds to improve health and reduce costs through analytics.

★ **Heritage California Accountable Care Organization**

*Richard Merkin M.D., Founder*

Leading the transformation of healthcare delivery through an accessible, quality and value-based model for care.



Experience what Heritage Provider Network is doing by tuning into our YouTube Channel. [www.youtube.com/HPNhealth](http://www.youtube.com/HPNhealth)



# Going the extra mile for our members

Heritage Provider Network's health education and wellness programs

## Bakersfield Family Medical Center (BFMC)

### Health Education Department

Bakersfield Family Medical Center's award winning Health Education Department offers ongoing classes featuring a variety of health related topics with no fee to our members. The Health Education Department strives to provide quality educational programs empowering our members to prevent and manage disease and improve their health and quality of life. The health care professionals in the department include a Registered Nurse, Respiratory Therapist, Registered Dietitian, Medical Assistant and an Exercise Instructor.

As an American Heart Association Training Center, we also offer Basic Life Support training to all individuals from healthcare providers to teachers, coaches, employer groups and family members. For more information, please call 661.327.4411.

### Bakersfield Family Medical Center

4580 California Avenue, Bakersfield, CA 93309  
Phone 661.327.4411 or 800.734.2571 | [www.bfmc.com](http://www.bfmc.com)

## Desert Oasis Health Care (DOHC)

### Computer Training for Seniors

Desert Oasis Health Care is committed to providing our senior members the opportunity to learn about relevant technology. We offer a computer training class, which allows our senior members to learn about basic computer skills and how to utilize the key functions of a computer operating system. This value-added class is free to DOHC members, providing a fun atmosphere where seniors can socialize and learn at their own pace. For more information about Computer Training for Seniors, please call 760.320.8814 ext.1501.

### Free Diabetic Clinics

Desert Oasis Health Care strives to keep our senior members healthy and well through preventative care programs. We are passionate about providing our Medicare Advantage Plan members with diabetes a free Diabetic Clinic to ensure they are staying on top of their health.

The program offers members the chance to be seen by a Nurse Practitioner and/or Optometrist. Members will receive a foot exam, an annual retinal/glaucoma screening, lab tests and a consultation about the results with recommendations for further care. This comprehensive clinic only takes 20–30 minutes to complete and is free of charge to DOHC Medicare Advantage Plan members. For more information about the Diabetic Clinic, please call 760.969.6552

### Desert Oasis Health Care

275 N. El Cielo Road, Palm Springs, CA 92262  
Phone 760.320.5134 or 800.500.5215 | [www.mydohc.com](http://www.mydohc.com)

## Heritage Victor Valley Medical Group (HVVMG)

### Senior Social and Community Outreach

Heritage Victor Valley Medical Group focuses on developing community outreach programs that provide seniors a unique experience incorporating health education and social interaction with other seniors in the community. Some of the social events we offer include our weekly Koffee Klub, Special Condition Support Groups and Doctor Talks. These events provide the platform for seniors to connect and share their experiences with others. Some major upcoming events include:

#### Diabetes Healthcare Alert!

Wednesday, March 21 at 11:00am  
12370 Hesperia Road, Suite 13, Victorville, CA

#### Fashion Show Luncheon

Thursday, May 10 from 11:00am – 2:00pm  
Spring Valley Country Club  
13229 Spring Valley Parkway, Victorville, CA

For more information about our events, please call 760.261.1496.

### Heritage Victor Valley Medical Group

12370 Hesperia Road, Suite 6, Victorville, CA 92395  
Phone 760.245.4747 | [www.hvvmg.com](http://www.hvvmg.com)

## High Desert Medical Group (HDMG) Senior Wellness Center

Less than one year ago, HDMG's Senior Wellness Center was opened to better serve the needs of Antelope Valley's growing senior population. Located behind our main facility, the HDMG Senior Wellness Center provides area seniors with the best of innovative wellness programs and services in a relaxed, supportive environment. Some of the workshops and activities include Defeating Diabetes, Cap on Cholesterol, Pet Therapy, Tai Chi and Wii Fit. All programs are free of charge and are carefully designed to promote self-confidence, increased mobility and enhanced socialization.

Our goal is to help seniors stay active, improve physical and mental functioning, stay healthy, and live happier, more complete lives. Seniors who join HDMG's Senior Wellness Club are given a wellness information packet, a club I.D. card, a Wellness Center t-shirt and full access to all the Center has to offer. Currently, the Center is undergoing expansion, which is expected to be completed by June, 2012.

### High Desert Medical Group

43839 N. 15th Street West, Lancaster, CA 93534  
Phone 661.945.5984 | [www.hdmg.net](http://www.hdmg.net)

## Regal, Lakeside and Affiliates (RLA) Health Education Programs

As part of our commitment to bring health and vitality to the communities we serve, we offer health-promoting educational programs to our members and the general community. Through our Health Education Program, we offer a wealth of information, education and support to improve health and enhance well-being.

Working with the finest physicians, specialists and health educators, we offer a wide variety of recurring health education and wellness courses including:

- |                                 |                              |
|---------------------------------|------------------------------|
| Anger Management                | Back Pain                    |
| Breastfeeding                   | Child Weight Management      |
| Childbirth Preparation (Lamaze) | Cholesterol and Hypertension |
| CPR                             | Depression and Anxiety       |
| Diabetes Management             | Early Prenatal               |
| Emotional Overeating            | First Aid                    |
| Hypertension                    | Newborn Care                 |
| Nutrition & Weight Management   | Senior Fitness               |
| Sleep Well                      | Smoking Cessation            |
| Stress Management               |                              |

Additional courses are available on an as-needed basis. For more information about our health education programs, please call 805.210.7411.

### Regal, Lakeside and Affiliates

8510 Balboa Boulevard, Suite 150, Northridge, CA 91325  
Phone 866.654.3471 | [www.regalmed.com](http://www.regalmed.com)



# Reaching for the **STAR**S!

## Heritage Provider Network's commitment to achieving 5-Star Quality Care

» **Heritage Provider Network's (HPN) overarching goal is to achieve the highest standards of quality care throughout our organization.**

We do this by removing barriers to enhance the quality improvement process and by providing our medical groups with the necessary tools to accomplish this goal. Meeting quality standards for initiatives, such as the CMS 5-Star program, is paramount to our organization's future success and reinforces our commitment to provide our members with the best possible care.

The CMS 5-Star Quality Rating System is a quality initiative focused on quality of care, customer service, and the value and affordability of the care for seniors enrolled in Medicare Advantage plans. CMS is looking at how well we meet the HEDIS (Healthcare Effectiveness Data and Information Set) metric goals, the patients' perception of the quality of care they receive and our ability to deliver high quality healthcare at a lower overall cost. Attaining a 5-Star rating is imperative to HPNs ability to secure our position in the future health care delivery system. Ultimately, underperforming medical groups will see a decrease in reimbursement, and possibly, a loss of membership.

As an example, Regal, Lakeside and Affiliates (RLA) is facing the challenges of quality improvement head on by

implementing initiatives to improve quality across their medical groups. In an effort to achieve a 5-Star rating, the Regal, Lakeside and Affiliates' Quality Improvement department assembled a STAR POWER Team to develop comprehensive tools and a training program to educate the medical offices on the components of the new CMS ratings system and how to achieve the 5-Star office experience.

Recognizing that achieving 5-Star quality is not only dependent on the care provided by our medical offices, but also by the actions of everyone in the organization, RLA is developing a broader quality initiative to be deployed at every level. A team of key stakeholders has been tasked with developing and implementing a strategy to infuse quality improvement into every aspect of RLA, making it the driving force behind all decisions. The goal is to create awareness around this initiative and encourage team members to join, develop, enhance and facilitate the process of quality improvement. Everyone in the organization plays a role in providing quality service and everyone is empowered to initiate change.

Focusing on quality improvement enables us to achieve our goal of meeting the quality metrics laid out before us in the CMS 5-Star initiatives. In turn, this success will benefit Heritage California ACO, and other quality mandates in our future – a future that delivers better, more affordable healthcare.

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## Providers utilizing Continuing Medical Education to deliver higher quality care

Continuing Medical Education (CME) is an excellent vehicle for keeping our providers in the quality loop. Desert Oasis Health Care (DOHC), HPNs accredited CME provider, continually looks for ways to improve the quality of care and services and finds that offering CME is an important way to attain this goal. CME lectures are based on quality improvement goals, 5-Star measures, yearly provider needs assessment surveys, and utilization management trends.

Through collaboration with DOHC, Sierra Medical Group, High Desert Medical Group and Regal, Lakeside and Affiliates also offer CME to their providers. As with DOHC, these groups

utilize CME as a way to promote quality care and contribute to the development of our healthcare providers.

» **The ultimate goal of our CME program is to work towards optimal development, maintenance, and advancement of medical knowledge among our providers to ensure our members receive better quality of care.**

*Please stay tuned to future issues of TouchPoints for CME opportunities available to you.*



# Heritage Provider Network Affiliated Medical Groups

The largest integrated physician association in California

For over 30 years, HPN has provided quality, cost effective healthcare to the communities we serve. Today, HPN and its affiliates manage the health care of approximately 700,000 individuals and contract with approximately 2,300 primary care physicians, 30,000 specialist physicians and over 100 hospitals.



## Heritage Victor Valley Medical Group

[www.hvvmg.com](http://www.hvvmg.com) | Phone: 760.245.4747

12370 Hesperia Road, Suite 6, Victorville, CA 92395

**Counties Served:** Los Angeles and San Bernardino.

**Total Number of Contracted Physicians:** 200+

**Number of Locations:** 5



## Affiliated Doctors of Orange County

[www.adoc.us](http://www.adoc.us) | Phone: 800.747.2362

12966 Euclid St., Suite 340, Garden Grove, CA 92840

**Counties Served:** Central and North Orange County.

**Total Number of Contracted Physicians:** 1,000+

**Number of Locations:** 1



## High Desert Medical Group

[www.hdmg.net](http://www.hdmg.net) | Phone: 661.945.5984

43839 N. 15th Street West, Lancaster, CA 93534

**Counties Served:** Los Angeles and Kern.

**Total Number of Contracted Physicians:** 275+

**Number of Locations:** 3



## Bakersfield Family Medical Center

[www.bfmc.com](http://www.bfmc.com) | Phone: 661.327.4411

4580 California Avenue, Bakersfield, CA 93309

**Counties Served:** Serving all of Kern County.

**Total Number of Contracted Physicians:** 400+

**Number of Locations:** 5



## Lakeside Medical Group

[www.lakesidemed.com](http://www.lakesidemed.com) | Phone: 818.637.2000

8510 Balboa Blvd, Suite 150, Northridge, CA 91325

**Counties Served:** Los Angeles, Ventura, Riverside and San Bernardino.

**Total Number of Contracted Physicians:** 2,350+

**Number of Locations:** 16



## Coastal Communities Physician Network

[www.ccpnhpn.com](http://www.ccpnhpn.com) | Phone: 800.604.8752

975 Osos Street, San Luis Obispo, CA 93401

**Counties Served:** San Luis Obispo and Tulare.

**Total Number of Contracted Physicians:** 600+

**Number of Locations:** 1



## Regal Medical Group

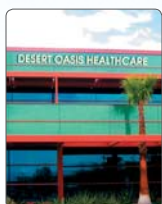
[www.regalmed.com](http://www.regalmed.com) | Phone: 866.654.3471

8510 Balboa Blvd, Suite 150, Northridge, CA 91325

**Counties Served:** Los Angeles, Orange, Riverside, San Bernardino, San Diego and Ventura.

**Total Number of Contracted Physicians:** 12,100+

**Number of Locations:** 12



## Desert Oasis Healthcare

[www.mydohc.com](http://www.mydohc.com) | Phone: 760.320.5134

275 N. El Cielo Road, Palm Springs, CA 92262

**Counties Served:** Imperial, Riverside & San Bernardino.

**Total Number of Contracted Physicians:** 500+

**Number of Locations:** 8



## Sierra Medical Group

[www.sierramedicalgroup.com](http://www.sierramedicalgroup.com) | Phone: 661.945.9411

44469 N. 10th Street West, Lancaster, CA 93534

**Counties Served:** Kern, Los Angeles & San Bernardino.

**Total Number of Contracted Physicians:** 100+

**Number of Locations:** 8