Specialists Benefit from Membership

Physicians who are part of a network like AHP will be best positioned for the changes brought by the Affordable Care Act. The pace of change in health care is accelerating, fee-for-service reimbursement is losing ground, and physicians in our region are finding it increasingly difficult to make up eroding revenues with greater volume. New payment models that reward providers for improving quality and lowering costs are emerging, but not every practice is prepared for the population health management that these “value-based” contracts demand.

AHP helps specialists gain access to value-based contracts, giving you resources — like data analytics — that are necessary to be successful under those contracts. AHP membership offers these advantages:

- The region’s leading hospitals: Strong Memorial Hospital, Golisano Children’s Hospital, F.F. Thompson Hospital and Highland Hospital
- Comprehensive range of specialists
- Governance structure in which doctors and hospitals, PCPs and specialists, independent and employed, are represented equally
- Opportunities to contribute to key decisions regarding clinical protocols and financial incentives, if you join early

As insurers and employers demand better control over health care costs, patients may often have a financial incentive to stay in-network, using only those providers who participate with their plan. While specialists have the flexibility to join any IPA, joining AHP ensures you won’t miss out on a single referral from our network’s payers.

With AHP as the platform for dynamic collaboration between doctors and hospitals, PCPs and specialists, the network can meet its vision for delivering better clinical outcomes, improving patient satisfaction, and eliminating waste. And as we accomplish these goals together, we will share in the rewards we earn for the value we create.

Pioneer ACO Results Show Potential of Accountable Care

A rash of articles in mid-July reported on initial results of the Medicare Pioneer Accountable Care Organization (ACO) program. If you look beyond the headlines, there is reason for excitement.

Most importantly, all 32 ACOs in the program had demonstrable improvements in quality and satisfaction.

“This is strong evidence of the strength of the model of clinical integration, and strong momentum for further interest in the marketplace for accountable care,” said AHP COO Mark Cronin. “Also impressive is that, across the total pilot population, costs were one-half of one percent below the costs of a control group, which resulted in $88 million in savings.”

Of note, some of the Pioneer ACOs did not meet their savings targets or decided to take on less contracting risk going forward. Some of the cost-savings projections may have been overly aggressive. Consequently, some ACOs have reasonably decided to reduce their financial risk while they continue to build their capabilities, Cronin added.

Click here to check out a thoughtful review of the initial results in the journal *Health Affairs*.

Physician Committees Active and Growing

AHP physician committee membership is expanding and our work is in its early stages. Consider joining one of our active committees:

- Contracting/Payer Relations – looking at options for value-based contracts for January 2014 as well as 2015.
- Information Management – evaluating technology solutions so AHP can create clinical integration among all its members in order for efficient, effective sharing of critical health care information.
- Quality/Care Management – reviewing data and potential opportunities to determine our clinical strategy for maximizing the value of care provided by AHP members.

Membership – evaluating credentials for AHP applicants and making recommendations to the board for new members.

The interim Board of Managers meets monthly and is making progress on creating policy about governance, network membership, and our care management plan.

AHP is working hard to engage physician members; you are essential to our success. We are committed to giving you an active voice in decisions. To serve on a committee or to help us in some other way, please call Renée Sutton at 585.758.0911.

Meet the Team

Mark Cronin
Mark Cronin joined AHP as COO in June, bringing a wealth of health care knowledge and leadership to help shape and position AHP in the best interest of physicians as the Affordable Care Act unfolds.

Mark most recently served as CEO for University Cardiovascular Associates and held senior leadership positions with the American Cancer Society and the Rochester Individual Practice Association prior to that. He holds an MBA from SUNY Albany and a bachelor’s from SUNY Geneseo.

Mark chairs the board of Lifespan of Greater Rochester and is active in various community organizations such as the Rush-Henrietta Rotary Club and the Community Technology Assessment Advisory Board.

To contact Mark, call 585.758.0907 or email mark_cronin@urmc.rochester.edu.

Robert McCann, MD
Bob has served as acting CEO of AHP since its inception. He is chief of medicine at Highland Hospital and board-certified in internal medicine, geriatrics, and hospice and palliative medicine.

Bob earned medical degree from SUNY Upstate Medical Center.

To reach him, call 585.758.0911 or email robert.mccann@ahpnetwork.com.

Renée Sutton
Renée is director of Physician Relations and Outreach for AHP. Renée embarked in health care with a stint as senior provider relations representative for Excellus BCBS. Prior to AHP, she was administrator to the Board of the University of Rochester Medical Center. She earned her bachelor’s degree from SUNY Fredonia, Connect with Renée at 585.758.0911 or email renee_sutton@urmc.rochester.edu.

Welcome, New Members!

Dermatology
Rodney Logan, MD
Elizabeth Francis, MD
Joseph Picca, MD
Pamela Leve, MD
J. Thomas Reagan, MD
Stephen Pelton, MD
Daniel Zerbe, MD
Shannon Routhouska, MD
Jules Zysman MD
Helen Strakpo, MD
Alicia Zysman-Cromwell, MD

Family Medicine
Sheryl Ehrmentrout, MD
Lisa Gambino, MD
Gaylinn Greenwood, MD
Pediatrics
Mariesa Howe, MD
Edward Lewis, MD

Internal Medicine
Robert Kerper, MD