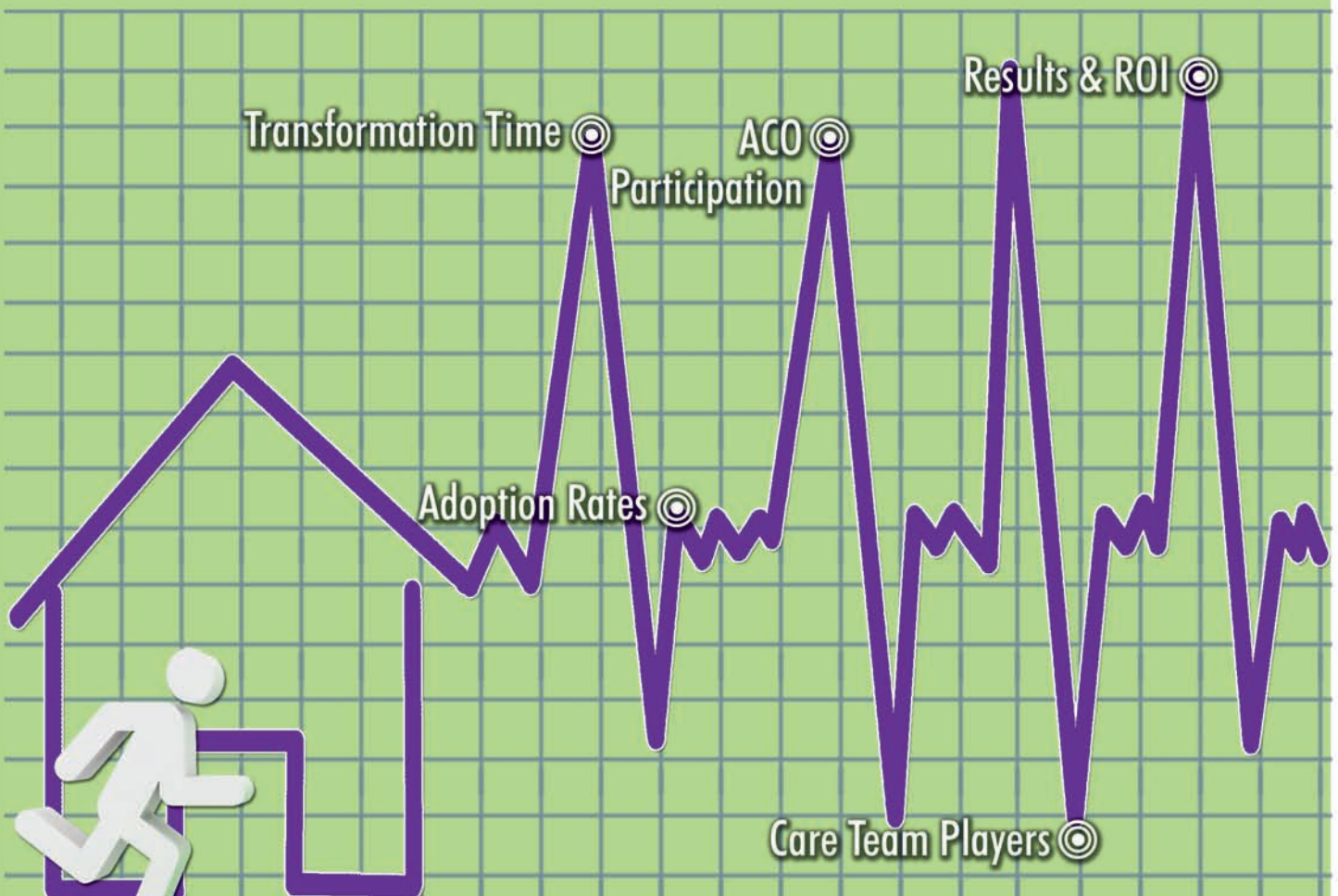


# 2011 Medical Home Performance Benchmarks:

## Adoption, Utilization and Results



Note: This is an authorized excerpt from *2011 Medical Home Performance Benchmarks*. To download the entire report, go to <http://store.hin.com/product.asp?itemid=4201> or call 888-446-3530.

The Healthcare Intelligence Network  
800 State Highway 71, Suite 2  
Sea Girt, NJ 08750

# 2011 Medical Home Performance Benchmarks Adoption, Utilization and Results

115 healthcare organizations describe the challenges, cost and benefits of converting to a patient-centered medical home.



*"[The single greatest outcome from our medical home program was] an increase in annual physical exams for adult medical home enrollees from 39 percent to 74 percent in one year."*

**> Health system plus physician association working with two major employers**



*"[The 2010 Patient Protection and Affordability Act affected] our medical home program by raising the rates of most on insured patients. This shifts people into higher deductible plans and they are electing to forgo needed care."*

**> Primary care provider**



*"Better tracking of patients that are hospitalized or go to the ER is our [greatest result from our medical home program]."*

**> Responding organization**

# Table of Contents

<b>About the Healthcare Intelligence Network</b> .....	7
<b>Executive Summary</b> .....	7
Survey Highlights .....	8
<b>Key Findings</b> .....	8
PCMH Population Participation .....	8
Building the Medical Home .....	9
PCMH Effects .....	9
<b>Methodology</b> .....	9
<b>Analysis of Responses</b> .....	9
Overview of Survey.....	9
Comparison of Medical Home Activity in 2009, 2010 and 2011.....	10
Overall Trends .....	10
Program Challenges and Barriers .....	11
Medical Home Cost and ROI.....	11
The Hospital Perspective .....	11
The Health Plan Perspective .....	12
The Primary Care Provider Perspective .....	12
“Other” Perspective.....	13
<b>Respondents in Their Own Words</b> .....	14
Greatest Outcome from Medical Home Program.....	14
Estimated Total Cost of Medical Home Implementation.....	14
2010 Patient Protection and Affordability Act	
Affected Medical Home Programs.....	15
Additional Comments .....	15
Scope and Target Population of Planned Medical Homes.....	16
<b>Conclusion</b> .....	17
<b>Responses to Questions</b> .....	18
Part I: Overall Survey Responses .....	18
1:01: Established Medical Homes .....	18
1:02: Percentage of Population in Medical Homes .....	19
1:03: Targeted Populations of Program .....	19
1:04: Lives Covered by Program .....	20
1:05: Participating Physicians .....	20
1:06: Time Required for Medical Home Conversion .....	21
1:07: Tech Tools Used in Medical Homes.....	21
1:08: Medical Home Education and Engagement .....	22
1:09: Professionals on the PCMH Team.....	22
1:10: Embedded Case Manager .....	22
1:11: Effect of the PCMH.....	23

1:12: Impact of the Medical Home.....	23
1:13: Medical Home Adoption Challenges .....	24
1:14: Participation in an ACO .....	25
1:15: Medical Home Reimbursement .....	25
1:16: Medical Home Participation Incentives .....	26
1:17: Measuring Medical Home Effectiveness.....	26
1:18: ROI Achieved .....	27
1:19: Medical Home Accreditation/Recognition Program .....	27
1:20: Establish Medical Homes in the Future.....	28
1:21: Barrier to PCMH Adoption .....	28
1:22: Respondent Organization Type .....	29
Part II: Responses from Hospitals .....	29
1:23: Hospitals: Established Medical Homes .....	30
1:24: Hospitals: Percentage of Population in Medical Homes.....	30
1:25: Hospitals: Targeted Populations of Program.....	31
1:26: Hospitals: Lives Covered by Program.....	31
1:27: Hospitals: Participating Physicians .....	32
1:28: Hospitals: Time Required for Medical Home Conversion .....	32
1:29: Hospitals: Tech Tools Used in Medical Homes.....	33
1:30: Hospitals: Medical Home Education and Engagement.....	33
1:31: Hospitals: Professionals on the PCMH Team.....	34
1:32: Hospitals: Embedded Case Manager .....	34
1:33: Hospitals: Effect of the PCMH.....	35
1:34: Hospitals: Impact of the Medical Home .....	35
1:35: Hospitals: Medical Home Adoption Challenges.....	36
1:36: Hospitals: Participation in an ACO .....	36
1:37: Hospitals: Medical Home Reimbursement .....	37
1:38: Hospitals: Medical Home Participation Incentives .....	37
1:39: Hospitals: Measuring Medical Home Effectiveness.....	38
1:40: Hospitals: ROI Achieved .....	38
1:41: Hospitals: Medical Home Accreditation/Recognition Program.....	39
1:42: Hospitals: Establish Medical Homes in the Future .....	39
1:43: Hospitals: Barrier to PCMH Adoption.....	40
Part III: Responses from Health Plans.....	41
1:44: Health Plans: Established Medical Homes .....	41
1:45: Health Plans: Percentage of Population in Medical Homes .....	42
1:46: Health Plans: Targeted Populations of Program .....	42
1:47: Health Plans: Lives Covered by Program .....	43
1:48: Health Plans: Participating Physicians .....	43

1:49: Health Plans: Time Required for Medical Home Conversion.....	44
1:50: Health Plans: Tech Tools Used in Medical Homes .....	44
1:51: Health Plans: Medical Home Education and Engagement.....	45
1:52: Health Plans: Professionals on the PCMH Team .....	45
1:53: Health Plans: Embedded Case Manager .....	45
1:54: Health Plans: Effect of the PCMH .....	46
1:55: Health Plans: Impact of the Medical Home .....	46
1:56: Health Plans: Medical Home Adoption Challenges .....	46
1:57: Health Plans: Participation in an ACO .....	46
1:58: Health Plans: Medical Home Reimbursement .....	47
1:59: Health Plans: Medical Home Participation Incentives.....	47
1:60: Health Plans: Measuring Medical Home Effectiveness.....	47
1:61: Health Plans: ROI Achieved .....	48
1:62: Health Plans: Medical Home Accreditation/Recognition Program .....	48
1:63: Health Plans: Establish Medical Homes in the Future.....	48
1:64: Health Plans: Barrier to PCMH Adoption .....	49
Part IV: Responses from Primary Care Providers.....	49
1:65: Primary Care Providers: Established Medical Homes.....	49
1:66: Primary Care Providers: Percentage of Population in Medical Homes.....	50
1:67: Primary Care Providers: Targeted Populations of Program .....	50
1:68: Primary Care Providers: Lives Covered by Program .....	50
1:69: Primary Care Providers: Participating Physicians .....	51
1:70: Primary Care Providers: Time Required for Medical Home Conversion .....	51
1:71: Primary Care Providers: Tech Tools Used in Medical Homes .....	52
1:72: Primary Care Providers: Medical Home Education and Engagement.....	52
1:73: Primary Care Providers: Professionals on the PCMH Team .....	52
1:74: Primary Care Providers: Embedded Case Manager .....	53
1:75: Primary Care Providers: Effect of the PCMH.....	53
1:76: Primary Care Providers: Impact of the Medical Home.....	53

1:77: Primary Care Providers: Medical Home Adoption Challenges .....	54
1:78: Primary Care Providers: Participation in an ACO .....	54
1:79: Primary Care Providers: Medical Home Reimbursement .....	54
1:80: Primary Care Providers: Medical Home Participation Incentives .....	55
1:81: Primary Care Providers: Measuring Medical Home Effectiveness.....	55
1:82: Primary Care Providers: ROI Achieved.....	55
1:83: Primary Care Providers: Medical Home Accreditation/Recognition Program.....	56
1:84: Primary Care Providers: Establish Medical Homes in the Future.....	56
1:85: Primary Care Providers: Barrier to PCMH Adoption.....	56
Part V: Responses from “Other” .....	57
1:86: Other: Established Medical Homes .....	57
1:87: Other: Percentage of Population in Medical Homes .....	57
1:88: Other: Targeted Populations of Program.....	58
1:89: Other: Lives Covered by Program .....	58
1:90: Other: Participating Physicians.....	58
1:91: Other: Time Required for Medical Home Conversion.....	59
1:92: Other: Tech Tools Used in Medical Homes .....	59
1:93: Other: Medical Home Education and Engagement .....	60
1:94: Other: Professionals on the PCMH Team .....	60
1:95: Other: Embedded Case Manager .....	60
1:96: Other: Effect of the PCMH.....	61
1:97: Other: Impact of the Medical Home.....	61
1:98: Other: Medical Home Adoption Challenges.....	62
1:99: Other: Participation in an ACO .....	62
1:100: Other: Medical Home Reimbursement .....	62
1:101: Other: Medical Home Participation Incentives.....	63
1:102: Other: Measuring Medical Home Effectiveness.....	63
1:103: Other: ROI Achieved.....	63
1:104: Other: Medical Home Accreditation/Recognition Program.....	64
1:105: Other: Establish Medical Homes in the Future.....	64
1:106: Other: Barrier to PCMH Adoption.....	64
<b>Glossary .....</b>	<b>65</b>
<b>Appendix A: 2011 Medical Homes Benchmark Survey Tool .....</b>	<b>65</b>

# About the Healthcare Intelligence Network

---

The Healthcare Intelligence Network (HIN) is an electronic publishing company providing high quality information on the business of healthcare. In one place, healthcare executives can receive exclusive, customized up-to-the-minute information in five key areas: the healthcare and managed care industry, hospital and health system management, health law and regulation, behavioral healthcare and long-term care.

## Executive Summary

---

*More companies have established a medical home in 2011 than in 2010 and 2009.*

The patient-centered medical home (PCMH) model of care is heavily supported in the Affordable Care Act, a favored model of integrated care delivery and a cornerstone of accountable care.

How has adoption of the medical home model grown since we first surveyed healthcare organizations on this topic in 2006? Who belongs to the PCMH team, and what is the contribution of the case manager? How do medical homes impact hospital readmissions, ER visits, patient satisfaction and reimbursement?

In its fifth annual PCMH e-survey administered in March 2011, the Healthcare Intelligence Network wanted to gain insight into the populations that would benefit from this model of care, components of a medical home, PCMH interest in the accountable care organization (ACO) model and the effects of the PCMH on utilization and cost.

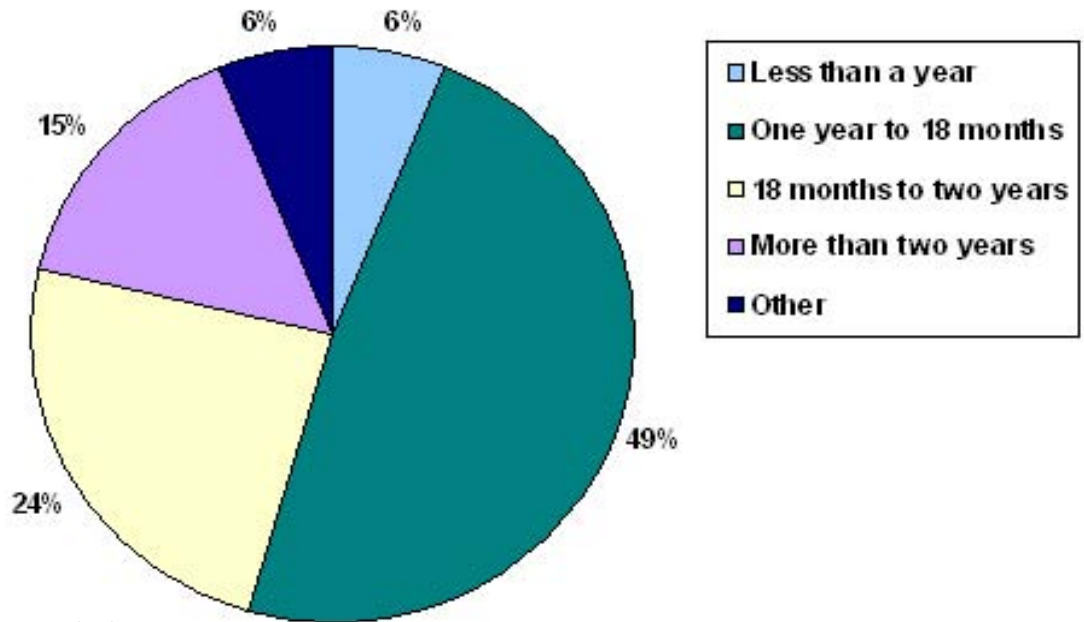
Through responses provided by 115 healthcare organizations to 29 multiple choice and open-ended questions, the survey results reveal a growing awareness and adoption of the PCMH model as well as the challenges, cost and benefits of converting to a PCMH.

### Survey Highlights

- 】 When asked if medical homes have been established for their population, 55 percent of respondents say yes, a 15 percent increase from 2010. When first surveyed in 2006, only 46 percent of respondents were aware of the model, and only 62 percent of those respondents were trying to establish medical homes for their populations.
- 】 Forty percent of respondents with a PCMH program say that 21 percent or more of their members/patients have a designated medical home. Slightly more than a third of 2006 respondents with a PCMH program had attached 21 percent of

## How long did it take to convert to a medical home?

1:06: Time Required for Medical Home Conversion

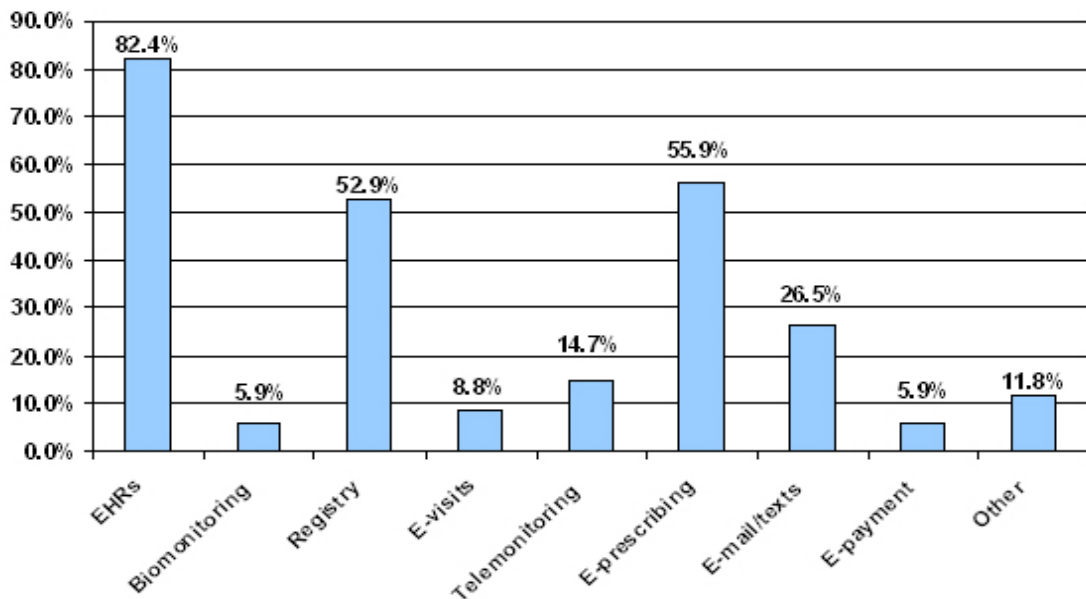


Source: HIN Medical Homes Survey  
March, 2011



## Which health technologies are used in your medical home?

1:07: Tech Tools Used in Medical Homes



Source: HIN Medical Homes Survey  
March, 2011

