

# Patient-Centered Medical Home: National, Local and Virtual

April 7, 2010 • 8 – 11:30 a.m.

Monona Terrace Community & Convention Center  
 1 John Nolen Drive  
 Madison, Wisconsin 53703  
[view map](#)

Co-sponsored by:



The Patient-Centered Medical Home (PCMH) has the potential to make patients healthier and savvier about health care as well as to reduce the costs associated with coverage. Join us to learn more about this concept from those working nationally and locally.

**Paul Grundy, MD** is Director of Healthcare, Technology and Strategic Initiatives for IBM Global Wellbeing Services and Health Benefits and is chairman of the Patient-Centered Primary Care Collaborative. We are excited to have this nationally known expert on PCMH, who will discuss:

- » The rationale and supporting evidence for PCMH and its impact on patients, providers, and health care costs
- » Information on implementation challenges, measurements, and related initiatives

**Larry Pheifer**, Executive Director, Wisconsin Academy of Family Physicians, will discuss the local landscape for PCMHs including adoption by Wisconsin providers, early results, best practices, legislation, and more.

**Randall E. Gebhardt**, President and Chief Operating Officer, Quantum Health, will share data they have gathered related to primary care utilization and cost savings through their Coordinated Health/Care™ program and discuss the concept of that program as a “virtual” medical home.

The **Patient-Centered Medical Home (PCMH)** is a model of health care delivery that focuses on primary care and coordination across different medical specializations.

PCMH stresses patient-doctor and doctor-doctor communication. Patients develop a relationship with a primary care physician, and a care team of specialists, therapists, and other care providers develop into a medical “home” that addresses and coordinates the patient’s needs. Regular checkups and preventive care help reduce the risk of health crises, and coordination among follow-up treatment providers helps ensure that all procedures are necessary and relevant. Electronic records technology helps caregivers communicate across disciplines and stores the patient’s medical history in one place.

In addition to usual fees, physicians also receive performance-based incentives for achieving measurable improvements on stated goals.

## AGENDA

8 – 8:30 a.m.	<b>Registration and Continental Breakfast</b>
8:30 – 8:40 a.m.	<b>Opening Remarks Cheryl DeMars, President &amp; CEO, The Alliance</b>
8:40 – 9:40 a.m.	<b>Dr. Paul Grundy</b>
9:40 – 9:50 a.m.	<b>Networking Break</b>
9:50 – 10:40 a.m.	<b>Larry Pheifer</b>
10:40 – 10:50 a.m.	<b>Networking Break</b>
10:50 – 11:20 a.m.	<b>Randall E. Gebhardt</b>
11:20 – 11:30 a.m.	<b>Closing Remarks and Adjourn</b>

To register, please follow the link below or call **Bobbi Jones**, 800.223.4139, x 6638.

Please RSVP by **Thursday, April 1, 2010**.

Questions? E-mail [events@the-alliance.org](mailto:events@the-alliance.org).

**>>> REGISTER ONLINE:** <http://www.the-alliance.org/MedicalHomeRSVP.aspx>