The MemorialCare Physician Society

In 1996, a group of 40 pioneering physicians affiliated with Memorial Health Services set the framework for a unique, physician-led organization dedicated to the pursuit of best practices.

Led by the MemorialCare Steering Committee, the physician members achieved rapid growth and implemented significant changes within a relatively informal structure. As these efforts progressed and became more integrated into the medical center operations, a more formal structure was implemented and the MemorialCare Physician Society was launched in 2002.

The MemorialCare Physician Society is led by a governing board with a direct reporting relationship to the Memorial Health Services’ Board. The Physician Society drives clinical outcomes and performance for the organization as well as the goals of the organization. Our pursuit of best practice medicine has resulted in clinical outcomes that often rank above state and regional benchmarks.

The Society’s charter states that it is dedicated to the realization of best practice medicine and defines its four major areas of focus as:

- Development and implementation of clinical and customer service best practices
- Development and/or implementation of technology that assists in the realization of best practice medicine and the collection/reporting of clinical outcomes
- Development of education programs and published materials that advance best practice medicine
- Development of value-added services and products that assist Society members in pursing their commitment to best practices and their association with MemorialCare Health System.

Membership in the Society is voluntary. Participating members are advocates of best practice medicine. They help advance collection and reporting of clinical outcomes and promote collaboration with other physicians and health system leaders.

The Society offers many benefits to its physician members. These handouts describe these special services.
**Best Practice Teams/Action Collaboratives**

The MemorialCare Best Practice Teams (BPTs) and Action Collaboratives (BPACs) are at the foundation of MemorialCare’s mission to deliver the highest quality of patient care to our community. These interdisciplinary teams, coordinated by a physician leader, continue to develop guidelines, order sets and standards of practice utilizing data and resources from the latest evidence-based medicine.

The BPTs are organized around both medical and surgical specialties, with more than 100 physician participants. The teams encompass a wide variety of diagnoses and procedures. BPACs may be formed to address an opportunity that would benefit from cross-disciplinary expertise. As of January 2011, more than 300 MemorialCare evidence-based best practice clinical guidelines, order sets and protocols have been developed and are embedded in many of the order sets available in the Epic Electronic Medical Record (EMR).

Physicians can learn about the evidence behind many of MemorialCare’s best practice elements using a link in Epic. Clicking on the hyperlinks within Epic leads to the evidence explaining the rationale for the order or orders.

Physician Society members have access to the Best Practice Team Intranet pages. Each Best Practice Team has its own page with guidelines, which include supporting evidence and clinical indicators. In addition, the pages list team members, minutes from past team sessions and Joint Commission Performance (Core) Measures Reports.

**Bold Goals**

The BPTs support the accomplishments of MemorialCare’s Bold Goals. Our Bold Goal of achieving a margin at Medicare rates is interdependent with our Bold Goals for Quality and Patient Safety. We continue to raise the bar for clinical quality through adherence to evidence-based medicine and a best practice team approach with our physicians. Recently, MemorialCare was able to achieve an 85 percent reduction in hospital-acquired infections and 20 percent reduction in the mortality rate from severe sepsis.
LEAN Management System

MemorialCare is committed to a system-wide effort to change the way we perform daily operations, such as labor and resource management, and transform the way we deliver patient care through Lean initiatives and care redesign.

By working with our physicians, staff, managers and patients we are able to accomplish significant reductions in wasted process, steps and resources and standardize the work environments. One of our greatest successes, Long Beach Memorial Medical Center’s emergency department (ED), is a testament to the powerful impact Lean principles have had on efficiency at MemorialCare. The team was able to remodel the triage process and reduced the time from walking in to seeing a doctor from approximately two hours to five minutes. The result was an 83 percent year-over-year reduction in LWOT (Left Without Treatment) and higher patient satisfaction.
Technology

Clinical Information System
Voted #1 by KLAS for the past decade, MC*21 is MemorialCare’s system-wide initiative to implement the Epic Inpatient Electronic Medical Record (EMR). The fully integrated EMR clinical information system improves communications, eliminates the need for transcription and plays an important role in the ability to deliver quality, integrated care.

Clinical Training Specialist (CTS) Team
This team provides physicians with at-the-elbow clinical and technical support for all online applications including Epic, MemorialCare’s Clinical Information System. From training to implementation and optimization they are a one-stop shop for your clinical information system needs. The team also comprises Ambulatory Clinical Training Specialists who are specifically trained to assist physician practices with implementation of an ambulatory EMR.

myMemorialCare
MemorialCare is committed to making an ambulatory EMR system available to physicians. Our Epic ambulatory Electronic Medical Record (EMR), myMemorialCare helps physicians and their staff with scheduling, registration, billing and clinical documentation. It connects commercial pharmacies, labs, and our inpatient Epic EMR and other community providers to ensure clinical information is available at the point of care. MyMemorialCare is live at many physician offices with many more implementations planned over the next few years.

MemorialCare Link
MemorialCare Link is a web-based application designed to provide safe and secure access to information contained within MemorialCare’s EMR. The system allows physician office practices and other external entities the ability to review health information for patients with whom they have an identified relationship.
Accenx
Memorial Care uses a system called Accenx to link with physicians who do not have any EMR or use a non-Epic EMR in their practices. This system creates a seamless connection between outpatient and inpatient lab and imaging records when a patient uses one of the Memorial Care facilities.

Secure Remote Access (SRA)
All Memorial Care affiliated physicians can use Secure Remote Access to connect to the Memorial Care network from outside the medical centers. SRA allows for secure immediate access to patient records.

Electronic Signature Authentication (ESA)
Electronic Signature Authentication enables physicians to review, edit and electronically sign patient documents, facilitating timely authentication and improved document turnaround time.

Picture Archiving and Communication System (PACS)
All Memorial Care affiliated physicians can access radiology images through a PACS system via secure remote access to digitally review, manage and store medical images and information.
Additional Benefits

Online ‘Find a Doctor’ Tool
The ‘Find a Doctor’ search tool on memorialcare.org provides more than 50,000 page views to physician profile pages each month. Web users can browse for physicians by name, type of care and/or specialty. Society members can enhance their web profile by adding a photo, biography, areas of interest, languages spoken and health insurance plans.

1-800 Physician Referral Service
Callers to MemorialCare’s 1800 MEMORIAL phone line often request a physician referral. More than 5,500 physicians are referred to patients through the 1-800 number each year.

Physician Leadership Academy
The MemorialCare Leadership Academy is committed to investing in future leaders with inspired leadership training, coaching and interactive case study programs. In alternating years, MemorialCare offers select physicians the opportunity to attend this year-long leadership program where they participate in an extensive curriculum covering the intricacies of the health system leadership. In addition to learning about their own personal leadership and communication styles, they have the opportunity to complete a comprehensive research project.

Advocacy
MemorialCare’s government relations team, led by shared services and campus-based experts, partners with physicians and community leaders to advocate for sensible, fiscally responsible health care reform. Physicians are kept well informed of major pending legislation through MemorialCare’s Public Policy Issues Database, the Physician Society Member Update and events. Additionally, the team follows a myriad of bills and policy initiatives that potentially affect our system and the ways physicians serve patients, their families and our communities. These bills pertain to patient safety mandates, seismic relief, workforce development, state and federal budget and reimbursement issues and our relationships with managed care.

MemorialCare remains the only hospital system in the state to produce its own annual Physician Advocacy Day in Sacramento focusing on the hospital system’s unique relationship with its physician partners. During this one-and-a-half day trip, physician leaders meet with legislators and policy makers to discuss important fiscal and policy issues.
Radio, TV and Print Partnerships
MemorialCare and ABC 7 participate in a partnership that brings televised health education spots to viewers. Since we started television advertising in 2002 the look and feel of our spots has changed and evolved. What hasn’t changed through the evolution of our TV spots is the key role played by physicians—always at the center of the patient’s experience receiving extraordinary care.

Additional MemorialCare branding efforts include campaigns online, in print and radio, as well as our community newsletters, which are sent to more than 600,000 residents—often including information from our MemorialCare Physician Society members.

Online Credentialing
MemorialCare offers an online credentialing portal for new physicians seeking medical staff membership at one or more MemorialCare hospitals. The streamlined process offers automated functions and improved access for physician processes.

Insurance and Financial Services from LBL Group
4281 Katella Avenue, #221, Los Alamitos, CA 90720
Peter Freska or Steve Lambert | 714.236.8270
- Critical Illness Insurance
- Long Term Care Insurance
- Health Savings Accounts
- 529 College Plans

Professional Liability Insurance from Keenan HealthCare
901 Calle Amanecer, Suite 200, San Clemente, CA 92673
Joe Caiati or Stewart Risk | 800.761.8882
Group Purchasing from Group Source
Jeff Clark | 714.505.7530
www.groupsourceinc.com

SB 151 Compliant Prescription Pad Printing from Image Printing Services
To place an order, log onto the Physician Society intranet and click on the Rx Pad icon. All orders must include a copy of the prescriber's medical license and DEA authorization.
Additional Information

MemorialCare Medical Foundation
MemorialCare offers physicians a variety of alignment models in order to foster strong relationships that meet the broadest range of physician preferences and emerging needs. MemorialCare’s Medical Foundation, established in 2010, offers physicians additional options for affiliation with our health system, particularly, an employment type relationship for interested physician groups.

MemorialCare plans to establish an Accountable Care Organization (ACO) through our Medical Foundation. ACOs take responsibility for the quality of care and the Medicare spending for a population of patients. The ACO model encourages hospitals and doctors to work closely together to improve care.

MemorialCare Retail Clinics
In 2010, MemorialCare also opened local HealthExpress clinics in ALBERTSONS/Sav-On Pharmacy stores. These walk-in clinics extend our continuum of patient care to provide non-urgent care for common illnesses while connecting affiliated physicians and our health system with new patients. MemorialCare HealthExpress Nurse Practitioners and staff are employed through our Medical Foundation and overseen by physician Medical Directors.