



Physician Group Incentive Program

Improving patient care, reducing health care costs, increasing value

As part of Blue Cross Blue Shield of Michigan’s Value Partnerships program, thousands of Michigan physicians have joined with BCBSM to help improve the quality, value and efficiency of health care in the state. They’re not only having an impact on 1.7 million BCBSM members, but receiving awards for participation and performance improvement. The name given to this collaboration is the **Physician Group Incentive Program**, commonly referred to as **PGIP**.

What’s it all about?

PGIP is an innovative incentive program that brings together physician organizations from across Michigan to encourage information-sharing about various aspects of health care. Program participants, including both primary care physicians and specialists, collaborate on initiatives designed to improve the health care system in the state. Each initiative offers incentives based on clearly defined metrics to measure performance improvement and program participation.

How it works

Participating physician organizations choose from an array of more than 30 **PGIP** initiatives designed to improve health care, based on the categories below:

Initiative category	Examples of initiatives
Improvement capacity	Practice improvement efforts, such as developing data analytic capabilities of quality management staff
Condition-focused	Opportunities to standardize treatment and improve outcomes for certain diseases or health conditions
Service-focused	Targeting services or procedures that have a wide variation in practice patterns, such as ER visits and high-tech radiology
Core clinical process-focused	Tracking of needed services, implementing processing for test tracking and follow-up
Clinical information technology	Accelerating the adoption of electronic prescribing or implementing patient registries

PGIP: A rewarding way to partner for health care improvement

The physician organizations work with one another to share experiences, attend quarterly meetings, participate in interest groups and provide periodic updates on their progress.

Guiding concepts

At the heart of **PGIP** are five concepts:

- Focus on improving systems of care, achieving short-term savings and increasing overall value
- Respect physicians' role as primary owners of the patient care relationship
- Focus on measurable improvements in structure, process, outcomes and performance
- Provide performance rewards recognizing that the most effective care is delivered by prepared, proactive teams — and that an investment in capabilities and infrastructure is essential
- Reward participants for improvement and collaboration, not just high performance

Results

To date, the **PGIP** program has:

- Improved the quality of care of patients with chronic conditions
- Increased patient care capabilities at physician practices across Michigan through BCBSM's Patient-Centered Medical Home Program
- Reduced health care costs without compromising quality of care

To apply

Physician organizations must apply for participation in **PGIP**. The application period currently runs from May 1 to 31.

If you represent a physician organization and would like to join PGIP, email the Value Partnerships team at providerpartnerships@bcbsm.com.

If you are an individual practitioner with questions about participating in **PGIP**, contact your provider consultant. Not sure who that is? Go to bcbsm.com/provider and click on *Contact Us* in the left-hand column. Next, click on *Physicians and Professionals* and select *Provider Consultants (BCBSM)*.

Want more information?

- Visit bcbsm.com/provider.
- Click on *Value Partnerships* in the left-hand column.
- Click on *Physician Group Incentive Program*.

Did you know?

As of winter 2011, **PGIP** included 40 contracted physician organizations, consisting of 4,192 practice units. Membership totaled 11,274 physicians, including 5,633 primary care physicians and 5,641 specialists. Together, they provide care for approximately 1.7 million BCBSM members.

