

Better Care for Your Patients. More Income for You.

The CareFirst BlueCross BlueShield Patient-Centered Medical Home (CareFirst PCMH) Program and its participating providers are at the heart of one of the nation's most ambitious efforts to improve the quality of care and slow the growth of health care costs.

In its sixth Performance Year, CareFirst PCMH has proven over time to significantly reward primary care providers with incentives for actively coordinating and managing the care of their most needy patients. The CareFirst PCMH Program creates a path to improve care quality, reduce care costs, and reward the PCPs who make it possible.

Earn a 12 percentage point increase in fees for enrolling with the potential for an additional \$25,000–\$45,000* in rewards.

There is no financial “downside” potential to joining the PCMH Program, only upside opportunity.

- A **12 percentage point increase** above our standard allowance will be added to your fee schedule when you enroll.
- **We reimburse you \$200** for activating a care plan and **\$100 to review** and approve a care plan, quarterly or as appropriate – **in addition to your reimbursement for the associated office visit.**
- In addition to the 12 percentage points for enrolling and the care plan fees, you also have an annual opportunity to earn another substantial financial reward.
- The average annual award for Performance Year 4 (2014) was a 60 percentage point increase in fees – up from 20 percentage points in Performance Year 1 (2011). That's a potential of **\$25,000–\$45,000** per PCP per Performance Year.*

“PCMH helps patients and doctors alike overcome barriers to and gaps in care while rewarding PCPs who demonstrate savings over time. But, the real reward is to the patients who work with the PCMH PCPs.”

—Dr. Gordon Theisz

Join Over 4,200 Primary Care Providers – Enroll Today

By participating you have access to online tools that improve information transparency and availability so you can make informed decisions about rendering care, including:

- a free and complete record of patient care that displays claims-based data on every service, type, and date for every doctor your patient sees across settings,
- online specialist referral capability,
- CareFirst's SearchLight® reporting which allows you to dive into reports on high risk, unstable, or high cost CareFirst Members under your care, and
- an in-person local registered nurse to help with care coordination.

And, no electronic medical record system is required.

“This is the first really serious program to come along that will afford primary care physicians the opportunity to reclaim their rightful position in the medical hierarchy.”

—Dr. George Lowe
Medical Director, Lutherville
Personal Physicians

LEARN MORE. Visit www.carefirst.com/pcmhinfo or contact us at (410) 872-3519.

*Estimated revenue increase range for high performance in Performance Years 2011–2014. Actual earnings may vary. PCMH incentives exclude supplies and drugs.