



Shared Medical
Appointments and
Cambria Health

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OVERVIEW

Shared medical appointments (SMAs) or group visits offer the potential to transform the way medical office visits are delivered across many different specialties for a wide variety of medical conditions. Better access, greater patient engagement, enhanced care, higher provider satisfaction and improved efficiency are some of the demonstrated benefits.

SMAs offer the promise of serving as a bridge between traditional fee-for-service and accountable care models. SMAs can also function as an environment for the facilitation of shared decision-making. Common concerns regarding confidentiality and patient/provider acceptance can be readily overcome when appropriately addressed. Once skeptical providers witness a SMA in action, or patients participate in one, the response is overwhelmingly positive.

Organizations such as Harvard Vanguard, Cleveland Clinic, Dartmouth Hitchcock, Kaiser and the Veterans Health Administration to name a few have been pioneers in the introduction of SMAs. In November 2011, Harvard Vanguard/Atrius Health sponsored the first national symposium on SMAs, "Getting Better Together: A Shared Medical Appointment". More than 200 people representing more than 150 healthcare organizations attended the conference and the participant feedback was strongly favorable.

Momentum is building for wider adoption of shared medical appointments - an innovative idea with clear benefits to all stakeholders when done correctly and effectively. The challenge is in both the selection of the correct group visit model for each specific practice application and in the precise execution so as to avoid common mistakes. SMAs fail when their benefits are not clearly communicated to providers and patients, when sufficient census is not achieved, when the correct skilled and trained personnel are not provided for the SMA team, and when certain key operational tenets are not followed.

We have founded Cambria Health, Inc. to assist organizations interested in introducing SMAs by offering a turnkey approach that will maximize success and minimize or eliminate the missteps in execution.

SERVICES OFFERED BY CAMBRIA HEALTH

Cambria offers client organizations the following services as part of a typical engagement:

1. **Value assessment tool (VAT)** - We have identified sixteen criteria that have an important influence on starting an effective SMA based on our past experience. We will go through the VAT with you to jointly identify where to introduce SMAs first within your organization to ensure initial success.
2. **90 day implementation program** – We have developed a 90 day implementation program that includes physician and staff training, appropriate documentation regarding privacy and policies, internal and external marketing, mock SMA sessions prior to launch and data collection protocols. We will work with you through each step of this program for the initial SMAs you select to implement.
3. **Scheduling assistance** – Filling the census for a SMA is critical to success, both for economic and group dynamics reasons. We will work side-by-side with your administrative and scheduling staff to consistently fill SMAs, applying best practice communication techniques developed from past experience.



4. **Provider network** – We will be creating a private network of providers/organizations participating with Cambria to share experiences, thoughts, tips, challenges, best practices, etc. In the past, organizations that have introduced SMAs have largely done so in isolation. Introducing the benefits of networking focused around SMAs will promote sharing.
5. **Patient mobile app** – Mobile apps are the next frontier of patient engagement. We are in the process of developing a patient mobile app that will offer patients support, information and help with goal setting before, during and after SMAs. We expect that it will improve the self-management of their illness and, ultimately, their health.
6. **Ongoing assistance and quality control** – We will provide ongoing support and quality control auditing services to ensure that the SMAs an organization starts stay on target, continue to succeed, and that any problems that occur are addressed quickly and effectively.
7. **Comparative data provision** – We will provide clients with comparative data reports and analysis related to SMAs based on information shared with us by our clients. The information will be blinded and appropriately adjusted. It will encompass financial, satisfaction and operating metrics that will help the organization identify where they can improve their performance.

