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Two Provider Groups Receive Innovation Award from Medica

MINNETONKA, Minn. – Medica today announced that Apple Valley Medical Group and Family Health Services Minnesota, P.A. received its 2009 “Raising the Bar” Innovation Awards. This is the second year Medica has made the awards.

Apple Valley Medical Group received its award for the way it cares for diabetic patients. The Apple Valley, Minn., clinic two years ago began a focus on optimal diabetes care, bringing about more efficient and effective care of this at-risk patient population. The systemic change included building a patient registry of diabetic patients that allows better tracking of patients. One feature of the program is that it provides staff with daily reminders on patient-status so that any issues could be addressed promptly. It was able to improve its community standing on this measure by 110% in the first year of the program. Its diabetic patients “at goal” for optimal diabetes care, as reported to Minnesota Community Measurement, moved up 23 percentage points in one year.

Family Health Services Minnesota, P.A., implemented a system-wide Safety Improvement Initiative across 13 clinics and nearly 400 employees that constantly reminded its entire clinical staff to keep safety in mind. This unique clinic-based model included error reporting, a blame-free culture, and investigation and analysis allowing staff members to learn from mistakes and share best practices. Key areas of focus for reducing medical errors were lab tests, immunizations and medication labeling. In addition to reducing patient harm, this safety program brought about efficiencies by preventing repeat lab tests, immunization errors, and unnecessary patient visits. Family Health Services Minnesota serves patients in the east Twin Cities metro area.

“Medica is very pleased to once again recognize the innovation of the providers in our network,” said Dr. Jim Guyn, Medica’s medical director for provider relations. “Apple Valley Medical Clinic and Family Health Services Minnesota each identified a significant opportunity for improvement in the healthcare delivery system and developed unique ways to make it better. The result is that they are providing better outcomes for their patients and showing by example the kind of improvements the health care system can make.”

In addition to the two award winners, two other groups were recognized as finalists – Allina Medical Clinic and Wayzata Children’s Clinic.

Medica created the “Raising the Bar” Innovation Awards to recognize the work of provider groups that are implementing unique changes that improve patient care and have proven results, through measures of clinical outcomes or effectiveness. The awards are presented annually to providers in Medica’s service area who demonstrate how they are leading the way in improving quality of care and setting up systems and processes to sustain it.

About Medica

Medica is a health insurance company headquartered in Minneapolis and active in the Upper Midwest. With nearly 1.4 million members, the non-profit company provides health care coverage in the employer, individual, Medicaid, Medicare and Medicare Part D markets in Minnesota and a growing number of

counties in North Dakota, South Dakota and Wisconsin. Medica also offers national network coverage to employers who also have employees outside the Medica regional network.

Medica has the highest accreditation status, Excellent, from the National Committee for Quality Assurance (NCQA®) for its Minnesota Medicaid HMO plans and commercial health plans in Minnesota and North Dakota. Medica's vision is to become the community's health plan of choice, trusted for its integrity, respected for its service, and admired for its commitment to innovation and efficiency.

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