

BEST PRACTICE SPOTLIGHT – Motivating Patients to Participate in Care Management



*Dr. Charles Godoshian, Practitioner,
Diane D., Office Manager for Dr.
Godoshian and Susan S., NP, Care
Manager at United Physicians*

When it comes to BCBSM VBR success, solo practitioner, Dr. Charles Godoshian in Southfield, is knocking it out of the park! He is one of several United Physicians' practices currently receiving the maximum 140% of fees for BCBSM commercial services, including a 5% uplift for PDCM care management.

Dr. Godoshian, who has been in solo practice since 1986, knows all too well the demands of a busy practice. He also understands that if he "tries to do it all" himself he won't be as successful as if he takes a team approach. He works closely with Diane D., his office manager and their staff to implement solid processes for PCMH and quality gap closure and most recently has been working with the United Physician's care management team.

Rather than relying on UP to identify patients for care management, he keeps care management front-of-mind. Dr. Godoshian states that he is able to see a role for care management for many of his patients including those who live alone, have a high body mass index and for those who are not reaching BP and HbA1C goals. He has his staff contact these patients to explain to them that he would like UP Care managers to help and follow up with their care so that they may reach their goals for better health. The patients then understand that they will be receiving a call from a team member and it has been cleared by Dr. Godoshian. Dr. Godoshian and his staff believe that an initial phone call from his office makes all of the difference. His patients appreciate that he cares enough to get them the extra help that they need with his own team of care managers.

Julie S., RN Care Manager at UP noticed the difference right away. When she reached out to his patients, they were looking forward to her call and were eager to sign up for care management services to help them reach their treatment goals. Susan S., HICM Care Manager states, "He knows his patients so well, he writes personal notes on the care management referral form before sending it to UP."

Like many UP physicians, Dr. Godoshian and his staff prefer that the office is the initial contact to the patient before any other organization speaks with them. He wants to feel confident that the services offered will reflect the same level of quality that he strives for in his own practice. Care management doesn't end with the referral though, once a month his practice sits down as a team to review and track all of the care management patients with the UP team. "His patients have much confidence in him, many say that he has a calming effect which is helpful to them at their time of concern and need. The staff appreciate his hard work and loyalty, not only to them, but with his patients as well. "Simply put, we love being a part of his team," says Diane.

If you're interested in learning more about how you can participate in United Physicians' care management program, contact Client Services at 248-593-0100 or clientservices@updoctors.com.

