

CPSL 5-minute Video Draft Seven

AVO:

Geisinger Health System is a fully-integrated, physician-led organization, serving more than two-million residents of North Central and Northeast Pennsylvania.

Founded in 1915, this rapidly growing healthcare system is comprised of three major regional medical centers, including a Level I tertiary and quaternary care center. It also boasts a 650-member group practice, nearly 40 primary care and multi-specialty physician offices, an alcohol and chemical dependency treatment facility, a dedicated children's hospital, a not-for-profit health insurance company and two research entities.

Geisinger's Community Practice network is the health system's largest service line. Its mission is "to create a thriving, sustainable, community-based network whose professional reputation, systems of care and results are recognized and acknowledged locally, regionally and nationally."

Our Community Practice sites were the first to implement our electronic health record, which is now fully mature and utilized exclusively system-wide. Community Practice was also the first large network in the country to implement advanced access scheduling. Today, nearly 95% of our physicians offer same day appointments. Community Practice led the system in designing an incentive payment program to facilitate these change processes, supported by a sophisticated system of on-line reports that measure patient access, patient satisfaction, new patient growth, **clinical outcomes** and budget accountability. Community Practice was one of ten programs throughout the country chosen to participate in the CMS chronic disease demonstration program, focused on systematic management of diabetes, CHF, coronary artery disease, asthma, COPD and hypertension.

DR. STEELE:

Hello. I'm Glenn Steele, President and CEO of Geisinger Health System. Geisinger is honored to receive the American Medical Association's Preeminence Award recognizing our community practice service line.

As a physician-led, integrated health system, Geisinger sees more than 1.5-million outpatients and discharges over 30,000 people annually. More than 200 of our over 650 physicians are primary care physicians practicing in 38 clinic locations. Their clinics range from large, multi-specialty clinics to a small, one-physician office—all designed to offer the best care that is convenient to the patient.

Geisinger's leadership group receiving this award, led by Dr. Steve Pierdon, will continue to effectively advance our culture of care.

We are extremely proud of the work being honored today by this award. Thank you.

DR. PIERDON:

The AMGA's Preeminence Award is also a recognition of the importance of primary care, in the Geisinger system, and also nationally, in regard to how we can provide systems of care and results that benefit our patients. We use quality metrics, measures that come from national groups around best practices, and we use those to demonstrate to our patients and to our physicians that we are using systems of care that do deliver the best possible outcomes for all the patients in every market that we serve.

AVO:

By leveraging the capabilities of our advanced Electronic Health Record, Community Practice has broken new ground that directly impacts the level of patient care. Geisinger encourages patient empowerment and accountability through a dedicated web portal called MyGeisinger, where patients can find their health records, review diagnostic results, visit trusted medical links and directly self-schedule appointments. By expanding access to care, Community Practice has garnered recognition not only within the communities it serves—as evidenced by patient satisfaction scores that have never been higher—but also among a larger national audience as a model for effective healthcare delivery.

DR. BLOOM

The electronic health record has enabled us to take information that was hard to obtain from the paper record and bring it together to make it easier for patients and physicians to achieve their goals.

More and more patients are interested in having online access to their electronic medical record, to their information, to their lab tests, and being able to email their physicians with questions they may have about their health.

As a physician, I have always thought that I provide great care to my patients. And I pride myself with trying to provide great care to my patients. The clinical reporting that we're doing now with Geisinger is helping me to do that even better. I'm now able to see where I need to help my patients achieve their goals, and have tools to make sure that they're able to hit those goals in a more reliable fashion.

AVO:

Back in 1915, founder Abigail Geisinger had a vision: to bring the highest-quality healthcare possible to the residents of Northeastern and North Central Pennsylvania. We continue to honor Mrs. Geisinger's vision by striving for excellence in every aspect of our organization. We uphold her edict—"Make my hospital right. Make it the best."— as we continue to bring innovative methods of care to the region, expand opportunities for primary care providers, recruit some of the best and brightest minds in the field today, and advocate for the needs of all the patients we serve. With passionate dedication to medical excellence

and advanced patient care, we are proud to affirm that we ARE making our hospital right.
We ARE making it the best.