



## CASE STUDY: SEAVIEW IPA

“ As Medical Director for SeaView IPA, I have enjoyed a great partnership with MED3000. MED3000 has provided our IPA with management services and the MED3000 M3/IQ™ data warehouse technology, which has assisted SeaView in remaining strong and viable in the challenging world of managed care during a time when many IPAs have failed. MED3000's commitment to the success of our IPA has included investing in technology to help us improve the medical management of our 60,000+ capitated lives.

The M3/IQ warehouse will assist us in identifying and managing not just the critically chronic patients but also those patients who are potentially progressing towards a more critical status. The M3/IQ warehouse also supports us in achieving high patient satisfaction and quality scores from the health plans. I look forward to our continued success with MED3000 as a valued partner.”

**Gary Proffett, M.D.,**  
Medical Director  
SeaView IPA

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### PROFILE

SeaView Independent Physician Association (SeaView IPA) is the leading IPA serving over 60,000 commercial and senior members located in Western Ventura County, CA.

No. of Providers:	SeaView IPA contracts with all major HMO Health Plans, local hospitals and over 400 Primary Care Physicians (PCP) and specialty providers who practice independently in their own offices.
Specialties:	SeaView contracts with all needed medical specialties and sub specialties, including tertiary care contracts
Hospital Affiliations:	St. Johns' Regional Medical Center in Oxnard (Catholic Healthcare West) and Community Memorial Hospital in Ventura
Start date:	February, 2002
Solutions:	<ul style="list-style-type: none"><li>▶ ASP Technology<ul style="list-style-type: none"><li>▷ MED3000 M3/IQ™ Data Warehouse</li><li>▷ EZ-Cap</li></ul></li><li>▶ IPA Provider Network Management</li><li>▶ Credentialing</li></ul>

### OPPORTUNITY

SeaView IPA (SVIPA) was created in 1991 by a group of local independent physicians who wanted to have a voice in the delivery of managed care. As an IPA, the network contracts with health plans and providers to deliver health care to its enrollees. The physicians on the IPA's Board of Directors have been committed to providing quality patient care combined with cost effective health care management. They were looking for a highly professional IPA management company to ensure administrative efficiency and effectiveness, while helping them improve clinical, operational and financial outcomes with technology and improvement resources.

### SOLUTION

SeaView turned to MED3000 to take over the management operations of the IPA. MED3000's expertise in management and technology, has given the IPA the opportunity to operate more efficiently.

MED3000's management has helped the IPA achieve financial profitability and secure performance bonuses for the providers of the IPA as a direct result of improved health plan and provider contracting, effective utilization of healthcare resources and quality improvements in patient care. SeaView also utilizes MED3000's ASP technology for practice management and managed care.



## RESULTS

With the assistance of MED3000's provider network management approach and MED3000 M3/IQ™ reporting, the IPA's physicians can now better manage the care of their patients and produce positive operational and financial outcomes for the network.

The MED3000 M3/IQ™ warehouse helped the IPA physicians identify and manage not just the critically chronic patients, but also those patients who were potentially progressing toward a more critical status. The pay-for-performance metrics can vary from payer to payer, but typically encompass monitoring utilization rates for childhood immunizations, breast cancer screening, cervical cancer screening, recommended asthma medications, coronary artery disease, and diabetes management. Some payers even add patient satisfaction scores and care-level information technology investment to their mix of rewarded measures. With assistance from MED3000's knowledge resources and the MED3000 M3/IQ™ data warehouse, SeaView used the intelligent information to identify where specific clinical improvements could be made. This enabled the IPA to provide reports directly to its participating physicians as well as to supply data back to the health plans that demonstrated the providers' high level of care for their enrolled population. The MED3000 M3/IQ™ data warehouse also helps the IPA provider network validate the data received from health plans to make sure their incentive payment was correct and has facilitated a down-stream incentive program through which the IPA can financially reward physicians for their contributions to the quality of care success.

## VALUE SUMMARY

- ▶ With assistance from MED3000's knowledge resources and the MED3000 M3/IQ™ data warehouse, SeaView uses the intelligent information to identify where specific clinical improvements can be made.
- ▶ SeaView provides reports directly to its participating physicians as well as to health plans, which demonstrates the providers' high level of care for their enrolled population.
- ▶ SeaView earned quality bonuses for 2004 in excess of \$500,000 for their performance under various pay-for-performance programs with their contracted health plans.
- ▶ MED3000's technical support streamlined the managed care reporting capabilities, which gives SeaView more accurate and useful information. The IPA is now able to easily access and analyze a multitude of health plan information related to members and physicians on one report which was previously inaccessible.
- ▶ Disease management interventions for patients with chronic diseases: CHF, COPD, Diabetes are now being identified through M3/IQ reporting and their care is more closely managed.
- ▶ SeaView has shown consistent improvement in financial results subsequent to their affiliation with MED3000 resulting from improved health plan and provider contracts, utilization and disease management, effective cost controls, professional claims and financial management.

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