



October 6, 2009

Open Letter to Pennsylvania Physicians, Hospitals and Health Systems,

If you have considered how nice it would be to earn up to a 2% bonus in allowed Medicare services by participating in Medicare Physician Quality Reporting Initiative (PQRI) in 2009 but think it may be too cumbersome, too time consuming, or requires more technology than you have, the Pennsylvania eHealth Initiative (PAeHI) has information that might change your mind.

PAeHI is pleased to announce that it has negotiated with DocSite, one of a few healthcare technology organizations that have been recognized by the Centers for Medicare and Medicaid (CMS) as a Qualified Registry for 2009 PQRI Reporting, to offer a program on behalf of all Pennsylvania physicians and clinicians. The significantly discounted program offers the opportunity for providers and practitioners to participate and become eligible to earn up to a 2% bonus from CMS for reporting PQRI 2009. The DocSite program offers a simple solution to fully participate in the CMS authorized PQRI Alternative Reporting Method, which does not require claims based information or coding of any kind.

This is the second year that PAeHI has worked with DocSite to offer this unique program. Many Physicians have already experienced the ease with which the DocSitePQRI™ program can be implemented and have stated that it takes only 30 to 90 seconds to gather the information during each patient encounter. To enter the collected information online takes a few minutes for the first few patients, and then only a minute or so once the data entry requirements become familiar. And the data entry can be performed by someone on staff in just a few hours.

It really can be that easy. It's clear that the goal to participate in, report on, and earn bonus dollars from 2009 PQRI can be accomplished in a very straightforward way. In addition, you don't have to have an "electronic office" to participate. The only technical requirements are access to the Internet and a printer.

The following provides an outline regarding the opportunity to participate in the 2009 PQRI Alternative Reporting Method:

- 1) Each Physician may participate by registering for the Program and completing a PQRI Survey for just 30 consecutive patients according to the parameters established by the selected measure group (e.g. for the Preventive measure, targeted patients need to be age 50 or older and must include at least 2 patients that are covered by traditional Fee for Service (FFS) Medicare Part B).

2) The PQRI Surveys must include information related to patient encounters in 2009. An example of the PQRI Survey tool for Preventive Care Measures, which may be aligned with the broadest cross-section of Specialties, is attached. There are other measure groups (Diabetes, Back Pain, Perioperative Care, Rheumatoid Arthritis and Chronic Kidney Disease) along with Preventive Care for which unique survey tools are also available and through which physicians and clinicians can participate in the DocSite PQRI program.

3) Information collected must be entered online and should be submitted by December 31, 2009 (although there is a window for submission through January 2010 for 2009 patient data).

4) Final physician survey submissions will be processed and submitted to CMS by DocSite on or about February 28, 2010, and an acknowledgement will be issued to the submitting physician. More information and links to DocSite are available through the PAeHI website www.paehi.org.

PAeHI is pleased to be able to extend the negotiated rate of \$199.50 per provider for submission. This is a 43% discount off of the published submission rate of \$350. There is no fee to register for the program, to log-on or input your data. Only when you submit your PQRI information to Medicare via DocSite, will any fee be charged. At the time of submission, be sure to enter the unique promotion code **PAeHI2009** to receive the 43% discount negotiated by PAeHI on behalf of all practicing Pennsylvania physicians.

In exchange for PQRI submission and assuming favorable review by CMS, your PQRI bonus of up to 2% of 2009 allowed Medicare services is expected to be distributed in the second half of 2010. With a cost to submit of less than \$200, any Pennsylvania physician that expects to bill \$50,000 in allowed Medicare services in 2009 could anticipate a bonus of up to \$1,000.00 or a five-fold return on the small investment to participate in 2009 PQRI program.

In addition and in conjunction with this negotiated arrangement, PAeHI is also very pleased to announce that DocSite will be contributing a portion of the proceeds from this PQRI program to support PAeHI's ongoing educational efforts and its mission to promote beneficial technologies and programs that can drive improved medical care and higher quality health outcomes for all Pennsylvanians.

Finally, for anyone that participates and submits their 2009 PQRI through this program, PAeHI has also negotiated a no obligation opportunity for PAeHI 2009 PQRI submitters to use DocSite's Patient Registry at no charge during a free trial period through May 31, 2010. PAeHI is interested in expanding the offering through DocSite in part because of the increase in the national conversation on the role of Registry in accelerating the ability for physicians and clinicians to effectively, efficiently and meaningfully engage in HIT in an economically viable

way. We anticipate that the free trial period will permit physicians, especially those that do not yet have EHR/EMR capabilities, a no cost, no obligation opportunity to begin the process of participating in eHealth, including patient clinical care management, population health management, participation in pay-for-performance (P4P), pay-for-quality (P4Q) and other incentive programs and positioning practices for Medical Home and “meaningful use” opportunities. (More information related to the free trial period will be made available in future communications.)

At PAeHI we are committed to continue to research information and bring to light opportunities that benefit the many stakeholders in the delivery of healthcare for all Pennsylvanians. As our numbers grow, we anticipate greater participation of our membership and increased opportunities that support better solutions for communications, information management and stakeholder collaboration, building toward continual improvement in quality health and health outcomes.

If you have any questions, please contact:

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Sincerely,



Martin Ciccocioppo
Board Chair, Pennsylvania eHealth Initiative and
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Attachments: PAeHI/DocSite Announcement and Guide
DocSitePQRI™ Program Flyer
DocSite/PQRI Survey Example (Preventive Care)