



## Janet Doherty Pulliam, Interim CEO of PPMSI

As interim CEO of PPMSI, my commitment to you is that we will provide frequent and clear communication about all we have done and continue to do to support SCCIPA, its' solid financial results, and continued growth. We strive to strengthen our IPA services assisting IPA physicians to provide "Care With a Purpose" for your patients.

## Cigna

In late 2017, we entered into a collaboration with Good Samaritan Health System (GSHS) and Cigna for the Cigna Local Plus PPO narrow network product. SCCIPA and GSHS hospitals have preferred status for this product and Cigna will continue to channel business to us. The premiums for the Local Plus product are priced approximately 13% lower to employers than other Cigna products. There will be no reductions to SCCIPA provider payments for this product.

Since the product went live on Jan. 1, 2018 of this year, this product has sold to 500+ employer groups and several smaller groups. Large employer groups generally renew July 1 and we expect that this product will continue to see momentum.

On March 29, Cigna hosted a broker event to highlight the product. There were over 75 attendees and the feedback from the broker community was very positive. Drs Kersten Kraft and Mary Kilkenny spoke on behalf of the IPA and shared our message of "Care With a Purpose." Below is a link to the event highlights:

<https://www.linkedin.com/feed/update/urn:li:activity:6385546419549409280>

<https://twitter.com/search?q=%23CignaCA&src=typd>

## Canopy Health

As highlighted in the last newsletter, in January 2018, we entered into an HMO agreement with Canopy Health and GSHS. This is an innovative product linking 5,000 independent physicians and 18 hospitals throughout the Bay Area to provide affordable coverage where enrollees live and work.

Canopy hosted its product launch for local brokers in early March. Both brokers and large employer group representatives attended and the community is enthusiastic about the unique product. The Canopy Business Development team is actively working with employer groups in Santa Clara to bring new enrollment for the IPA when the product is slated to go live on July 1, 2018.

## Marketing

PPMSI is working to implement a marketing program to promote the IPA. We are actively leveraging a multipronged approach to reinforce SCCIPA's name in the community and create its' own brand, including:

- Brochures and literature targeting our employer groups and members
- Joint marketing with our health plan partners for member education, program and plan initiatives SCCIPA participates in
- Developing a new website (to launch later this year)
- Broker and employer meetings in conjunction with our health plan partners
- Provider lead lunch and learns with employer groups focused on various topics to promote the health of our members.

## Dr. Kersten Kraft's Update:

We had our latest CME event on March 27. The event included a presentation by Vitas on reducing lengths of stay and hospital readmissions. We also said goodbye to Dr. Jorge Contreras who retired this month. He not only was a great primary care physician, he was an active participant of the IPA who served on both the IPA and MSO board of directors. Dr. Reyes-Villa, a new physician to the IPA, is taking his practice.

Do you have plans to retire soon or are you moving out of the area? Please reach out to us and let us assist you with your transition. If you know physicians that may want to join the IPA we want to hear from you.

## Coming Soon:

CareMore will be hosting a provider event in June to give an overview of how their services dovetail with those of the IPA, as well as tips for HCC charting and coding. Dates and times will be sent out soon.