

*Our Pledge*

As your physician at Premier Medical Associates, I would like you to join with me in making changes in our healthcare system by becoming part of a national movement focused on a concept called Patient Centered Medical Home (PCMH). PCMH is designed to create a system where I would serve as the one provider who serves as your "home" — much like a home base. For our team at Premier Medical Associates, this concept is not new. In fact, we are grateful to have been selected to take our progress to date with this concept a significant step further by participating in this national movement and would like to ask you to join us. It's all a part of building better care.

*Your Doctor's Pledge*

I will manage your care team and handle every aspect of your care, ranging from a normal check-up to acute health challenges. I pledge to serve as a central point of contact for your entire health history including test results, prescriptions for medications and changes in care from any medical professional. For example, if you need to see a specialist, I will keep in touch with the specialist on your care team to make sure you get the attention you need and that all results are centrally documented. I pledge to do all I can to focus on halting potential health challenges before they grow, to make your care simpler to manage and to providing more value for your healthcare dollar.

*Your Pledge*

I pledge that I have selected you as my "home" physician who will coordinate my care. I would like you to maintain a comprehensive snapshot of my health including medications, test results, immunizations and other records. I am willing to work more closely with you to halt potential health challenges before they grow and would like to have your support if I need care from a specialist of any kind. I know that this pledge is a commitment to allow my doctor to take on a higher level of care as my partner and involves no costs, impacts on insurance or any other financial changes.

DOCTOR'S NAME (PRINT)

DOCTOR'S SIGNATURE

PATIENT'S NAME (PRINT)

PATIENT'S SIGNATURE

DATE OF BIRTH



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AUGUST, 2011

Dear NAME:

I'm writing to share the news that Premier Medical Associates is one of only three physician practices in Western Pennsylvania selected to participate in a national program designed to transform our healthcare system. Highmark is the local catalyst for this movement and we are honored to have been chosen to be part of this growing concept. I am writing to ask you, as one of a small pool of patients selected, to join us in participating in this grassroots movement and to explain what your participation could mean regarding your care.

As you know, our healthcare system faces many challenges and opportunities for change. One avenue for change is a national movement focused on a concept called Patient-Centered Medical Home (PCMH). PCMH is designed to create a system where every patient has one provider who serves as their "home" — much like a home base. This single doctor manages your care team and handles every aspect of care, ranging from a normal check-up to acute health challenges. Your doctor will serve as a central point of contact for your entire health history including test results, prescriptions for medications and changes in care from any medical professional. For example, if you need to see a specialist, your doctor will keep in touch with the specialist to make sure you get the attention you need and that all results are centrally documented.

No matter what age or health you are in, the concept brings the peace of mind that comes with a single leader for your personal care team who coordinates your care, has a deep understanding of your health history and the personal responsibility as a physician to guide you to *prevent* illness rather than deal with it in crisis.

For our team at Premier Medical Associates, this concept is not new. In fact, we are grateful to have been selected to take our progress to date with this concept a significant step further by participating in this national movement and would like to ask you to join us. How can you participate and what does this mean to you? I've outlined a few questions that you may have including:

### **What is Patient-Centered Medical Home (PCMH)?**

This concept is part of a national movement designed to create a system where every patient has one provider who serves as their "home" or home base, handling every aspect of your care. This physician will serve as one central point of contact for your care team and manage everything from test results, medications and care with specialists of any type. This means a patient would work to develop a trusting relationship with one doctor that they choose to coordinate every aspect of their care, over time.



**If I participate, what does this mean to me?**

In every day terms, participation means that your care will be simpler to manage and include more of a connection with the doctor you choose to serve as your “home” physician. This one doctor will have a comprehensive snapshot of your health at all times, including medications, test results, immunizations and other records. He or she will work more closely with you to halt potential health challenges before they grow and support you if you need care from a specialist of any kind, either within Premier’s system or beyond. Beyond the peace of mind and ease this expanded relationship can bring you, this is an opportunity to know that you are joining us in making a positive change in our healthcare system, creating both better care and greater value.

**What do I have to do?**

*Most of the change involved in this program comes from our physicians, who will focus more closely on your needs beyond the immediate. As our patient, we would like to ask you to join us in signing a simple pledge that has no legal or financial commitment whatsoever, but simply says that you are willing to work with us to take this concept further and work to improve your care. The pledge indicates that your doctor is making a commitment to take the time to expand his or her role in helping you navigate any healthcare needs you have. Once you review and sign the pledge, please return it to us in the addressed, postage paid envelope that is included.*

**Are there any costs? Will this change my insurance or impact my care or costs for care?**

Absolutely not. This program will help us take our successes in patient care to a higher level and we’d value your time participating. By joining us and taking the pledge with us, you are simply committing to allow your doctor to take on this higher level of care as your partner. There are no costs, no impacts on insurance or any other changes.

**Why is Premier participating?**

As the CEO of Premier, I want to be part of this movement because it will help us build better care and create greater value for our patients. At Premier, our entire team is dedicated not only to superior care, but to the concept of being good stewards of the healthcare system. This program will help us create an environment where doctors view success in terms of the overall health of their patients and their quality of life, and not the number of patients they see.

**How does the program improve care?**

This movement changes incentives and rewards physicians for keeping their patients healthy, not for the number of services provided. It creates incentives for doctors to guide patients further into the process of care, knowing that success is measured not by the number of people they see each day, but by how healthy their patients are in their daily lives.

**If I have questions about this, what should I do?**

If you have any questions about the program, please talk to your doctor during your next visit.

At Premier Medical Associates, we believe that our participation in this program is an honor, but recognize that we cannot participate alone. We ask that you review the attached pledge and mail it back to us in the addressed, postage paid envelope. We appreciate your willingness to work with us to expand this positive concept of care in the coming months. Thank you.

Sincerely,

Mark DeRubeis  
CEO  
Premier Medical Associates