

Optional PCP Selection

**For Group Benefits Administrators
and Brokers**

Encouraging members to choose their primary care physician (PCP) helps strengthen their connection with their doctor and promotes wellness, better health and lower costs.



Optional PCP selection can help members strengthen the patient-doctor relationship

We're moving from a volume- to value-based model that rewards doctors when they improve patient health and the affordability of care. This new focus is easy to see in our provider collaboration and payment innovation programs like Enhanced Personal Health Care (EPHC), known nationally as Blue Distinction Total Care (BDTC).

With the Enhanced Personal Health Care approach, members get the right level of care at the right time from the doctor who best meets their needs. Enhanced Personal Health Care focuses on the quality of care doctors give — not the number of patients they see.

To strengthen the patient-provider relationship, we're encouraging open access plan members to choose a primary care physician (PCP). When members choose an Enhanced Personal Health Care doctor as their PCP, the program works even better — allowing us to reach out to the doctor with helpful notes and reminders about tests and services the member may need.

Note: Virginia is out of scope for optional PCP selection. This includes groups with members who may choose a PCP located in Virginia. For more information about this exclusion, please contact your Sales Representative or Account Executive.

Optional PCP selection can help improve members' health and lower costs

A strong relationship between members and their PCP is essential to promoting wellness, optimizing health and reducing costs. When members select an Enhanced Personal Health Care PCP, we can be sure that the doctor gets better, more timely and accurate care coordination information.

Individuals who have a PCP are:¹

- 40% more likely to have their cholesterol checked.
- 33% more likely to be tested for diabetes.
- 30% more likely to have a flu shot.

Plus, members who choose and see an Enhanced Personal Health Care provider see even better results:²

- 3.5% lower ER costs
- 7.8% fewer inpatient acute admissions
- \$9.51 gross medical cost savings

In many cases, members already have a doctor they see for routine care, like checkups, immunizations and screenings. In this case, we're simply encouraging those members to tell us who their doctor is. In other cases, employers who are looking for ways to reduce medical costs in the long run may want to offer incentives to their employees who optionally select a PCP.

Helpful FAQ for optional PCP selection

Here are some frequently asked questions (FAQ) and responses on optional PCP selection.

What is optional PCP selection?

Optional PCP selection is for members enrolled in open access plans, such as preferred provider organization (PPO) plans. When members share their PCP information with us, they're more quickly linked to the doctor of their choice. For members who don't make a PCP selection, we'll continue to use a visit-based algorithm for the attribution process.

Why give members in an open access benefit plan the option to select their PCP?

First, optional PCP selection encourages member engagement. In many cases, members already have a doctor they see for routine care, like checkups, immunizations and screenings. When this is the case, we're simply encouraging the member to tell us who their doctor is. In other instances, employers looking for ways to reduce medical expenses may offer incentives for employees to select a PCP.

Second, optional PCP selection addresses the limitations in our visit-based attribution formula. When a patient designates a PCP, it removes much of the time lag inherent in visit-based attribution. With optional PCP selection, members can be attributed in a matter of weeks rather than waiting six months for claims to be gathered under the visit-based attribution model. This helps increase attribution accuracy.

Will members already enrolled in open access plans now be required to select a PCP?

No. However, having the PCP on file allows us to better coordinate care with the member's chosen PCP.

Does a member have to select an Enhanced Personal Health Care/Blue Distinction Total Care provider as their PCP?

A member can select any in-network PCP. However, when the PCP is in the Enhanced Personal Health Care or Blue Distinction Total Care program, we can send notes and reminders to them about preventive care a member may need. This helps doctors keep their patients as healthy as possible.

How can a member select a PCP?

Members can select a PCP one of three ways:

- Log in at anthem.com/ca and make a PCP selection in their profile.
- Call the Member Services number on the back of their ID card to speak with a representative, who can help them with optional PCP selection.
- Ask their employer to submit a PCP selection on the employer portal of our website. These selections must be entered one at a time. Please see your Sales Representative or Account Manager for more details.

For now, Virginia doctors will remain out of scope for selection. Please let any member who is trying to choose a PCP in Virginia know about this.

Is client reporting available for optional PCP selection?

Yes. Client reporting is available and provides a monthly view into some details on how optional PCP selection is working for our customers. These data may help employers create and manage incentive programs for optional PCP selection.

Want to know if optional PCP selection is right for your group?

Please contact pc2employerquestions-sm@anthem.com.



¹Health Affairs, Primary care and why it matters for U.S. health system reform (May 2010): content.healthaffairs.org.
²Results reflect available claims from affiliated plans in California, Colorado, New York, Ohio and Virginia.

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