



## What did WNC/BCMS do for you in 2010?

### Communication

- Distributed **weekly e-newsletters and The Bulletin** to keep physicians, practice managers, and community leaders updated on important information. They are archived here: [https://www.bcmonline.org/main/about/publications\\_menu.php](https://www.bcmonline.org/main/about/publications_menu.php).
- Maintained **WNC/BCMS Facebook Group Page and Twitter** feed for up-to-date information. <https://www.bcmonline.org/main/pp/index.php>.
- **Conducted an online comprehensive survey** of physicians on the topic of Electronic Health Record selection and implementation. WNC/BCMS Health Information Technology Survey - Summary of Results: [https://www.bcmonline.org/main/files/050610\\_Survey\\_PPT.pdf](https://www.bcmonline.org/main/files/050610_Survey_PPT.pdf).

### Education

- Held **educational sessions** on the American Recovery and Reinvestment Act, practice strategies for improving quality of care, and attaining meaningful use incentives. [https://www.bcmonline.org/main/physicians/health\\_IT.php](https://www.bcmonline.org/main/physicians/health_IT.php).
- Held **EHR vendor fairs** with Crescent Health Solutions and WNC Health Network. Vendor list: [https://www.bcmonline.org/main/files/101110\\_VendorBrochure.pdf](https://www.bcmonline.org/main/files/101110_VendorBrochure.pdf).
- Held annual **Fall Conference** focused on key topics such as health care reform, health information technology, and managed care. <https://www.bcmonline.org/main/fallconf/general.php>.
- WNC/BCMS Boards of Directors met with Georgia Health Policy Center, to begin a **discussion about how health care reform might impact our programs**. Visit [https://www.bcmonline.org/main/physicians/health\\_reform.php](https://www.bcmonline.org/main/physicians/health_reform.php) and scroll down to 11/18/10: Georgia Health Policy Institute for materials.

### Advocacy

- **Expanded WNC physician's network** to bring regional physicians together to strengthen the physician's voice across the Western North Carolina. This is WCMS: <https://www.bcmonline.org/main/corporation/wncms.php>.
- CEO Miriam Schwarz **served on the DataLink Governance Task Force** to recommend HIE governance structure changes for WNC DataLink.
- CEO Miriam Schwarz served on **NCMS' Physician Hospital Issues Committee and newly formed ACO Task Force**. [https://www.bcmonline.org/main/files/080710\\_ACO\\_Summit.pdf](https://www.bcmonline.org/main/files/080710_ACO_Summit.pdf).

### Legislative/Political

- CEO Miriam Schwarz served on **NCMS' Legislative Committee**.
- The BCMS PAC **provided financial contributions to local legislators and candidates** who we believe strongly support physicians and their patients. PAC webpage: <https://www.bcmonline.org/main/physicians/pac.php>.
- **Held legislative forums** to provide physicians and legislators opportunities to educate and dialogue with one another. Legislative Update: [https://www.bcmonline.org/main/physicians/leg\\_update.php](https://www.bcmonline.org/main/physicians/leg_update.php).
- Kept membership apprised of ongoing **SGR issues**. Go here for Medicare Meltdown tools: [https://www.bcmonline.org/main/physicians/medicaid\\_medicare.php](https://www.bcmonline.org/main/physicians/medicaid_medicare.php).
- **Held WNC Candidate Forum and Reception**. WNC candidates running for House, Senate and US Representative seats were invited. Each candidate was provided a series of key questions to answer. To view the responses from the candidates, visit [https://www.bcmonline.org/main/files/2010\\_Candidate\\_Q\\_Resp.pdf](https://www.bcmonline.org/main/files/2010_Candidate_Q_Resp.pdf). View the Q & A session online by clicking here: [https://www.bcmonline.org/main/physicians/leg\\_update.php](https://www.bcmonline.org/main/physicians/leg_update.php).
- Traveled to Raleigh to **participate in NCMS' White Coat Wednesday (WCW) program**. Participants receive advocacy training and legislative briefings to guide them through the General Assembly.

### New Discounted programs

- **Established discounted rates** on select EHR Products through a partnership with the WNC Health Network ([https://www.bcmonline.org/main/physicians/health\\_IT.php](https://www.bcmonline.org/main/physicians/health_IT.php)). For a full listing of discounted programs, see our membership benefits section (<https://www.bcmonline.org/main/physicians/membership.php>).

### Health disparities, access to care, and wellness/prevention

#### **Parity:**

- **Provided interpreter services** in 14 languages at over 1500 appointments for more than 500 patients. Visit <https://www.bcmonline.org/win/pp/> for more information. (Provided **free interpreter services for Project Access patients.**)

- WNC/BCMS, MAHEC, ABIPA, Mission Hospitals and others launched another successful year of the **Minority Medical Mentoring Program (MMMP) internship**. Health Parity website is [https://www.bcmsonline.org/main/foundation/health\\_parity.php](https://www.bcmsonline.org/main/foundation/health_parity.php). Fourteen students have completed this program since 2005 and we will graduate 6 more students at the end of the 2010-11 school year. Review educational video <http://www.youtube.com/watch?v=YpwgOLnasw0>.
- Continued to grow the **Dr. Charles Blair Scholarship fund** to encourage African American students to go into medicine and return to WNC to practice. Dr. Blair Scholarship fund: <https://www.bcmsonline.org/main/announcements/DrBlair.php>.

#### **Access to Care:**

- **Served** over 3,800 Project Access patients to help over 650 physicians care for the low-income, uninsured residents of Buncombe County. <https://www.bcmsonline.org/pa/pp/>.
- Successfully participated in the extensive **transition of adult primary care safety net services** from Buncombe County Health Department to Buncombe's Federally Qualified Community Health Center.
- **Expanded the number and type of providers** participating in BCMS Project Access to more evenly distribute community responsibility for the care of our uninsured residents.
- BCMS Project Access staff used Medicaider software to **determine Medicaid eligibility** of PA patients.
- Participated in **Wake Forest University research study** of best systems in the country for the care of the uninsured. (For details see *The Costs and Adequacy of Safety Net Access for the Uninsured -- Buncombe County, North Carolina* <http://www.rwjf.org/files/research/safetynetnc201006.pdf>).
- Wake Forest University researchers also performed an **independent study of BCMS Project Access' Return on Investment (ROI)**. Return on Investment Study: Buncombe County, NC Project Access: [https://www.bcmsonline.org/main/files/2010\\_ROI\\_Report\\_ProjectAccess.pdf](https://www.bcmsonline.org/main/files/2010_ROI_Report_ProjectAccess.pdf).

#### **Wellness/Prevention**

- **Implemented the Living Healthy Program** (developed at Stanford University School of Medicine), a self-management program, for Project Access patients. Read [https://www.bcmsonline.org/main/announcements/Living\\_Healthy.php](https://www.bcmsonline.org/main/announcements/Living_Healthy.php) and <https://www.bcmsonline.org/pa/patients/welcome.php>.
- WNC/BCMS Foundation & Alliance Endowment **awarded over \$12,000 in grants**. <https://www.bcmsonline.org/main/physicians/endowment.php>.

#### **Fundraising**

- BCMS Project Access and Western NC Interpreter Network (WIN) received three **new grants**.
- Conducted **successful fundraisers** to support Foundation Programs. Click the link to view the Sawbones vs. Jawbones Basketball Throw down 2010 video online <http://www.youtube.com/watch?v=SQVf9aDx7IQ>.
- **Recipients of BCMS Project Access services gave back** to the program. For example, a PA patient ran a marathon to raise money for PA. She raised \$1,269!
- **WNC/BCMS Foundation's Development Council** - composed of diverse representatives from our community including bankers, CPAs, lawyers, wealth managers, UNCA students, physicians, business owners, and PA patients - raised funds for WNC/BCMS Foundation charitable programming.

#### **Marketing/PR**

- WNC/BCMS's very first **PR/Marketing Plan** was created, including 5 objectives: 1) Improve public opinion of physicians, 2) Provide clear, consistent messaging 3) Increase Society visibility 4) Attract new members to WNC/BCMS, and 5) Position the Society to expand into outlying markets.
- **Fifty-three new physician members** were recruited to join, which brought the WNC/BCMS membership total to 888 physicians.
- Here are a few of the projects that were accomplished:
  - BCMS **door decals** were created and distributed to provide member practices the opportunity to promote their membership in BCMS. Check it out! [https://www.bcmsonline.org/main/physicians/window\\_decal.php](https://www.bcmsonline.org/main/physicians/window_decal.php).
  - The "**Physician's Voice**" with **WLOS -TV** offered television spots at a reduced rate. Click here to access The Physicians' Voice spots. <https://www.bcmsonline.org/main/community/thephysiciansvoice.php>.
  - A relationship was established with the **Asheville Citizen Times (ACT)** to provide a monthly column by WNC/BCMS physicians. Find the articles here: <https://www.bcmsonline.org/main/community/thephysiciansvoice.php#ACT>.
  - Rob Fields, MD, 2011 WNC/BCMS President, developed **podcasts** of WNC/BCMS physicians for use on the WNC/BCMS website. Podcasts can be found here: <https://www.bcmsonline.org/main/community/thephysiciansvoice.php#PodcastAllergies>.

#### **Networking and Physician Family Events**

Here are just a few highlights:

- Held our 125<sup>th</sup> **Annual Membership Celebration**, which provides members and their guests with the opportunity to socialize and build strong relationships in a casual, relaxed atmosphere.
- The annual **Newcomers Picnic** was held to welcome new physician families to the community.

- In partnership with Mission Hospitals and BCMS Alliance co-hosted **Doctor's Day**. See our thank you to physicians in an ad in the Asheville-Citizen Times. <https://www.bcmsonline.org/main/files/2010DoctorsDayAd.pdf>