



Arkansas
BlueCross BlueShield
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Primary care practices in Arkansas chosen to to test unique investment in coordinated medical care

Little Rock, Ark. (Aug. 22, 2012) After an application and review process, 65 primary care practices in Arkansas have been selected by the Centers for Medicare & Medicaid Services (CMS) to participate in the Comprehensive Primary Care (CPC) Initiative, a federal program that joins with commercial, state and other federal insurance plans to give more Americans access to quality health care at a lower cost.

Under the CPC Initiative, CMS will pay primary care practices a care management fee — initially set at an average of \$20 per beneficiary per month — to support enhanced, coordinated services. Arkansas Blue Cross and Blue Shield (doing business as Health Advantage), QualChoice, Humana and the Arkansas State Medicaid program also will offer an enhanced payment to these primary care practices.

In order to receive the new care management fee from CMS and insurers, primary care practices must agree to provide enhanced services for their patients including: offering longer and more flexible hours; using electronic health records; delivering preventive care; coordinating care with patients' other health care providers; engaging patients and caregivers in managing their own care; and providing individualized, enhanced care for patients living with multiple chronic diseases and other needs.

“Primary care practices play a vital role in our health care system, and we are looking at ways to better support them in their efforts to coordinate care for their patients,” said Marilyn Tavenner, acting CMS administrator. “By engaging in this unprecedented and innovative public/private partnership, we aim to create a payment model that allows our primary care practices to take a lead role in delivering improved overall coordinated care for their patients. Our goal is to create healthier families throughout our nation and to generate savings for health care providers, insurers and taxpayers.”

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The 65 primary care physician practices chosen to participate in the CPC Initiative in Arkansas are:

Baptist Health Family Clinic Arkadelphia	Arkadelphia
Bradley Bibb M.D., PLLC	Ash Flat
Covert Clinic, P.A.	Ashdown
Batesville Family Practice Clinic	Batesville
Verona T Brown, M.D.	Batesville
Beebe Family Clinic	Beebe
Mercy Clinic Primary Care Lancashire	Bella Vista
Saline Med Peds	Benton
Baptist Health Family Clinic Bryant	Bryant
Bryant Family Practice	Bryant
Bryant Medical Clinic	Bryant
Baptist Health Family Clinic Cabot	Cabot
Internal Medicine Diagnostics Inc.	Cherokee Village
Ozark Internal Medicine and Pediatrics	Clinton
B. Brooks Lawrence, M.D., P.A.	Conway
Conway Family Medical Care, P.A.	Conway
Freeman Family Medicine	Conway
Barry V. Thompson, M.D.	Crossett
Family Clinic of Ashley County	Crossett
Lofton Family Clinic	De Queen
Randy D. Walker, M.D., PLLC	De Queen
SAMA Healthcare Services	El Dorado

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Washington Regional Clinic for Senior Health	Fayetteville
Shiple and Sills Family Doctors	Fort Smith
Glenwood Family Medicine	Glenwood
Greenbrier Family Clinic	Greenbrier
Garner Family Medical Clinic	Hardy
Harrison Family Practice Clinic	Harrison
The Leslie Clinic, P.A.	Harrison
Cowherd Family Medical Center	Heber Springs
Cypert Ridge Family Practice Clinic	Helena
Fountain Lake Family Medicine	Hot Springs
Hamilton West Family Medicine	Hot Springs
UAMS AHEC Northeast	Jonesboro
West Washington County Clinic, P.A.	Lincoln
Autumn Road Family Practice	Little Rock
Baptist Health Family Clinic Baptist Health Drive	Little Rock
Baptist Health Family Clinic Hillcrest	Little Rock
Baptist Health Family Clinic West	Little Rock
Barg-Gray Clinic	Little Rock
Little Rock Family Clinic - West	Little Rock
Little Rock Family Practice - Central	Little Rock
St. Vincent Family Clinic - Chenal	Little Rock
St. Vincent Family Clinic - Rodney Parham	Little Rock
St. Vincent Medical Clinic Midtowne	Little Rock
St. Vincent Medical Group Longevity Center	Little Rock
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John E Alexander Jr. M.D., P.A.	Magnolia
Baptist Health Family Clinic Malvern	Malvern
Tilley Diagnostic Clinic	Malvern
Baptist Health Family Clinic Maumelle	Maumelle
Mena Family Health Center	Mena
North Central Arkansas Medical Associates	Mountain Home
Dr. Andy's Family Practice PLLC	Mountain View
Baptist Health Family Clinic Lakewood	North Little Rock
Burchfield Family Medicine	Paragould
Baptist Health Family Clinic Perryville	Perryville
Mercy Clinic Internal Medicine	Rogers
Sherwood Family Medical Center	Sherwood
Siloam Springs Medical Center	Siloam Springs
UAMS Family Medical Center	Springdale
UAMS AHEC Southwest	Texarkana
Foscue Medical Clinic	Warren
Michelle Weaver M.D.	Warren
Senior Health Clinic	West Memphis

Practices were selected through a competitive application process based on their use of health information technology, ability to demonstrate recognition of advanced primary care delivery by accreditation bodies, service to patients covered by participating payers, participation in practice transformation and improvement activities, and diversity of geography, practice size and ownership structure. For more information, visit the Center for Medicare and Medicaid Innovation Web site: innovation.cms.gov.

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