

## Weekly Medical Directors Briefing February 22-26, 2021

“Once you go beyond the top three priorities, you start to really diffuse your resources, your bandwidth.”

–John Timmerman

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### Focusing Leadership Energy

The “Rule of Three” is a principle in writing and public speaking that states that ideas presented in threes are inherently more interesting, more enjoyable and more memorable for your audience. Information grouped into threes will stick in our heads better than other sized groups.

For lexophiles, there are two single words for the Rule of Three.

The first is **tricolon**, derived from the Greek *tria* (three) and *kolon* (clause or member). The idea is old; Aristotle described it in his book *Rhetoric*. The three words or phrases have different meanings but are grouped together for a common purpose.

Some medical examples:

*Airway, breathing, circulation*

*Oriented to person, place and time.*

The second word is **hendiatris**, derived from the Greek *hen dia treis* (one through three), in which three words are used to convey a single concept. For example, Shakespeare’s Julius Caesar says:

*Friends, Romans, Countrymen, lend me your ears.*

Why does this rule work so well? One theory is that our minds naturally organize information into patterns so that they can process and retain information. The smallest number in a pattern is three, hence the Rule of Three.

Leaders throughout history have used the tricolon to communicate, inspire and motivate those around them. There is another variation on the Rule of Three used by leaders to focus their strategic energy and achieve success on what matters most. To be effective, we need to regularly decide what our top three priorities are for focusing our discretionary energy. Write them down, talk about them, and remember them when you can take a break from the myriad of busy tasks (email, meetings, patient care) that take up so many hours each day.

Focusing on your top three priorities requires discipline to defer lower priorities to later, or perhaps delegate them to someone else. This discipline also forces us to be clear on the *criteria* for prioritizing the highest priorities, a process sometimes called “remembering our north star,” the guiding light in the darkness which is steadfast, and present, night after night.

So take a moment to remember the principles that guide you, and set your top three priorities for the next week/month/year. Then, as you seek to inspire others to work on these priorities, consider how rules of three can help you.

## This Week's News

### Pharmacy Carve-out Postponed

Last week, DHCS announced that the planned April 1, 2021, transition of prescription drug coverage from PHC, and other managed care organizations, to DHCS through the pharmacy benefit manager Magellan will not take place as scheduled. This has been postponed due to challenges with resolving conflict of interests arising from the announced acquisition of Magellan by Centene Health Plan. No new timeline has been announced. PHC will continue to cover the pharmacy benefit through our network after April 1, 2021.

### Another Option for Medical Nutrition Therapy and Diabetes Education

For almost 20 years, PHC has covered Medical Nutrition Therapy provided by Registered Dietitians (RDs) and Diabetes Education provided by Certified Diabetes Educators (CDEs). These services do not require prior authorization, nor referral pre-authorization. In person services may be provided in some counties. Medical Nutrition Services may be provided to for most major conditions where medically appropriate, including diabetes, renal disease, hepatic disease, obesity/overweight, cardiovascular disease including hypertension and hypercholesterolemia, and eating disorders.

PHC's adult specialty telemedicine provider Telemed2U, added these services a few years ago. Last year Telemed2U began integrating endocrinology visits for diabetes with a virtual care team, including RDs and CDEs. Patients are referred through the Telemed2U platform. Practices interested in working with Telemed2U should reach out to [telemedicine@partnershiphp.org](mailto:telemedicine@partnershiphp.org) to learn more.

This year, the Center for Wellbeing, based in Santa Rosa, is expanding its telemedicine capacity for RD and CDE services to serve PHC members in any of our counties. For more information, call (707) 575-6043 or email [info@nccwb.org](mailto:info@nccwb.org).

### Care Coordination Services at Partnership HealthPlan

Did you know that PHC offers comprehensive case management services to all of our members, regardless of age or location? PHC's Care Coordination department is comprised of RN Case Managers, Medical Social Workers, Health Care Guides, Behavioral Health Clinical Specialists and Transportation Specialists ready to assist providers, members and community partners coordinate care and access services. These services are voluntary, provided at no cost to the member or provider, and the member can opt-out at any time.

Most of our teams' work is done telephonically, with the possibility of face-to-face engagement in select instances.

When we connect with members, we assign them an Acuity Level that best matches their needs and level of intensity for case management services.

The lowest level is for our members that need help accessing their benefits or providers. The highest levels are for those members that have multiple unmanaged complex conditions and/or for those whom have difficulty navigating the healthcare system without intensive support of a case manager.

If you believe you have a PHC member that would benefit from the services available from our Care Coordination Department, please refer then by calling 800-809-1350 or e-mailing the Care Coordination Help Desk at:

- Southern Region: [CareCoordination@partnershiphp.org](mailto:CareCoordination@partnershiphp.org)
- Northern Region: [CCHelpDeskRedding@partnershiphp.org](mailto:CCHelpDeskRedding@partnershiphp.org)

We look forward to partnering with you on behalf of our members!

## CalHealthCares Loan Repayment Program Deadline Extension

**Deadline: February 26, 2021 at 11:59 p.m.**

Due to the COVID-19 public health emergency, DHCS and Physicians for a Healthy California have extended the deadline for physicians and dentists to apply for the third round of funding.

The CalHealthCares program administers loan repayment on educational debt for California physicians and dentists who provide care to Medi-Cal patients, who include one-third of Californians and half of the state's children. Both eligible physicians and dentists can apply for a loan repayment award of up to \$300,000 in exchange for a five-year service obligation. Dentist can also apply for a Practice Support Grant of up to \$300,000 in exchange for a ten-year service obligation. Proposition 56 state tax revenues fund the program.

Visit [CalHealthCares.org](http://CalHealthCares.org) for more information about the program, including application instructions, fact sheets, infographics, and awardee information from previous cycles. To join the email distribution list, email [CalHealthCares@phcdocs.org](mailto:CalHealthCares@phcdocs.org) with "subscribe" in the subject line.

Apply: <https://www.phcdocs.org/Programs/CalHealthCares-LRP-2021>

## CMSP Loan Repayment Program

The County Medical Services Program (CMSP) Governing Board is continuing its partnership with the Office of Statewide Health Planning & Development's Healthcare Workforce Development Division, to offer educational loan repayments to health professionals of up to \$50,000 in exchange for two-years of service at a CMSP-contracted provider site. Up to \$2 million will be awarded this year.

Applications will be accepted from January 4, 2021 – March 4, 2021.

[Check Eligibility](#)

[Apply Now](#)

[More Information](#)

## Health Center Incentives for Well-Child Visits Permissible, says OIG

The U.S. Office of the Inspector General has [ruled](#) that financial incentives (gift cards) up to \$20 for parents who bring their children to the office for well-child visits at Federally Qualified Health Centers if they missed or rescheduled two care appointments in the past.

Children must be under 19 years of age.

## Kaiser Series Focused on COVID Vaccine Concerns of Different Ethnicities

Kaiser Napa-Solano is hosting a number of live events on “An Open Conversation About COVID-19 and the Vaccine,” featuring ethnically concordant clinicians. They agreed to open these up to the wider community, so you can have your staff or patients attend.

For the Spanish-speaking population:

Click [here](#) for recording

For English-speaking Latinx population:

Click [here](#) for recording

For the Tagalog-speaking community:

**Date:** Wednesday, February 24

**Time:** 5:30-6:30 p.m.

Registration not yet open. Watch the weekly newsletter for details.

For the African-American community:

Recording to be posted soon.

## Medication Safe Storage

Recognizing safe storage is an important element to addressing misuse and abuse of controlled substances, especially in houses with other adults and/or teenagers. With this, it is important to provide education, and access, to our populations about the importance of medication safe storage.

Gatekeeper Innovation, Inc. has introduced a locking mechanism for these prescriptions. This device has a built in combination number lock, to help keep controlled substances safe from those who shouldn't be accessing them.

Where can patients obtain these locking devices for their controlled prescriptions? Costco, Kaiser, Walgreens, Albertsons/Safeway, and Raley's. Some local county opioid coalitions are also distributing locking medication storage bags.

Is this a covered benefit for PHC or Medi-Cal Members? Not at this time. However, it is available at a low cost and can be attached to filled prescriptions.

Resource: [Gatekeeper Safe Storage Overview](#)

## Oxygen Saturation Monitors, BP Monitors, and Thermometers – No Cost for PHC Members

In response to COVID-19, PHC is providing blood pressure monitors, oxygen saturation monitors, and thermometers to be given at no cost to PHC members. PHC would like your help in getting these supplies distributed to our members and your patients who would benefit from this medical equipment.

Interested providers will need to complete the DME Request Form on our [website](#). Complete the form and submit to [request@partnershiphp.org](mailto:request@partnershiphp.org) or fax to (707) 420-7855.

Providers will be expected to connect with the selected PHC members to ensure the member can use the equipment properly.

## PHC Educational Opportunities and Events

### Spring 2021 PHC Regional Medical Directors Meeting

Biannually, PHC hosts a regional meeting with clinical leaders for primary care organizations. Due to the need to stay socially distanced, we will be hosting this event virtually. We are currently in the early stages of planning for this event and will be releasing more information over the next few months.

A few topics that we will cover are:

- PHC Updates, New Programs, Major Policy Changes, and COVID-19
- Other topics include Major Pharmacy Changes, Formulary Highlights, Clinical Updates, mental health & Substance use Disorder Treatment, Data Review: Opioid Use, Vaccination, Readmission, PCP-QIP Changes, Special Initiatives, Prop 56 incentive programs and more.

Agenda:

Time	Agenda Item
9 a.m. – 10:50 a.m.	Main meeting
10:50 a.m. – 11 a.m.	Break
11 a.m. – 11:50 a.m.	Breakout sessions
11:50 a.m. – Noon	Break
Noon – 1 p.m.	Main meeting

**Date:** Friday, May 21, 2021

**Time:** 9 a.m. – 1 p.m.

[Sign-up Now](#) (Please specify your county in the County/Region field)

## On-Demand Trainings on PHC's Providers Learning Portal

Highlight Training:

- Pediatric Screening for Elevated Lead Levels: [Recording](#) and [PowerPoint](#)

View more on-demand trainings on the [PHC Provider Learning Portal](#). Join our [email list](#) for upcoming and up-to-date content.

## Quality & Performance Improvement Training Events

For up-to-date events and trainings by the Quality and Performance Improvement Department, please view our [Quality Events Webpage](#).

Looking for more educational opportunities? The Quality & Performance Improvement Department has many pre-recorded, on-demand courses available to you. Trainings include:

- ABCs of Quality Improvement: An introduction to the basic principles of quality improvement.
- Accelerated Learning Educational Program: An overview of clinical measures including improvement strategies and tools.
- 2020 PCP QIP High Performers -- How'd They Do That: Learn best practices from the 2019 PCP QIP high performers.

You can find these on-demand courses, and more, on our [Webinars Webpage](#).

## Understanding the Benefits Delivery System

Ordering screenings in the primary care setting can trigger a common question: "Do my benefits cover that?" Join us for a webinar exploring PHC benefits affiliated with key primary care screenings, Optimizing Patient Understanding & Access.

**Who should attend?** Clinicians, practice managers, quality improvement staff and those who are responsible for billing, documentation, referrals and other aspects of screening completion.

### Objectives:

- Exploring opportunities to close gaps in care with an increased understanding of benefit coverage
- Increasing patient's knowledge of coverage and access to benefits
- Increasing demonstration of screening completion
- Addressing common questions

**Date:** Thursday, March 18, 2021

**Time:** Noon – 1 p.m.

[Sign-up Now](#)

## Engaging Patients in Quality Improvement Webinar

We are pleased to invite you to a webinar that will support your continued quality improvement skill development. This training session will introduce the concept of patient engagement in quality improvement with the goal to improve patient experience and health outcomes.

Participants will be able to:

- Explain why engaging patients in quality improvement is important.
- Describe several strategies to engage patients in improvement.
- Describe aspects of care that could be improved through the involvement of patients.

**Date:** Tuesday, March 30, 2021

**Time:** Noon – 1:15 p.m.

[Sign-up Now](#)

## Accelerated Learning Education Programs

These learning sessions will cover PHC's Primary Care Provider Quality Incentive Program measures.

Targeted Audience: Clinicians, practice managers, quality managers, quality improvement team, and staff who are responsible for participating and leading quality improvement efforts within their organization.

### **Well-Child Visits and Immunizations (0-2 years)**

[Flyer](#)

**Date:** Tuesday, April 13, 2021

**Time:** Noon – 1 p.m.

[Sign-up Now](#)

### **Early Cancer Detection (Cervical, Breast, and Colorectal Cancer Screening)**

[Flyer](#)

**Date:** Tuesday, April 27, 2021

**Time:** Noon – 1:30 p.m.

[Sign-up Now](#)

### **Controlling High Blood Pressure**

[Flyer](#)

**Date:** Tuesday, May 11, 2021

**Time:** Noon – 1 p.m.

[Sign-up Now](#)

### **Diabetes Management HbA1C Good Control**

[Flyer](#)

**Date:** Tuesday, May 25, 2021

**Time:** Noon – 1 p.m.

[Sign-up Now](#)

## Improving Asthma Care and the Asthma Medication Ratio

[Flyer](#)

**Date:** Wednesday, July 14, 2021

**Time:** Noon – 1 p.m.

[Sign-up Now](#)

## Child and Adolescent Well-Care Visits (3-17 years)

[Flyer](#)

**Date:** Tuesday, July 27, 2021

**Time:** Noon – 1 p.m.

[Sign-up Now](#)

# Recommended Educational Opportunities Outside of PHC

## 2021 Virtual Provider CME Program

### Pediatric Burns – What Every Pediatric Provider Needs to Know

CME Credits Available

*Registration closes on Tuesday, March 16, 2021, at 2 p.m. PST.*

Who should attend? Pediatricians, primary care providers, registered nurses, and school-based nurses.

Learning Objectives:

- Describe the initial management of a major burn
- Outline the basic management of a burn wound
- Identify the signs of burn-related child abuse
- Describe how and when to refer a burn patient

**Date:** Tuesday, March 16, 2021

**Time:** 6 – 7 p.m.

[Sign-up Now](#)