



Overview of Participation Benefits

1. Physician- and Practice-level Profile Reports—give an overview of the types of patients you treat, including the top diseases/conditions affecting your patients and the procedures you perform.
2. Performance Measurement Reports—evaluate your practice using evidence-based quality measures.
3. Pre-populated online disease registry, including technical support.

Engaging physicians in a new era of quality improvement.

For more information, contact the Alpha Project at AlphaProject@msnj.org.

Register for the Alpha Project by visiting <http://HealthDataReporting.com/Alpha>.

About the Institute of Medicine and Public Health of New Jersey

Formed by the Medical Society of New Jersey (MSNJ), the Institute of Medicine and Public Health of New Jersey, Inc. (IOMPHNJ) is a non-profit organization dedicated to increasing the health status of all New Jersey residents through improved healthcare quality and better public health. The IOMPHNJ accomplishes this by:

- Promoting the highest quality of medical care and efficient medical practice management.
- Providing Continuing Medical Education (CME) accredited high quality medical education programs.
- Receiving, managing, and deploying funds received as grants from other charitable organizations, as well as making distributions to other organizations that qualify as exempt for the purpose of enhancing the quality of medical care.
- Fostering cooperative efforts that improve public health through policy advocacy.

Funding for the Alpha Project is provided through a grant from the Physicians' Foundation for Health Systems Excellence.

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Alpha Project

Physicians Committed to Excellence

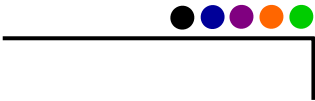


Providing New Jersey physicians access to quality improvement resources



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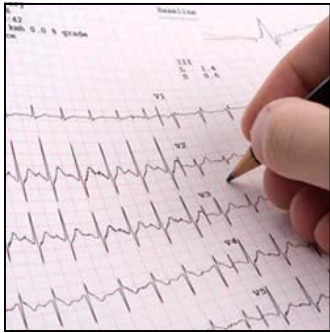
MSNJ
MEDICAL SOCIETY
of NEW JERSEY



Key Reasons to Get Involved

1. Personalized reports help you understand the health status of your patient population.
2. Reports are generated from the information already in your practice management system.
3. Quality of care improvement tools.
4. Access to a pre-populated online disease registry.

(These resources are provided at no cost to New Jersey physicians under provision of the Alpha Project grant.)



Basic Requirements for Participation

1. Must be an active practitioner in New Jersey.
2. If enrolling as a practice, have ten or fewer physicians.
3. At least 1 physician in the practice must have a minimum of 250 encounter records for analysis.
4. Utilize STI Computer Services Inc.'s ChartMaker® Practice Manager product (formerly named Perfect Care®) practice management system.



Utilizing Electronic Data Transfer

A physician/practice must complete an enrollment form and execute a Business Associate Agreement (BAA) with Thomson Reuters, which protects all parties involved, prior to receiving the Physician/Practice Profile Reports, the Performance Measurement Reports, or access to the disease registry.

In recognition of the necessity for safe, secure, and timely data transmission, the Alpha Project utilizes Thomson Reuters' HIPAA-compliant electronic data transfer tool. Utilizing the data sharing utility in the practice management system, patient data can be securely transmitted directly from the practice to Thomson Reuters for analysis. Data is stored on protected, limited-access servers. The same data transferred to the Alpha Project information for the Reports is used to populate the Web-based disease registry.



Administrative Data
Uploaded via secure connection from the practice management system

The Alpha Project

Disease Registry



Identifying patients with chronic disease and in need of services

Practice Reports



Physician/Practice Profile Reports and Performance Measurement Reports are sent directly to Alpha Project participants



Access to Online Disease Registry

Critical to meeting quality improvement objectives is the ability to have current information about patient's health in easy reach. In addition to providing Performance Measurement Reports to help guide change, the Alpha Project also offers physicians access to a pre-populated online disease registry.

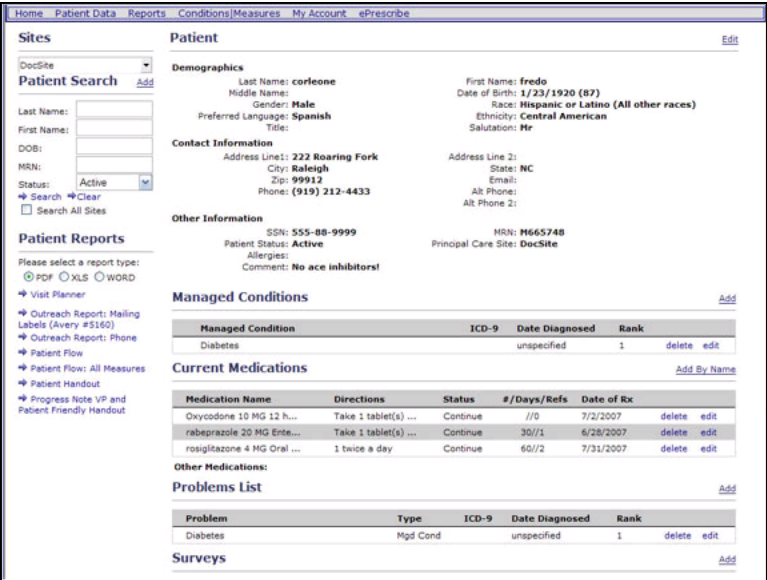
Disease registries are effective tools to manage all or some chronic conditions, with options to track care over time for a single patient or for entire patient populations. The tool summarizes and highlights relevant clinical information, helping physicians to stay abreast of the issues affecting their patients.

Some key features of the online disease registry include:

- Comprehensive population management
- Completely Web-based—accessible from any computer with an Internet connection
- Integrated electronic prescribing
- Actionable item list for each patient
- HIPAA-compliant data exchange.

The online disease registry is pre-populated with the information provided through participation in the Alpha Project, helping small- and mid-sized practices have the benefits of the registry without overburdening office staff with start-up data entry. While some manual intervention will be necessary (for example, to incorporate lab results into the registry), the benefits will begin to show on day one.

The online disease registry is provided to Alpha Project participants by DocSite, a respected health IT company. More information about DocSite is available online at <http://www.DocSite.com>.



What is the Alpha Project?

The IOMPHNJ and MSNJ, in collaboration with Thomson Reuters and STI Computer Services Inc., are providing New Jersey physicians with a unique opportunity to engage in an electronic data exchange that facilitates improved understanding of the patient populations they treat and the services they deliver. The Alpha Project's aim is to facilitate improved quality of care for small- and mid-sized practices who might not have access to the financial or staffing resources to participate in performance measurement efforts.

Overview of Alpha Project Benefits

Physician/Practice Profile Reports

Through the Alpha Project, small- and mid-sized practices electronically submit the data already stored in their practice management systems (e.g., STI's ChartMaker® Practice Manager system) directly to Thomson Reuters for analytic purposes. Physician and Practice Profile Reports are generated from these data, which provide participants with in-depth information about their patients' demographics, the most common conditions they treat, and the procedures they perform the most.

Performance Measurement Reports

Alpha Project participants have the option to receive additional information about their quality of care and improvement over time. The project's Performance Measurement Reports make use of quality measures endorsed by the Centers for Medicare and Medicaid (CMS) and used in the Physician Quality Reporting Initiative (PQRI). These reports identify the quality measures that are most applicable to a physician's patient population, and can help guide physicians during board re-certification proceedings.

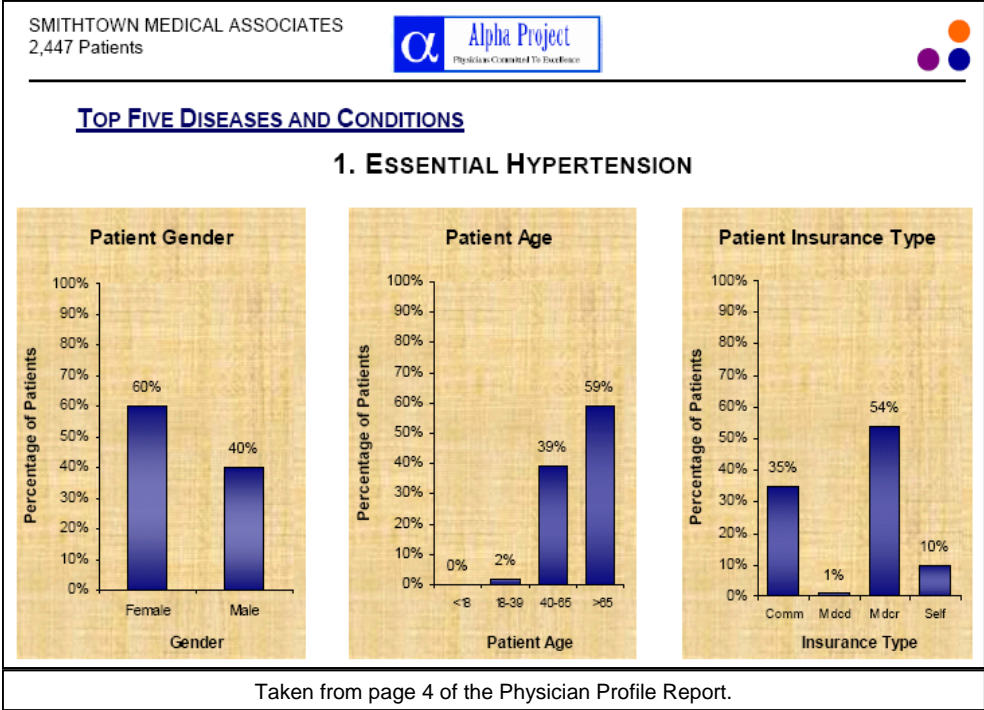
Online Disease Registry

The Alpha Project facilitates physicians' management of care for patients with chronic conditions through an online disease registry. DocSite, a disease registry vendor, is providing all project participants with direct access to their Web-based reporting tools, which are built and populated by the data already received from the physicians' practice management systems.



Physician/Practice Profile Reports

Alpha Project participants receive both practice- and physician-level profile reports for a defined measurement period, which provide a summary view of the entire practice rather than just the typical health plan “slice” of their patient base. Data are received in an electronic, HIPAA-compliant manner via the practice management system. These detailed reports provide descriptive information about each practice/physician in comparison to a peer group of the same specialty within the Northeast, to facilitate understanding of their care in relation other physicians.



Profile Report analyses fall into four main sections: patient characteristics, services, procedures, and diseases and conditions. The patient characteristics segment details patient age and gender distribution, insurance status, and the average number of office visits per patient. An overview of services rendered is followed by descriptions of the top five diseases and conditions the practice/physician treats, as well as accompanying drill down detail. Profile Reports also contain information on the top five procedures performed by the practice/physician. Practices are currently able to electronically upload the data stored in their STI Computer Services Inc. ChartMaker® Practice Manager system to Thomson Reuters via the Internet. More information about STI is available online at <http://www.STIComputer.com>.

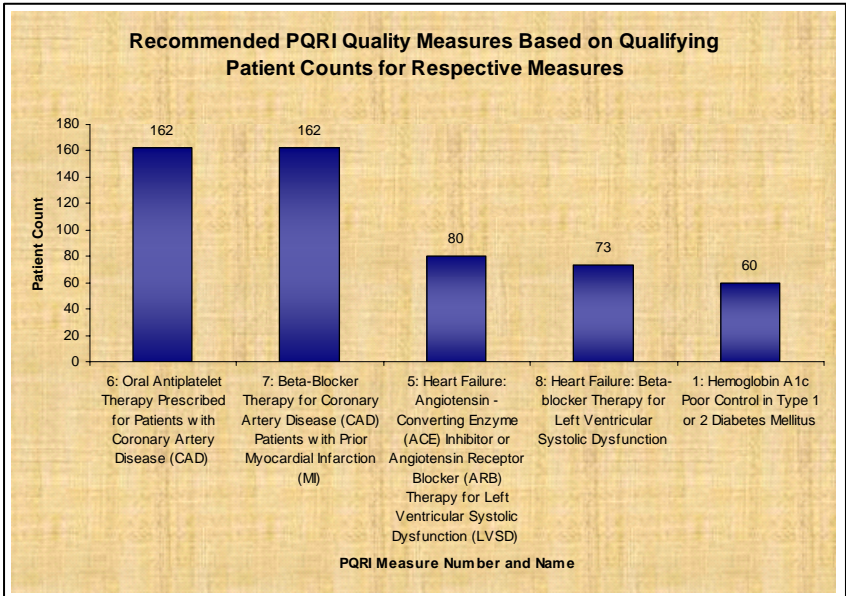


Performance Measurement Reports

Numerous efforts are underway to make performance measurement and improvement the top priority for health care professionals across the country. While quality improvement may be their goal, physicians may be at a loss of how to even begin. While the Alpha Project’s Profile Reports aim to help physicians understand the health status of their patient population, a separate report is available for physicians aiming to measure quality of care.

By leveraging the quality measures defined in CMS’ PQRI, physicians and practices are provided evidence-based information to target either the entire patient population as a whole, or certain at-risk segments of their patient population, through the detail provided in the Performance Measurement Reports.

The information provided in the Performance Measurement Reports may also help physicians during board re-certification, which often requires physicians to provide proof of evaluating their practices in comparison to peers and national benchmarks.



The Performance Measurement Reports utilize the same data analyzed for the Physician Profile Reports. Following the graphical representations of the physician’s population is a set of simple instructions for incorporating PQRI measures into the ChartMaker® Practice Manager system, which allows improvement progress to be evaluated over time.

The Physician/Practice Profile and Performance Measurement Reports are provided to Alpha Project participants by Thomson Reuters, a leading healthcare information company. More information about Thomson Reuters is available online at http://www.thomsonreuters.com/business_units/healthcare/.

