

Private Sector Environmental Scan

From

AAFP Private Sector Advocacy Staff

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www.aafp.org/privatesector

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Note, to comply with intellectual property laws, news stories below will be summarized and when appropriate, include a web link that may require either a paid subscription or free registration for access.

SPECIAL UPDATE:

[AAFP NEWS NOW](#)

[Family Practice Management \(FPM\)](#)

E-HEALTH

- **EHR (Electronic Health Record)**

- FTC Unveils EHR Security Rule**

- HealthLeaders Media, April 17, 2009

- “The FTC's proposed interim rule governing security for electronic health records expands responsibility for maintaining patient confidentiality to include third-party vendors, enhances patient notifications for breaches, and sends a clear signal that the federal government will crack down on violators.”

- http://www.healthleadersmedia.com/content/231671/topic/WS_HLM2_TE_C/F

- **How Health Plans Could Benefit From Health IT**

- HealthLeaders Media, April 17, 2009

- “Hospitals and physicians will spend many hours over the next two years researching and implementing electronic health records to take advantage of the \$36 billion slated for health IT in the stimulus law. While providers perform most of the heavy lifting, another healthcare segment might actually benefit more from better health information exchanges.”

- http://healthplans.hcpro.com/content.cfm?content_id=231661&topic=WS_HLM2_HEP

HEALTH PLANS

- **Petition Launched In Support Of A National Health Insurer Code Of Conduct**

- Medical News Today, March 10, 2009

- In an effort to ensure and protect patient access to approved medical treatments, a petition in support of a Health Insurer Code of Conduct was launched by the Alliance for Patient Access (AfPA). The petition

calls for the adoption of a Code of Conduct, currently being drafted by the American Medical Association, which will address restrictive practices of the managed care industry which undermine the integrity of doctor-patient relationships.

<http://www.allianceforpatientaccess.org/090310%20afpa%20release.php>

MEDICAL HOME

MedPAC Considers Accountable Care Organizations as Possible Path to Health Care Reform

AAFP News Now, April 20, 2009

“The patient-centered medical home could serve as a linchpin for an emerging health care delivery model known as an accountable care organization, or ACO, according to some members of the Medicare Payment Advisory Commission, or MedPAC, which met April 9 in Washington.”

<http://www.aafp.org/online/en/home/publications/news/news-now/government-medicine/20090420acc-care-orgs.html>

Blue Cross BlueShield of Michigan advances medical-home model

mLive.com, April 21, 2009

“Blue Cross advances medical-home model MLive.com, MI The Blue Cross Blue Shield program will start with more than 1000 designated physicians from nearly 300 primary-care practices -- 40 of them in West Michigan -- and could involve as many as two million patients.”

http://www.mlive.com/business/index.ssf/2009/04/blue_cross_advances_medicalhom.html

PHARMACEUTICAL

Whitepaper: The Future of the PBM (Pharmacy)

Patient Centric Healthcare, April 21, 2009

“In the next several years, we believe that three changes will drive the pharmacy marketplace and ultimately change the business model for PBMs. These changes will be accelerated by the current financial crisis which may drive further consolidation in the short-term. Consolidation which we believe will accelerate the “race to the bottom” where the traditional model of scale has been maxed out with parity achieved among the large PBMs.”

<http://georgevanantwerp.com/2009/04/21/whitepaper-the-future-of-the-pbm-pharmacy/>

An Illustrative Analysis of Medicare Options Compare: What’s There and What’s Not?

AARP.org Policy and Research, April

“This AARP Public Policy Institute Insight on the Issues by Marsha Gold of Mathematica Policy Research assesses Medicare Options

Compare, a web site maintained by the Centers for Medicare and Medicaid Services to help beneficiaries choose among available Medicare Advantage plans.”

http://www.aarp.org/research/medicare/advantage/i27_options.html

SELF-CARE

How far can interactive digital medicine go?

The Economist, April 21, 2009

“This article in The Economist explores the potential impact interactive digital medicine that flows in multiple directions—peer-to-peer, doc-to-patient, physician-to-physician, and online groups—can have on the industry. For example, a website called PatientsLikeMe, enables members from around the world to share stories about their ailments and treatment plans.”

http://www.economist.com/specialreports/displaystory.cfm?story_id=13437940

Reminder: Chapters

AAFP-AAFP chapter Private Sector Advocacy call schedule, 1-888-271-3491, press “3”

May 21, 2009	1:00 P.M. to 2:00 P.M. Central time
June 18, 2009	1:00 P.M. to 2:00 P.M. Central time
July 16, 2009	1:00 P.M. to 2:00 P.M. Central time
August 20, 2009	1:00 P.M. to 2:00 P.M. Central time