



Davies Award Executive Summaries:  
James F Holsinger, MD. 2011 Davies Ambulatory Winner

[Jim Holsinger, MD](#), opened his family medicine practice in Keokuk, IA in 2003. Dr. Holsinger has 1,400 active patients, serving a rural community of about 20,000 people, with more than 60% of active patients are over the age of 50. Primary insurance payers are: Wellmark Blue Cross Blue Shield, United Health Care, Principal, Humana, Medicare and Medicaid. The payer mix for patient volume is comprised of; 56% who have commercial insurance, 23% from Medicare, 11% for Industrial/Disability, 6% for the private payers, uninsured or the indigent and 4% from Medicaid.

Dr. Holsinger’s practice implemented eMDs, with interfaces for insurance claims processing, eMDs-Labcore, insurance eligibility, drug formulary, and Surescripts for e-prescribing.

**Clinical Goals and Performance:**

Through the use of the EHR, Dr. Holsinger’s practice was able to improve patient health and population health through providing patients with preventative health screenings. Dr. Holsinger’s team used their EHR reporting module to identify patients that were due for a flu shot and then began contacting these patients to come in, as well as identifying patients overdue for mammograms, colorectal cancer screening and pneumococcal vaccinations. In addition, the reports provide an opportunity for comparison to see trends and improvement in outcomes which can be shared with the patients to educate and engage them in their healthcare plan. Improving patient outcomes and population health supports the CMS Triple Aim: better patient health, better population health and lower medical costs.

Those clinical reminders were a key part of the success Dr. Holsinger’s practice encountered as part of the Quality Improvement Program’s Prevention Project. Partnering with IFMC, the Quality Improvement Organization or QIO for Iowa and Illinois, the practice started working to increase its influenza immunization rate.

**CMS/IFMC Scope of Work Prevention Program  
% of Compliant Patients as of 11/30/2010**

	Holsinger	State	National
Breast Cancer Screening	91.4%	34.7%	41.7%
Colon Cancer Screening	81.8%	30.5%	33.2%
Influenza Vaccine	95.3%	41.6%	33.5%
Pneumococcal Vaccine	95.6%	45.7%	41.1%

**Financial Goals and Performance:**

The original EHR investment of \$50,011 was very near our \$50,000 budget. Since Holsinger was a start-up operation, most cost-savings stem from cost avoidance items that could be such as paper, transcription fees, and office equipment for filing, etc.

The EHR implementation has allowed for increased patient contact time, in which Dr. Holsinger is often able to address all of patients problems during the encounter resulting in a higher level visit as compared to the average distribution of Medicare’s Evaluation and Management visits. This strategy has added approximately \$20,000 of added annual value as compared to the Medicare benchmark, using 2010 Medicare reimbursement rates.

Dr. Holsinger’s implementation of the EHR also allows the facility to receive EHR Incentive Program, PQRS, and CMS E-Prescribing incentive payments.



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