

## PQRI Survey: Patient 360

The American College of Physicians, a medical association representing over 126,000 doctors of internal medicine and medical students is asking all CMS certified PQRI Registries to complete this survey for our members. The responses to this survey will be made accessible to the College's members in order to assist our members in choosing a registry.

For more information on ACP please visit our website at [www.acponline.org](http://www.acponline.org)

### **PQRI Reporting:**

1. *Official (commercial) name of the registry: Patient360*

2. *Contact Information*

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3. *Provide an overview of the product (please limit to 150 words or less).*

P360 is a web-based software application, which providers use to enter information in order to register patients with chronic disease.

P360 is an educational system, providing a planned process to formerly educate your patients living with chronic disease.

In today's healthcare reimbursement model, physician incomes are being tied to patient outcomes. Pay-for-performance initiatives, both private and federal, are becoming pervasive throughout the country. P360 will serve as your chronic disease registry to help you measure and track your patients.

Using the P360 Educational System and Patient360 Diagnostics you will improve the outcomes of your patients, which will increase your income. Your income increases due to a higher volume of low-level office visits, which are part of the program designed by Patient360. Plus, you will be able to easily report for your PQRI Bonus from Medicare because Patient360 is a Certified Medicare Registry. Finally, you will be able to maintain your current fee schedule, and potentially increase your fee schedule with private insurance carriers by defending your outcomes. We refer to this as Quality Metrics Defense<sup>SM</sup>.

4. *Describe the focus, e.g., patient or disease - e.g. supported diseases, if disease-focused.*

Patient360 focuses on the Primary Care Provider for reporting PQRI Measure Groups for 30 consecutive patient visits. However, we work with all specialties desiring to report on individual measure for 80% of patients that qualify. We offer educational support for numerous chronic diseases (e.g. Diabetes Mellitus, Hypertension, Dyslipidemia, Asthma, Opiates Management, and more). Our educational lectures are evidence based and designed to be presented in small

groups of patients in the provider's office. As part of our core business, we offer diagnostic equipment and services that surround the chronic disease patient with tools to assist provider in detecting asymptomatic disease and managing their patient more closely. The combination of diagnostics and education dramatically improves patient outcomes and patient satisfaction.

5. *One or more of the following conditions covered by the registry:*
  - Measure Groups: Diabetes Mellitus and Preventive Care
  - We have the ability to customize for Specialists wanting to report individual measures
  
6. *List the key functionality traits of the product (please limit to the top 10 traits or less).*
  - Web based
  - Key punch entry currently
  - Electronic data transfer available
  - Data trend analysis for chronic disease management for the individual patient and the practice:
    - This module is also designed for Quality Metrics Defense<sup>SM</sup>
  - Annual Subscription based, allows 2 years of PQRI reporting for the price of one
  - Practice analysis for improving clinical outcomes through diagnostic detection of asymptomatic illness supported by patient education
  - Automatic patient notification system
  
7. *Is your product/registry identified by CMS as "qualified" to submit quality data to CMS on behalf of eligible professionals for 2008 PQRI reporting?*

Yes, we are qualified.

**Privacy:**

8. *Describe the overall security level of the system, e.g., access control strategy, network security measures.*

The application stores all data in a centrally secured database held on a remote server. All data is entered into this database with appropriate user level identifiers and is transmitted over Secure Sockets Layer with at least 128 bit level encryption. The database is hosted on a hardened/secured server with strict external access controls. Physical access is heavily restricted with use of biometric scans and secured combinations, with only authorized persons having access to the server.

9. *Describe the controls available to secure protected health information (PHI)*

All sensitive data is transmitted over Secure Sockets Layer with at least 128 bit level encryption. Additionally, this data is stored in an encrypted format in the database for further privacy.

10. *Identify any affiliated or owned entities who might have access to patient data (identifiable or de-identified).*

Only Patient360 authorized personal with administrative access have access to data.

11. *Describe your business model for operating the registry and any current or intended plans for sharing or selling any registry data (identifiable, aggregated, or de-identified).*

The Patient360 registry is a dynamic, web based system that is designed to identify patients in need of intervention and provides evidence based educational programming while simultaneously getting providers paid to collect quality metrics and educate their patients. Subsequent data access is HIPAA protected with separate patient and provider portals. There are currently no plans for registry data sharing or selling other than the PQRI reporting or other reporting per the request of our clients.

## **Data and Reporting**

12. *Please check off which of the following hosting models is supported by your product.*

Web-Based

13. *Please check off which of the following is supported by your product.*

Remote Network

14. *Data Export/Import: List the standards used in data exchange, e.g., HL7 interfaces.*

HL7 / XML data standards are employed

15. *List the software programs from which you can import data into your product and/or export data from your product, e.g., MS Excel, MS Access, other.*

Customization is available for nearly any data collection system.

16. *List the Point-of-Care tools implemented by your system, e.g., clinical alerts, documentation templates.*

- Patient360 Medical Report Cards Database generated meet E&M requirements
- Diagnostic Testing Reminder System
- Patient360 Seminar notification
- Quality Metrics Defense™ (QMD™)

17. *List the patient outreach capabilities implemented by your system, e.g. generated letters, surveys, patient education materials, messaging capabilities.*

- All educational programming are evidenced based utilizing contemporary guidelines
- Patient360 Seminar for Diabetes (Beginner, Intermediate and Advanced programs)
- Patient360 Seminar for Hypertension (Beginner, Intermediate and Advanced programs)
- Patient360 Seminar for Dyslipidemia (Beginner, Intermediate and Advanced programs)
- Patient360 Seminar for Overview of Diabetes, Hypertension and Lipid Disorders
- Patient360 Seminar for Asthma
- Patient360 Seminar for COPD

- Patient360 Seminar for Opiate Agreements
- Seminars for Smoking Cessation, Metabolic Disorder pending
- HIPAA Protected Web Based portal for Patient Medical Home for Patient360 patients
- Capability to custom query patient data by provider and multiple variables based on disease, clinical data and demographics

18. *List the reporting capabilities of the system, including support for any standards.*

- Can report any PQRI measure
- Reporting and data collection customizable
- Used for private payer reporting
- Voluntary, non-claims based reporting, allowing for a more accurate depiction of all patient data and not simply that which is generated by a single provider or office

### **PQRI Overview**

19. *Describe the relative strengths of the product (please limit to 150 words or less).*

Patient360 is proven to optimize clinical outcomes for patients while improving physician incomes. Our system is nimble and user friendly with single screen reporting for PQRI data and the ability to transfer data from existing databases and/or noncertified registries. Patient360 can easily help practices achieve their 2008 bonus before year end and get paid to collect the data, educate your patients and improve clinical outcomes via disease conceptualization. In addition to an outstanding educational program, Patient360 can also provide a unique practice analysis utilizing ICD, CPT codes and clinical flow for any size practice. Be yours a solo or small group or even a large multispecialty hospital based practice, Patient360 can improve diagnostic and clinical care via state of the art technology that is federally and privately covered as well as nourishing a partnership between the physician and patient, 'bringing healthcare full circle<sup>SM</sup>' back to this basic and imperative relationship.

20. *Describe the relative weaknesses of the product (please limit to 150 words or less)*

Patient360 PQRI reporting is simple and straightforward, however, subsequent to reporting will inevitably be performance based incentives in the federal and private arenas. Patient360 is only as weak as the data reported for the programming insures metric inclusion and exclusion criteria are met if the practice fills in the required fields and follows the agreements and instructions. However, to truly improve clinical outcomes and patient quality of life, practices must embrace a different way to deliver care as electronic system alone will not improve clinical or quality outcomes (Archives of Internal Medicine, July 9<sup>th</sup> 2007). Thus, getting practices to transform care delivery and embrace what is proven to be an outstanding means to deliver high quality care with improved outcomes and greater revenue is our greatest challenge. Once they 'get it' the results are truly transformational for all involved.

21. *Cost: Free, Free with Restrictions, or Priced*

22. *Provide a detailed description of the costing model, including any special pricing for PQRI data submission.*

The cost of Patient360 is \$1500 for 1, 2 or 3 providers. We are offering a year end special if the practice(s) signs up before 12/31/08 to report for 2008 as this year's fee will cover 2008 and 2009 reporting. In essence we are offering two years for the price of one.

Base Price for 1-3 Providers: \$1500, and allows reporting for both 2008 and 2009\*

If your group has more than 3 providers you will pay per provider for those above 3:

Providers 4-9: \$350 each

Providers 10-15: \$300 each

Providers 16+: \$275 each.

Groups of more than 20 may require custom pricing based on their training needs or customization of data entry.