



*The Maryland State Medical Society*

**News: For Immediate Release**

Additional Information Contact:

Gene M. Ransom, CEO

Office: 410-539-0872 x 3305

## **MEDCHI ESTABLISHES THE CENTER FOR THE PRIVATE PRACTICE OF MEDICINE**

BALTIMORE, February 18, 2013 – MedChi, the Maryland State Medical Society, announced today that it is supporting independent physicians by establishing a Center for the Private Practice of Medicine. The purpose of the Center is to provide the resources physicians need to thrive as clinicians and small businesses.

The Center will be developed and managed by MedChi Network Services, a subsidiary of MedChi and the largest state-designated Management Services Organization (MSO). As an MSO, MedChi Network Services provides direct assistance to help eligible professionals transition from paper to electronic health records and reach meaningful use. Majority of the MSO participants are independent primary care physicians.

Craig Behm, the executive director of MedChi Network Services, is excited to expand their practice offerings: “Many physicians find that an electronic health record system is simply a tool to drive workplace efficiency and to enhance quality. We are now bringing many more tools to our physicians with the goal of helping practices thrive.”

The private practice of medicine becomes more challenging every year. New programs from the Centers for Medicare and Medicaid Services (CMS) such as ePrescribing and the Physician Quality Reporting System add complexity to an already challenging profession. Independent physicians who do not participate in, and meet the requirements of, these and other programs will see their Medicare revenue go down as much as 6.5%.

While CMS implements programs aimed at lowering the national cost of health care, commercial insurance carriers are implementing programs to reduce the cost of their enrollees. Many carriers have started Patient Centered Medical Homes to provide care coordination between office visits. When planned and executed correctly these programs show great promise; however, they also require physicians to adapt to whole new sets of care guidelines. Without a sophisticated electronic health record system, including practice management and care coordination modules, it is nearly impossible to follow care processes from multiple programs.

The Center for the Private Practice of Medicine through MedChi Network Services will teach physicians and their staff how to participate in programs from CMS, commercial insurers, and the state and federal government. The Center will actively identify opportunities and connect them with eligible practices so physicians can dedicate their time to helping patients.

MedChi Network Services also offers practice services such as revenue cycle management through a collaboration with Health Prime International, a firm located in National Harbor, Maryland. The goal is to give physicians and their staff the tools they need to run a successful business, without the additional costs experienced by large groups and health systems. The health care industry thrives when physicians are given clear and actionable data about their business and their patients.

As the State Medical Society, MedChi has been exploring creative ways to give independent physicians the same advantages as large health care institutions. “Many physicians and their patients prefer the personalized care and collaboration that can only come through private practices,” explained MedChi President Brian Avin, M.D. “MedChi and the Center for the Private Practice of Medicine will help guarantee the availability of personalized care well into the future.”

The health care industry is changing and becoming more complex. At the same time, physicians need to continue their positive patient interactions that will prevent certain diseases and keep people out of the hospital. The Center for the Private Practice of Medicine will help physicians optimize their practices within the complexity, and allow them to spend time with those that need them the most: their patients.

#### About MedChi

MedChi, The Maryland State Medical Society, is a non-profit membership association of Maryland physicians. It is the largest physician organization in Maryland. The mission of MedChi is to serve as Maryland's foremost advocate and resource for physicians, their patients and the public health of Maryland. For more information, please visit [www.medchi.org](http://www.medchi.org).

#### About MedChi Network Services

MedChi Network Services is a collaboration between MedChi, The Maryland State Medical Society, and Health Prime International. The mission is to help physicians collaborate to enhance patient care and advance the private practice of medicine. MedChi Network Services is an accredited state-designated management services organization and leader in the field of health information technology. MedChi Network Services operates three physician-led Accountable Care Organizations across the state.