

## Private Sector Environmental Scan

From

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[www.aafp.org/privatesector](http://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:** [Physician Networking Resource Delta-Exchange Now Free to AAFP Members](#)

### [AAFP NEWS NOW](#)

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

#### CARE COORDINATION

- [UnitedHealth launching Apple-like cloud service for care coordination](#)  
*FierceHealthPayer*, February 15, 2012  
“UnitedHealth's Optum unit is launching a new healthcare cloud-computing platform, which stores information and applications on remote servers accessed through a secure Internet connection, to help share medical data among healthcare professionals in hopes of improving care coordination.”  
(See additional article under HIT).

#### ELECTRONIC HEALTH RECORD

- [Expert: Physician practices could do more to make full use of EHRs](#)  
*InformationWeek*, February 10, 2012  
“More than half of physician practices have adopted EHRs, but most of them aren't optimizing their use of the technology, neglecting features such as electronic prescribing and appointment scheduling as well as patient portals, writes Paul Cerrato, citing an American Medical News report. Cerrato explains how practices can maximize their EHR investments, starting with setting up a patient portal.”

#### HEALTH INFORMATION TECHNOLOGY

- [Blues, UnitedHealth launch IT initiatives for ACOs, cloud computing](#)  
*FierceHealthIT*, February 14, 2012  
“Looking to increase relationships among patients, payers and providers, health IT vendor Lumeris and three Blues plans--Highmark, Horizon Blue Cross Blue Shield of New Jersey and Independence Blue Cross--announced today an agreement to purchase healthcare communication network NaviNet.”

#### HOSPITAL

- [Nonprofit hospital exec pay getting heat from struggling city](#)  
*FierceHealthcare*, February 8, 2012

“Should struggling cities get a cut of the money otherwise directed toward executive pay of nonprofit hospitals? That's the debate going on in Rhode Island, where Providence is on the brink of bankruptcy and a healthcare exec is raking in millions.”

## IMMUNIZATIONS

- [How to Sidestep Hospital Flu Shot Mandates](#)  
*HealthLeaders Media*, February 14, 2012  
“A debate is currently raging about whether the decision to get a flu shot should be made by a nurse, or by his or her employer. In Massachusetts, one in five employees at acute care hospitals declined to be vaccinated last fall.”

## PAYMENT

- [5010 Logjam Means No Pay for Physicians](#)  
*HealthLeaders Media*, February 9, 2012  
“Physicians are flooding their advocacy groups with complaints about cash flow problems as they seek deadline delays for mandatory transition toward HIPAA 5010 electronic transactions.”
- [UnitedHealth ties doctor fees to quality care](#)  
*FierceHealthPayer*, February 13, 2012  
“In the latest sign that insurers are rejecting the traditional fee-for-service payment model, UnitedHealth said it would start tying doctors' fees to quality outcomes. WellPoint and Aetna both have announced similar payment overhauls.”
- [Possible ICD-10 Delay Nets Widespread Physician Support](#)  
*HealthLeaders Media*, February 15, 2012  
“Signals that federal officials might “reexamine the pace” of next year's implementation dates for ICD-10 are bringing mostly favorable reactions from healthcare providers.”

## PHYSICIAN MEASUREMENT & REPORTING

- [Blues plans acquire NaviNet to improve ACO data sharing](#)  
*FierceHealthPayer*, February 15, 2012  
“Highmark, Horizon Blue Cross Blue Shield of New Jersey and Independence Blue Cross (IBC), along with software company Lumeris, on Tuesday announced they are buying NaviNet, a real-time communications network linking doctors, hospitals and insurers.”

## SELF-CARE

- [UnitedHealth, Comcast pilot reality TV to prevent diabetes](#)  
*FierceHealthPayer*, February 15, 2012  
“UnitedHealth, in partnership with Comcast, is hoping that watching a reality TV show will help prevent individuals from developing diabetes.”

## WHAT THEY'RE SAYING (from posted Blogs)

- [Physician survey shows mixed feelings on disclosures](#)  
*Los Angeles Times/Booster Shots*, February 8, 2012

“A survey of some 1,800 U.S. physicians found 17% disagreed, at least in part, with the idea that they should never tell patients an untruth and 11% said they had done so in the past year, Massachusetts General Hospital researchers reported in Health Affairs. About 55% said they had put a more positive spin on a prognosis than warranted, and 34% did not totally agree that all significant medical errors should be disclosed to patients.”

Reminder: Chapter Executives

Private Sector Advocacy and Chapter Executive call schedule:

<b>March 15, 2012</b>	1:00 P.M. to 2:00 P.M. Central time
<b>April 19, 2012</b>	1:00 P.M. to 2:00 P.M. Central time
<b>May 17, 2012</b>	1:00 P.M. to 2:00 P.M. Central time
<b>June 21, 2012</b>	1:00 P.M. to 2:00 P.M. Central time