

## **MaternOhio**

It began with a prominent physician in Columbus, Ohio, who wanted to find a better way for doctors and health plans to work together to focus on health care quality. It became a forerunner of what is now a national trend...basing physician reimbursement from health plans in part on meeting measurable, mutually agreed upon quality goals.

The program involves MaternOhio - a cooperative that includes three physician practices with 12 obstetrician/gynecologists - and Anthem Blue Cross and Blue Shield. The results are simple: the physicians earn rewards for their quality efforts, and Anthem members receive measurably better care.

"Part of this program is to determine that physicians and health plans can be collaborative," says Mike D'Eramo, executive administrator of MaternOhio. "It helps in terms of lowering tensions between doctors and health plans by proving we can do something positive together." D'Eramo credits the late Dr. William Copeland with originating the Columbus experiment.

Quality results are measured against the nationally recognized HEDIS preventative care measures and the standards of the American College of Gynecologists and Obstetricians. In addition, the physicians are measured on patient satisfaction, obtained through questionnaires given by the doctors to their patients and submitted to Anthem.

D'Eramo says part of the program's success comes from Anthem's willingness "to be open minded."

"This is not a big-dollar program," D'Eramo says. "But it inspires the physicians. It gives them something tangible to measure themselves against, and they like it because it is entirely related to women's health."

MaternOhio Management, Inc. is a physician services organization founded by Kingsdale Gynecologic Associates, Inc. and Northeast Obstetricians & Gynecologists, Inc.

Source: Anthem 2002 Annual Report. [www.anthem.com](http://www.anthem.com)