

Brief Notes

News for
Brokers and Consultants

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Applies to: All markets

Horizon BCBSNJ and leading gastroenterologists launch innovative Patient-Centered Colonoscopy Episode of Care Program

Horizon Blue Cross Blue Shield of New Jersey has announced the state's first Colonoscopy Episode of Care Program (Program) designed to deliver better patient outcomes and an improved patient experience, while also lowering costs using incentives to increase the coordination of care. Horizon BCBSNJ joined with 31 of our network doctors at more than 20 office locations to create this new Program. Approximately 3,800 Horizon BCBSNJ members will benefit from this initiative in 2014.

"This collaborative Program with our network gastroenterologists continues Horizon BCBSNJ's effort to transform how health care is delivered by identifying specific treatments where we can improve patient care and lower costs," said Jim Albano, Vice President, Network Management and Horizon Healthcare Innovations, Horizon BCBSNJ.

Gastroenterologists participating in the Program operate similar to a coach directing a team of health care professionals in the full-spectrum of care related to a patient's colonoscopy. This includes the surgical procedure and all pre- and post-procedure services related to the colonoscopy.

Gastroenterologists participating in this Program will closely monitor and work with outpatient sites of service, the anesthesiologist and other caregivers to ensure patients receive high-quality, efficient care and an exceptional experience for the duration of the episode. If the participating doctors meet quality and efficiency goals, they may be eligible to share in the resulting savings.

"This innovative Program allows physicians to continue to provide excellent care to their patients while aligning the financial incentives between health care providers and Horizon BCBSNJ," said Dr. Charles Accurso of Digestive HealthCare Center.

"This innovative initiative showcases leadership and cooperation between participating gastroenterologists and Horizon BCBSNJ to focus on enhancing care for the patient at all levels," added Dr. George Pavlou of Gastroenterology Associates of New Jersey.

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Practices participating in the Program include:

- Digestive HealthCare Center – Seven physicians at three office locations in Hillsborough, Somerville and Warren.
- North Jersey Gastroenterology Associates, PA – One physician at three office locations in Belleville, Kearny and West Orange.
- Gastroenterology, LLC – One physician at two office locations in Vineland and Pittsgrove.
- Gastroenterology Associates of New Jersey, LLC – 16 physicians at multiple office locations in Wayne, Clifton, West Paterson, Oakland, Fair Lawn, Ringwood, Lincoln Park, Rutherford and Montclair.
- Woodbridge Medical Associates – One physician in Woodbridge.
- R. Swami Nathan, MD – One physician at two office locations in Verona and Cedar Grove.
- Advanced Gastroenterology Group – Four physicians at one office location in Union.

In addition to programs focused on different Episodes of Care, such as the Colonoscopy Episode of Care Program, Horizon BCBSNJ has a number of patient-centered programs, including Accountable Care Organizations and Patient-Centered Medical Homes. More than 500,000 Horizon BCBSNJ members are now benefiting from Horizon BCBSNJ's patient-centered programs that are working to improve patient care while controlling costs.

If you have questions, please contact your Horizon BCBSNJ sales executive or account manager.