Investing in Primary Care to Build the Future We Need

Ryan Biehle, MPH, MPA
Deputy CEO for Policy & External Affairs
Colorado Academy of Family Physicians
Policymaking: A Colorado Journey

An “outside strategy” to launch the work
Hatching a Solution in 2015: **Invest More in Primary Care, but also...**

- Increased PC Capacity
- Lower Cost
- Funded PCMH
- Efficient Medical Neighborhood
- Healthier Patients

**Statewide Primary Care Investment Target: 15% Minimum**

**Accelerate Payment Reform toward Value**

**Measure & Track Progress on PC Payment**
(Not Just Delivery)
Hurdles

- PC Investment is “New Concept”
  - Education Needed

- 16 Payers have 16 APM’s - A Sense of “Already Doing This”

- $$$ to do the work
  - Data, Reporting

- Lack of Standard Definition

- Picking your Policy Lever
Key Players

2015 - 2016
- A few Family Docs
- APCD

2017
- RI, OR, Milbank Fund

2018
- Added...
- CO Medical Society
- ER Physicians
- Consumers
- Governor’s Office
- Medicaid
- Bipartisan Legislators

...Missing Medicaid, DOI, other primary care
CO Primary Care Collaborative Learns about RI, OR

DENIED: Foundation Grant App for Advocacy & Spending Report using APCD

PCI Taskforce Created: Drafts Legislation

PCI Educational Convening – 90 Healthcare Stakeholders introduced to work of OR, RI, Milbank Fund

Introduced Legislation. Passed Health Cmte 11-2

APPROVED: APCD Scholarship & Medicaid Dept. Funding to Produce Report

DENIED: Scholarship to access APCD Data No APM Data

CAFP Board Adopts PCI as Priority #1. State Legislation Becomes Necessary

Coalition Building Key Partners: FQHC’s, AAP & ACP Chapter

Draft and place Op-Eds from FP’s around Colorado

Legislation stalled 2 days later in unexpected Cmte

Timeline
Lessons Learned

Policy:
- An APCD is incredibly useful
- We still don’t know the “right” spending target
- Imperfect Data Doesn’t Have to Prevent progress toward measurement

Definitions are Vital
- Service vs. provider based definitions
- Excluding hospital-based work
Lessons Learned Continued

**Strategy:**

- **Find Allies Early** - other primary care physicians and providers
  - Sub-Specialists are not as opposed as one might think
- **Legislation can be an education tool**, even if not passed
  - Can be used to spur progress, build coalitions, educate policymakers, open funding opportunities
- **Engage Employers** (i.e. IBM)
- **Messaging** - Internal vs. External Audiences

**Environment:**

- **Varied Payer response. We engaged them early as partners.**
- **The policy is Bipartisan**
- **Funding** to do the work/access the data has been a **challenge**
Next Steps

- Submitting Foundation Grant to do:
  - 2\textsuperscript{nd} report with APM Data
  - Stakeholder Collaborative to Build Consensus on PC Definition
  - Analyze by socioeconomic Census Data
  - Evaluating 2019 Legislative Options