

**Independence Blue Cross Physician Advisory Committee  
Meeting minutes for Wednesday, November 4, 2009  
G. Fred DiBona Building, 1901 Market Street, Philadelphia, PA**

**Attendees:** I. Steven Udvarhelyi, M.D., Patrick J. Brennan, M.D., Anthony V. Coletta, M.D., Charles Cutler, M.D., Scott R. Schaffer, M.D., C. Richard Schott, M.D., and Dennis H. Tafflin, D.O.

**Excused:** Janis G. Chester, M.D., Anthony J. DiMarino Jr., M.D., M. Arif Hashmi, M.D., John J. Kelly, M.D., and Sanand R. Menon, M.D.

**IBC supporting associates present:** Douglas L. Chaet, Tressa Harley, Dale M. Mandel, M.D., and Richard L. Snyder, M.D.

**I. Old business**

**Feedback from draft policies submitted to the Committee** – Dr. Mandel, Medical Director in Provider Network Services, presented response rate statistics and summarized the feedback received. The committee continued to express support for the policy review process and complimented IBC’s transparency measures for physicians to review and contribute to both existing and updated claim payment and medical policies. The committee conveyed the overall opinion that the policies are well written and the feedback is fundamental to the communication and partnership between IBC and the provider community.

**II. New business/topics discussed**

- A. Doug Chaet, Senior Vice President of Contracting and Provider Networks, presented the findings from IBC-sponsored focus groups that focused on improving quality and utilization within Southeastern Pennsylvania. The group agreed that sharing data within specialties is critical. Providers need the ability to measure their results and compare their own performance with peer averages and benchmarks in order to improve quality and utilization.
- B. Dr. Snyder, Senior Vice President of Health Services, presented information on IBC’s collaborative efforts to improve health care. IBC is a member of a number of entities, each with a specialized focus, listed below.
- **The Chronic Care Commission** – A patient-centered medical home initiative focused on the transformation of primary care delivery within the Southeastern Pennsylvania region
  - **Pennsylvania Coalition for Health Care Excellence** – A group dedicated to improving the quality of colorectal cancer care, low back pain management, and pediatric asthma management.
  - **Pennsylvania Healthcare Quality Alliance** – A group promoting state-wide payer, hospital, and provider transparencies.



- **Partnership for Patient Care** – An organization sponsoring multiple regional patient safety projects.
- **Pennsylvania Medical Society** – An association conducting policy review and distributing information for physician opinion.

### **III. Action items/adjournment**

The next meeting will be held Wednesday, March 17, 2010.