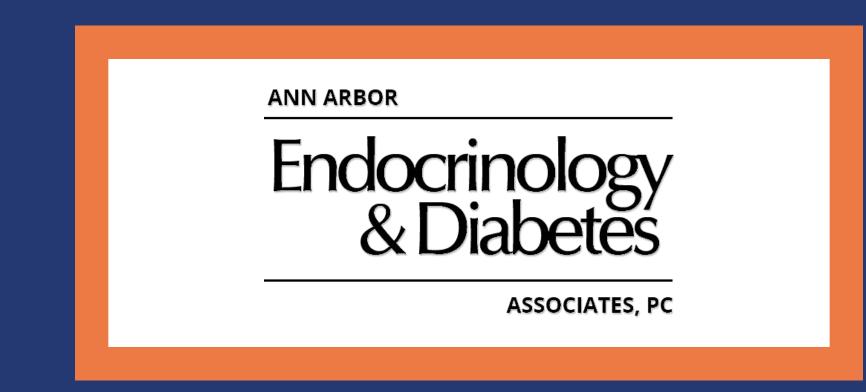


Endocrinology + Primary Care Practices
Care Coordination Projects





# Referral Realities: A Retrospective Look

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# The Challenge

Through our primary care practice/endocrinology practice partnership, we focused on increasing the number of referrals of patients with Type II Diabetes to Ann Arbor Endocrinology & Diabetes Associates.

# Root Causes

- 1. PCP preference to manage patients' Type II Diabetes
- 2. PCP established referral patterns
- 3. Patient choice to seek endocrinologist close to home or in network with their insurance provider

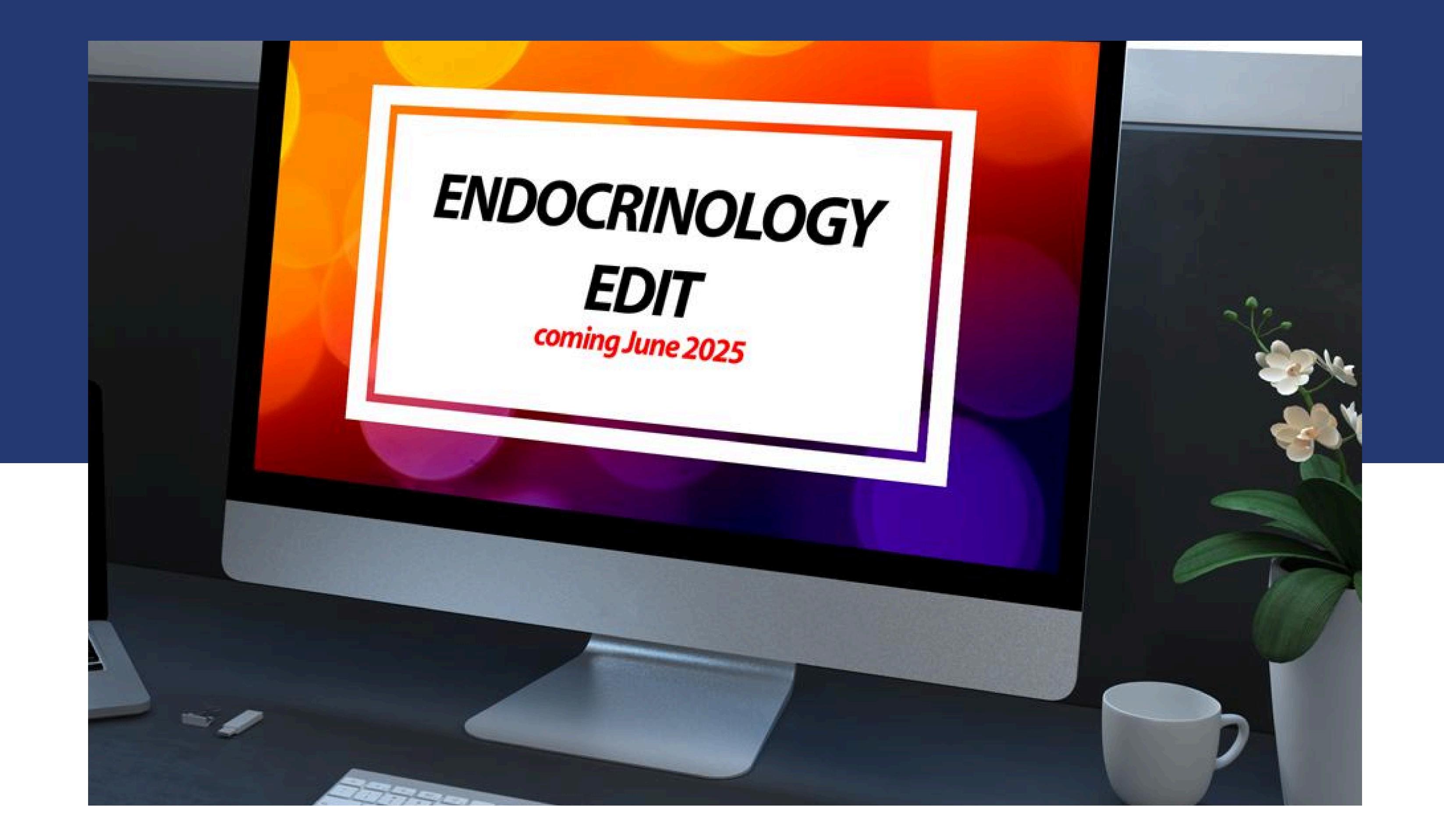
#### Importance

In order to support appropriate and timely referrals for patients with Type II Diabetes, we aimed to increase referrals to continue care at Ann Arbor Endocrinology & Diabetes Associates. We aim to extend our patient assistance services to everyone who may benefit.

#### Goals

Increases referrals to Ann Arbor Endocrinology & Diabetes Associates.

10% of 2024 Emmaus Health Partner referrals to endocrinology were for Type II Diabetes. Emmaus Health Partners managed 90% their population of patients with Type II Diabetes



## Current State

Ann Arbor Diabetes and Endocrinology Associates and HVPA have discussed transitioning from a referral effort to an education process, "The Endocrinology Edit" in HVPA newsletters, practice manager meetings, and/or provider meetings. As the specialists, Ann Arbor Diabetes and Endocrinology Associates are interested in providing best practice referral guidance to ensure primary practitioners have awareness of the breadth of services we offer as well as appropriate reasons/timeliness of referrals.

#### Barriers

- Increased awareness of practice offerings to the HVPA PCP practices
- SCP/PCP relationship not relevant to all physician organizations
- SCP and PCP geographic footprint are not always aligned

### Results

## Brand/Practice awareness

 As a result of the SCP/PCP relationship, Emmaus Health Partners has increased awareness of referring to Ann Arbor Diabetes and Endocrinology Associates.

#### Process improvements

- Ongoing discussion and team around referral strategies
- HVPA review of PCP referral pattern alignments and leveraging High Value Referrals

# Recommendations

- Shift away from increasing number of referrals and toward biannual "Endocrinology Edit" featured in HVPA newsletters
- Implementation and regular review of High Value Referral Networks