Medicare has selected Wilmington Health’s subsidiary, Physicians Healthcare Collaborative (PHC), as a participant in an innovative and transformative healthcare delivery model. On January 1, PHC was designated by Medicare as an Accountable Care Organization (ACO). PHC was launched in the summer of 2012 with aspirations of becoming both a Medicare and commercial ACO. ACOs are physician-driven groups of providers who are committed to the health of the populations they serve. They are

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Our commitment to both our patients and our staff is open and honest communications.
jointly held accountable for achieving measured quality improvements, improving patient experiences, and lowering the cost of care through better outcomes and the efficient provision of services.

Blue Cross and Blue Shield of North Carolina was the first to recognize the merits of this innovative model and partnered with Wilmington Health to develop one of the first commercial ACOs in the state.

“We are excited about this movement toward patient-centered care and provider accountability,” said Jeff James, CEO of Wilmington Health and Physicians Healthcare Collaborative.

Since passage of the Affordable Care Act, more than 250 ACOs have been established. ACOs share with Medicare any savings generated from lowering the growth in healthcare costs, while meeting standards for quality of care.

The Centers for Medicare & Medicaid Services (CMS) has established 33 quality measures on care coordination and patient safety, appropriate use of preventive health services, improved care for at-risk populations, and patient and caregiver experience of care.

“Many Medicare beneficiaries are worried when hearing of new concepts like this, and that is certainly understandable. However, they need not be,” said Jonathan Hines, MD, Wilmington Health Chief Medical Officer. “This innovation has more to do with the relationship between Wilmington Health and CMS than the relationship between any physician and their patients. We hope that our patients will be enthusiastic about our willingness and efforts to be part of the solution to our national healthcare needs.”

“Clearly, there are important issues to address—improving patient safety, improving the patient’s experience when getting care, improving the completeness of care delivered, improving outcomes and the overall health of the population, and yes, cost too needs to be considered and reigned in where possible,” Dr. Hines added. “We feel the best way to address the soaring costs of healthcare is to focus on the quality and completeness of care being delivered, thereby avoiding unnecessary complications and severity of illness.”

“This is what an ACO is really about,” Dr. Hines said. “It is important to note that Medicare beneficiaries in the ACO will not incur any reduction in their healthcare benefits and will not be limited in their established relationships with their chosen physicians. This is a learning journey for us, and we hope that we will ultimately understand better how to deliver the best possible care at the most affordable price.”

In total, Medicare’s ACO partners will serve more than 4 million beneficiaries nationwide and include a diverse cross section of physician practices across the country.

Health and Human Services (HHS) issued a new report showing Affordable Care Act provisions are already having a substantial effect on reducing the growth rate of Medicare spending. Growth in Medicare spending per beneficiary hit historic lows during the 2010 to 2012 period, according to the report. Projections estimate that Medicare spending per beneficiary will grow at approximately the rate of growth of the economy for the next decade, breaking a decades-old pattern of spending growth outstripping economic growth.

“We developed PHC with the community and community physicians in mind. We are confident it will be a catalyst for physician and hospital collaboration across the community and a tool to illustrate the fantastic healthcare available in our region,” James said.

For More Information
Shared Savings Program: https://www.cms.gov/Medicare/Medicare-Fee-for-Service-Payment/sharedsavingsprogram/index.html?redirect=sharedsavingsprogram/

List of the 106 new ACOs: http://www.cms.gov/Medicare/Medicare-Fee-for-Service-Payment/sharedsavingsprogram/News.html
Wilmington Health Launches New Web Site

If you haven’t visited www.wilmingtonhealth.com lately, a lot has changed!

Wilmington Health recently launched a newly redesigned site. It has a clean new look and valuable information to coincide with Wilmington Health’s ongoing commitment to provide honest, open communication to our patients.

Some of the goals for the new site included accessibility and mobile friendliness, which simply means easier site navigation from phones, tablets, and desktops/laptops. In addition, download speeds have been reduced by 30-40% compared to the previous site! Pages load faster, you have quicker access to information, and the site offers greater browser compatibility.

From a content standpoint, the new web site is easily updatable, so the latest Wilmington Health news, services, and offers will be readily available to you. The site also has a Health Resources area where users can look up diseases and conditions or learn more about how the body works. Plus, the site was built so the web can more easily discover its more important content and updated features.

In addition, providers and specialties have the freedom to customize their pages with personal and professional information, videos, and links to other pages. So check regularly to see what your doctors have included on their pages!

If you haven’t seen the new site, stop by www.wilmingtonhealth.com today!
Wilmington Health on Silver Stream Lane is now offering digital mammography to Wilmington Health patients. This service was available at Wilmington Health OB/GYN on 17th Street, but has been moved to the new location. “Wilmington Health will continually grow and improve our programs, services, and locations to meet the needs of current and future patients. The new digital mammography suites illustrate our commitment to providing the highest quality of care available in the area,” said Wilmington Health OB/GYN’s Sarah M. Gore, DO. It is recommended to contact your insurance company to see if it covers payments for digital mammography before your appointment.

OB/GYN Expands to Hampstead

Wilmington Health OB/GYN is expanding to Hampstead. The new office, located at 14905 Highway 17, is set to open in June. Wilmington Health OB/GYN’s Gregory Woodfill, DO; Joshua Vogel, MD; and Lauren Jones, WHNP-BC, will deliver care and advice for women’s health and well-being at the Hampstead office. “We offer everything from routine well-woman visits to the management of high-risk pregnancies,” said Dr. Woodfill. “Each patient can expect comprehensive care as we evaluate the patient, not an isolated condition. I am thrilled to be able to treat more patients in the community where I live.” To schedule an appointment with OB/GYN in Hampstead, call 910.343.1031.

Dr. Michael McWilliams Turns Focus to Primary Care

Michael McWilliams, MD, FACC, started treating Internal Medicine patients at Wilmington Health on 1202 Medical Center Drive, Wilmington, in March. “As a primary care provider, I have the opportunity to work with patients to encourage healthy lifestyles and prevention of disease as well as identify areas of risk. My background in cardiology is especially useful in treating patients who are at risk for or suffer from heart disease,” said Dr. McWilliams. Dr. McWilliams focuses on prevention and treatment of chronic diseases. He believes in diet and exercise to prevent and help treat chronic disease. Dr. McWilliams is American Board Certified in Internal Medicine, Cardiology, and Cardiac Electrophysiology. To schedule an appointment with Dr. McWilliams, call 910.341.3336.
Wilmington Health at Mayfaire Moves, Adds Department

Wilmington Health at Mayfaire Moves to Permanent Location

Wilmington Health at Mayfaire has moved to its permanent location at 6781 Parker Farm Drive, Suite 200, Wilmington. Providers in Internal Medicine and OB/GYN are now seeing patients at the permanent address. To schedule an appointment with Internal Medicine, call 910.772.0370. For an appointment with OB/GYN, call 910.343.1031.

OB/GYN Expands to Mayfaire

Sandra Hall, MD; Nicole Carroll, MD; David Joseph, MD; Joshua Vogel, MD; and Rachel McLean, DO, are treating OB/GYN patients at Wilmington Health at Mayfaire.

To schedule an appointment with one of these OB/GYN providers, call 910.343.1031.

Dr. Kevin Brennan Moves to Mayfaire Internal Medicine

Kevin Brennan, MD, has joined Internal Medicine team members Sandy Brannin, DO, and George Sylvestri, MD, at Wilmington Health at Mayfaire.

“I see my role as a primary care physician as one in which to help patients avoid the need of taking prescription medications,” said Dr. Brennan. “The emphasis should be strongly placed on lifestyle modifications through healthy diet, exercise, and weight management. Medication should always be a last resort in managing specific identifiable medical problems or managing health risk factors.”

In Internal Medicine, Dr. Brennan diagnoses and treats non-surgical illnesses in adults, provides regular health exams and preventative services, and addresses acute illnesses as they come up. He is board certified by the American Board of Internal Medicine. To schedule an appointment with Dr. Brennan, call 910.772.0370.

Gastroenterology’s Dr. Matthew Mlot Expands Practice

Matthew Mlot, MD, FACG, is now seeing patients at Wilmington Health at Porters Neck, 8090 Market Street, Wilmington.

“I’m grateful to expand my practice and to be a part of Wilmington Health’s ongoing mission to provide current and future patients with the most comprehensive healthcare available in the area,” said Dr. Mlot.

As a gastroenterologist, Dr. Mlot diagnoses and treats all areas of the digestive system including the stomach, colon, small bowel, liver, pancreas, and gallbladder. His clinical interests include general gastroenterology and endoscopy, colonoscopy for prevention and detection of colorectal cancer, and biliary interventional endoscopy. Dr. Mlot is certified by the American Board of Internal Medicine and Gastroenterology.

Dr. Mlot will see patients at 8090 Market Street on Wednesday afternoons. He also treats patients at 1202 Medical Center Drive, Wilmington. To schedule an appointment with Dr. Mlot, call Wilmington Health Gastroenterology at 910.341.3343.
Wilmington Health Offers Video EEG Monitoring

Wilmington Health now offers EEG with video monitoring to better diagnose and treat patients with epilepsy throughout Southeastern North Carolina. Patients who have experienced episodes of dizziness or altered consciousness, which cannot be definitively diagnosed by other means, may be candidates for EEG with video monitoring.

Epilepsy is one of the most common, disabling, and yet potentially treatable neurologic conditions facing physicians. In order to determine the most effective treatment, a physician must determine the type of event the patient is experiencing with as much accuracy as possible. An EEG is a safe, painless test in which the patient is connected to a recording device and is free to read, watch TV, use the phone or sleep. It can be helpful in determining the most effective treatment if an event is recorded during an EEG with video monitoring.

“We are thrilled to have the opportunity to improve the quality of healthcare through EEG with video monitoring. Our goal is to present answers to our patients suffering from epilepsy,” said Alfred DeMaria, MD, Wilmington Health neurologist. Wilmington Health is home to the area’s largest team of board certified neurologists. EEG video monitoring is offered at 1222 Medical Center Drive in Wilmington. To schedule an appointment with Neurology, call 910.341.3383.

High blood pressure contributes to nearly 1,000 deaths a day. This epidemic costs nearly $131 billion in healthcare services, medications, and missed days of work.

“We are determined and excited to reach this ambitious goal. Teaming up with nationally recognized healthcare systems, groups, and physicians is the first step toward improving the quality of life for those diagnosed with high blood pressure,” said Dr. Jonathan Hines, Wilmington Health’s Chief Medical Officer.

To get control of your high blood pressure, make an appointment with your Wilmington Health primary care physician.

Wilmington Health Participates in AMGF Campaign Launch

Wilmington Health has joined the American Medical Group Foundation (AMGF), American Medical Group Association (AMGA), U.S. Department of Health and Human Services’ Million Hearts Initiative, the Institute for Healthcare Improvement, and more than 120 medical groups and health systems committed to improving the high blood pressure epidemic through the Measure Up, Pressure Down campaign.

The AMGF’s Measure Up, Pressure Down campaign launch event took place November 29 at the National Press Club in Washington, DC. The mission of the campaign is to boost the nation’s health by improving high blood pressure prevention, detection, and control. By 2016, the campaign’s goal is to have 80% of the high blood pressure patients nationwide in control of their conditions.

Sixty-eight million U.S. adults have high blood pressure, and less than half of the patients have the condition adequately controlled. High blood pressure contributes to nearly 1,000 deaths a day and accounts for an estimated $131 billion in healthcare services, medications, and missed days of work.

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To get control of your high blood pressure, make an appointment with your Wilmington Health primary care physician.

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To get control of your high blood pressure, make an appointment with your Wilmington Health primary care physician.
Family Fit Challenge

Wilmington Health is challenging and encouraging local families to take control of their family’s fitness. J’nelle Ruscetti, PA-C, initiated the evidence-based Family Fit Challenge and is addressing the childhood weight problem through this eight-week family plan.

The program is designed to not only treat children who are currently at an unhealthy weight but also to help prevent children from becoming an unhealthy weight. Each class will discuss various topics relating to childhood obesity through interactive games with families, exercising as a group, and assigning different challenges to the families for the upcoming week. As the program progresses, the difficulty increases.

J’nelle’s mission is to reverse the childhood obesity epidemic starting with the Wilmington area. “Your gift is where your passion meets a desperate need, and I am passionate about the health of children,” said J’nelle.

To sign up and learn more about the program visit www.wilmingtonhealth.com/family-fit-challenge.

Congratulations to J’nelle on being nominated for the YWCA Lower Cape Fear and Wilma Magazine’s prestigious Women of Achievement Award!

Pam Taylor, DO, FAAP, Selected as Smart Start Champion

Pam Taylor, DO, FAAP, of Wilmington Health Pediatrics and Linda Heath were named Smart Start Champions. Each year, Smart Start awards individuals who make a positive impact on children’s health, family support, and early care and education.

Dr. Taylor was awarded this honor due to her work with the North Carolina Pediatric Society. As a team, they created a unique position of Foster Care Coordinator to assist with the care and management of foster children seen at Wilmington Health Pediatrics. The Foster Care Coordinator facilitates communications between the caregivers, medical and mental health providers, and the New Hanover County Department of Social Services, while encouraging positive preventive health.

“I am honored to be named a Smart Start Champion. This project and award would not have been possible without the generosity shown by the Landfall Foundation Board of Directors and the Eshelman Foundation,” said Dr. Taylor.

“The first five years of a child’s life is crucial. It is up to the community to ensure at-risk children get the proper care and compassion so they can have a smart start to life.”
Two Providers Named to Prestigious 2013 Best Doctors in America® List

In a recent poll by Best Doctors, Inc., Wilmington Health physicians Kevin O’Neil, MD, FCCP, FACP, and Paul Kamitsuka, MD, DTM&H, were recognized as top physicians in their fields. Only five percent of doctors in America earn this prestigious honor, which is decided by impartial peer review.

The Wilmington Health physicians were recognized in the following categories: Dr. O’Neil was recognized in Pulmonary and Allergy, and Dr. Kamitsuka was recognized in Infectious Disease.

Best Doctors has earned a sterling, worldwide reputation for reliable, impartial results by remaining totally independent. Doctors cannot pay to be included in the Best Doctors database, nor are they paid to provide their input. The List is a product of validated peer review, in which doctors who excel in their specialties are selected by their peers in the profession.

“I am very humbled and grateful to be named in the Best Doctors list. It is an honor to be listed among the talented and skilled specialists in the state,” said Dr. O’Neil.

Wilmington Health and PMG Research Apixaban AMPLIFY Trial Recognized

Wilmington Health’s Kevin Cannon, MD, and the staff of PMG Research conducted the AMPLIFY EXT trial, which was recently featured in The New England Journal of Medicine. The trial was performed at Wilmington Health’s 1202 Medical Center Drive facility.

Apixaban is a new treatment option for reducing the risk of stroke and dangerous blood clots in patients with non-valvular atrial fibrillation in the United States. Not only did Dr. Cannon and the team enroll more patients than any other facility in North America, they also finished in a two-way tie for producing the seventh-most enrollees out of 258 sites in the world.

Through this trial, the team was able to treat patients with blood clots in either their legs, lungs, or both for an extended period of time offering them a treatment that is not currently available.

“To be able to participate in a study like this is an amazing feat. I am very proud of our team,” said Dr. Cannon. “Until recently, there haven’t been advancements for deep vein thrombosis or pulmonary embolism with oral medications, so this trial could prove to be a significant move forward with respect to the treatment of these conditions.”


Thomas Marcinowski Accepts Position at East Carolina University

Thomas Marcinowski, PA-C, was appointed as an adjunct assistant professor in the Department of Physician Assistant Studies at East Carolina University, Greenville, NC. He will continue his role as a preceptor for physician assistant students.

“I am excited to return to my alma mater as a staff member and assist in the education of future physician assistants,” Mr. Marcinowski says.

“Not only am I looking forward to inspiring the students, I am also eager to continue my own education as an adjunct assistant professor.”

Mr. Marcinowski is a Board Certified Physician Assistant who promotes wellness for the entire family including diagnosing and treating acute and chronic illnesses in newborns to the elderly. He is located at Wilmington Health Family Medicine at Monkey Junction, 5245 South College Road, Wilmington. To schedule an appointment with Mr. Marcinowski, call 910.772.6290.
Dr. Donald W. Fisher Discusses Healthcare Transformation in Wilmington

Donald W. Fisher, PhD, CAE, President and CEO of American Medical Group Association, is one of the country’s most influential people in healthcare. He was in Wilmington on February 7 to discuss healthcare transformation and the role of physician leadership.

Wilmington Health and UNCW facilitated the event, which was hosted at the UNCW Burney Center.
Healthy Check-Up

Wilmington Health Presenting Sponsor of Susan G. Komen Race for the Cure®

The Susan G. Komen Race for the Cure® hosted its first fundraising event in Wilmington on March 2. The Komen Wilmington Race for the Cure® offered a competitive and recreational 5K run/walk for adults and youth as well as a kid’s dash.

After the races, there was a breast cancer survivor tribute. All proceeds were donated to the Susan G. Komen Foundation to go toward research, education, and treatment for breast cancer patients.
On January 25, the Infusion Center at Wilmington Health (1202 Medical Center Drive) held an open house for Wilmington Health employees. This was an opportunity for staff to tour the Infusion Center and meet Justin Markow, DO, our oncologist who helped launch Oncology/Hematology at Wilmington Health, and Ronald George Jr., MD, PhD, our rheumatologist who began Wilmington Health Rheumatology. Both doctors provide infusion services for their patients.

The Infusion Center sponsored a drawing that included a beautiful BellaPerlina bracelet and a gift basket from Dermatology.
“This is a follow up to my visit today. I want to comment on the atmosphere in the office and around the nurse’s station in general. I always look forward to my visits because the staff is not only accommodating but give us (the patient) a sense of security in knowing we are really being looked after. Here on the Island many of us are long term residents and patients at Wilmington Health. I hear many positive comments about the Doctors, Nurses, and ancillary staff. It is comforting to know that I have a competent health team taking care of my needs.”

**Nola,** Family Medicine patient

“After having a severe asthma attack in March 2011 and being hospitalized for several days, I decided I needed to take better care of myself. Since I have started HMR I am now healthier than I have ever been in my life. I have lost 117 pounds between June 16, 2011, and October 10, 2012. I now feel mentally and physically great; I have more energy, and more stamina than ever before. Since losing this weight, my cholesterol levels dropped significantly and my type 2 diabetes is under control.”

**Donna,** Weight Management, an HMR Program patient

“I know it was all in a half hour to get my hand splinted and [I received] wonderful care from James Bennett, PA-C.”

**Patricia,** Orthopaedic Surgery patient