



Physicians Committed
to Quality

healthy practices
mvma ipa

An important announcement from
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MVMA Celebrates 25th Anniversary

Happy 2008! We hope everyone had an enjoyable holiday season. This year is a special one for MVMA – our organization celebrates its 25th anniversary. This is an important milestone shared by all who have contributed over the years through board and committee involvement, consulting, providing feedback during personal visits with our medical directors and staff, and extending your ability to see non-HMO MVP patients in new products such as ASO, Gold, and Government Programs. Your participation in these physician networks has helped MVP grow in relation to the merger with Preferred Care and the CIGNA Alliance.

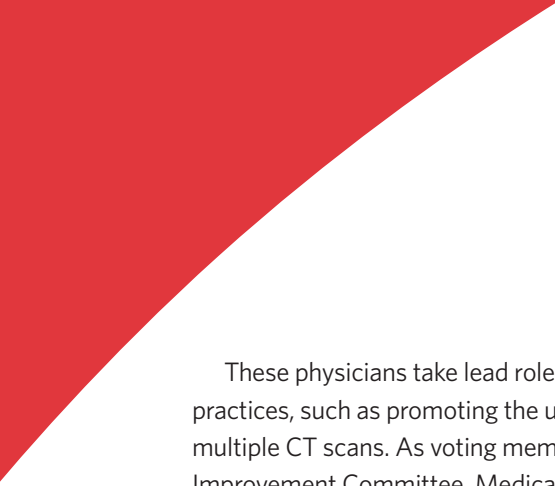
Many of you have been IPA participating physicians for several years and understand how your contractual relationship works with MVMA in order to care for MVP patients through the exclusive agreement MVMA and MVP have had since inception in 1983. For those of you who have recently joined us, we thought a brief recap of MVMA history would be helpful.

Formed by Schenectady-area physicians, MVMA is the oldest and largest IPA affiliated with MVP. Its geographic area was expanded to include the Capital Region and surrounding counties – now a total of eleven. Your Participating Physician Agreement with MVMA enables you to participate in MVP's provider network and provide services for MVP members. Those patients identify with you as their "MVP doctor," although you are actually an MVMA-participating physician by contract.

MVMA is 100 percent physician-controlled, with six committees (Finance, Peer Review, Membership, Nominating, Compensation, and Executive) that report to the Board of Directors. Each committee, which consists of participating IPA physicians who represent various specialties, is annually updated depending upon geographic and specialty need, and requires active participation. This committee structure is the basis for mandates pertaining to network maintenance, physician reimbursement, quality review and improvement, and utilization management initiatives that are ultimately approved by the MVMA Board of Directors. Our exclusive risk arrangement with MVP enables us to advocate on your behalf. The IPA leadership team negotiates contracts, evaluates reimbursement levels in a fiscally responsible manner, and provides extensive input into medical management policies.

MVMA has an infrastructure of professionals that provides a direct avenue of communication for our physicians. The MVMA medical directors are key components in the physician-to-physician relationship. Many times, physicians are contacted to discuss treatment options and educated about benefits and policies by our medical directors, who are accessible by phone, e-mail, and in personal meetings. They are responsible for developing and implementing policies affecting our physicians, reviewing physician credentials, and developing recommendations on issues that are presented to the board of directors and subcommittees.

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These physicians take lead roles in quality-improvement initiatives that directly affect our physicians in their daily practices, such as promoting the use of a medication list and increasing awareness of radiation exposure related to multiple CT scans. As voting members, they are actively involved on MVP committees – such as the MVP Quality Improvement Committee, Medical Management Committee, and the Pharmacy and Therapeutics Committee – that require IPA input to make plan-wide policies.

Our physician and professional staffs conduct personal visits with physicians to discuss clinical profiles, trends in providing care, and respond to reimbursement and policy concerns. We also communicate with you via this physician newsletter to provide up-to-date information that affects you as an IPA participant and as a practicing physician.

Our administrative office is located in MVP's Schenectady corporate headquarters, which provides us with a unique ability to work in concert with MVP on issues that require the input of both organizations.

We look forward to continuing to serve our physician network while working with MVP to address this area's ever-changing healthcare environment.

Please mark your calendar for Wednesday, March 19, 2008, to attend the MVMA Annual Meeting at the Century House in Latham.

