



BlueCross BlueShield of Alabama

**Media Release
March 5, 2019**

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Huntsville Primary Care Practices Recognized Through Blue Cross and Blue Shield of Alabama's Innovation Award Program

Birmingham, AL – Two primary care practices in Huntsville, Alabama, were recently recognized through Blue Cross and Blue Shield of Alabama's Circle of Care Innovation Award Program.

Innova Primary Care (Innova) was awarded first place for improving the quality of patient care and satisfaction by utilizing the following innovative technology:

- Installing electronic screens in all patient rooms to provide access to the patient's medical record during visits, as well as provider and educational information.
- Releasing a Net Promoter Score (NPS) tool that collects feedback on customer satisfaction.
- Piloting a bidirectional Health Information Service Provider exchange for Traditional Care Management to receive discharge information directly into their EMR from the Alabama Health Record System.
- Increasing patient portal usage.

"Being recognized with the Innovative Award is truly an honor," said Dr. Brooke Uptagrafft with Innova Primary Care. "Thank you to Blue Cross and Blue Shield of Alabama for supporting primary care and supporting us to be innovative so we can continue to move healthcare forward."

Innova Primary Care is seeing impressive results:

- The need for urgent care and emergency room visits is reducing due to patient awareness on the availability of same-day appointments and 24/7 on-call abilities.
- Improved patient care and lower costs are resulting from a reduction in hospital readmissions and efficiently receiving discharge summaries.
- Patient engagement and convenience shows 94 percent of patient portal usage. Over 8,000 online appointments were scheduled, and 33 percent of patients installed the app.

Premier Internal Medicine Associates was awarded third place by improving patient population management and closing gaps in patient care by breaking down performance into “huddles.” Patient Service Representatives identify patients with specific conditions and contact them for recommended laboratory services, referrals and clinical testing. The Clinical Team provides patient education on missing care then orders tests and referrals as needed. Physicians review results with the patient during office visits and document gaps in patient care that have been closed.

Results show Premier Internal Medicine Associates had 90 percent of their Medicare Advantage patients scheduled for annual wellness visits and needed screenings.

The Innovation Award Program inspires and rewards pioneering primary care practices that positively impact the health of Alabamians and our members. Entries are judged based on cost savings, improved member health and efficient/effective care.

About Blue Cross and Blue Shield of Alabama

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