



BlueCross BlueShield of Alabama

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

Birmingham, AL – Blue Cross and Blue Shield of Alabama recently awarded first place to Birmingham Internal Medicine Associates, PC (BIMA) in their new Circle of Care Innovation Award Program. This award is just one of the many initiatives Blue Cross has implemented since announcing their Primary Care Select Program in 2015. The Primary Care Select Program invests in the future of primary care in Alabama by improving physician incentives, support and collaboration. Through this increased engagement with primary care practices statewide, Blue Cross has observed innovative efforts being made in a complex healthcare environment. The Circle of Care Innovation Award was created to recognize and reward these pioneering practices and inspire others to make a difference to the future of primary care. Entries for the Innovation Award are judged based on cost savings, improved member health and efficient/effective care.

“It is an honor to receive an Innovation Award from Blue Cross and Blue Shield of Alabama. Our goal is to provide the best care available by having a one-on-one relationship with our patients and treating the entire patient rather than a specific problem. Being technologically advanced helps us take that care to the next level,” said Dr. John Farley, Birmingham Internal Medicine Associates.

BIMA was awarded first place for their two Innovation Award submissions: ***Implementing Technology to Improve Care*** and ***Volume to Value***.

Implementing Technology to Improve Care is an initiative aimed to utilize technology at each point of patient contact to achieve better quality outcomes and reduce costs, while increasing satisfaction. Through their *Volume to Value* initiative, BIMA is focusing on the wellness of a patient and not just the patient's sickness. Services include internal medicine, family medicine, weight loss services and an embedded behavioral health resource. They provide comprehensive case management to impact patients both during and in between visits.

The second place winner, Innova Primary Care, Huntsville, entered several innovations: ***Building Design to Support Team-Based Primary Care, Improving Care through Strategic Partnerships, Developing the Team*** and ***Tracking Technology for Better Patient Care***. These initiatives aim to improve patient experiences and care through better building design, enhanced team-based care, strategic partnerships and the implementation of innovative technology.

Premier Internal Medicine Associates, Huntsville, was recognized as the third place winner for their innovations: ***Antibiotic Stewardship Program*** and ***Referral Tracking***. Their Antibiotic Stewardship Program is raising awareness about the overuse of antibiotics and significantly decreasing their practice's penicillin and Z-pack prescriptions. Their Referral Tracking initiative is helping to minimize referral frustrations through proactive management of specialist referrals, appointments and consult results.

About Blue Cross and Blue Shield of Alabama

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