

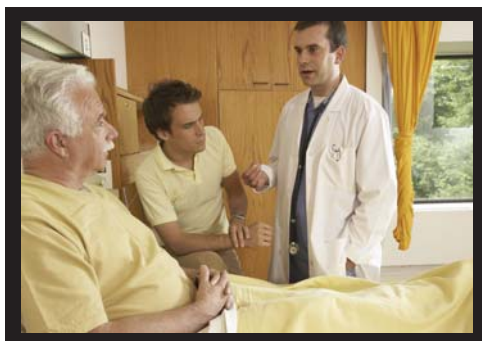
Message from Rod St. Clair, MD, Chief Medical Officer

Welcome to our second edition of eConnect!

Our intent with these publications is to provide you with current topics in health care along with some practical suggestions for your day to day office operations. This fall issue deals with the physician's role in patient advance directives. In our next edition, we will address how patient satisfaction scores impact your Pay for Performance, and the patient access standards we are required to meet.

Advance Directives -

Evidence shows that this is not a topic people want to discuss until an actual emergency takes place



or someone is given a terminal diagnosis. You, as the Primary Care Physician, however, are in the best position to know when to introduce the subject of end-of-life care and to guide discussions in advanced care planning.

It is well documented that patients who talk with their physicians and families about their preference for end-of-life care, are less fearful and anxious about those decisions. Patients also feel they are able to direct and influence their medical care, and believed there is a better understanding of their wishes by their physicians. Your proactive interaction with patients will provide a greater comfort level for them.

To assist you in undertaking this critical role, this edition includes resources and suggestions for initiating the Advance Care Planning discussions. Once you understand the patient's wishes, and you have documented them into the patient's medical record, you too, will be prepared to support your patients in their end-of-life-care.



Rod St. Clair, MD

If you and your staff have "best practices" to share, please send us the details and we will share with your peers.

In This Issue

Message from Rod St. Clair, M.D.1

Advance Directives - The Physician Responsibility ...2

Sales and Marketing Update ...3

Customer Service4

Did You Know4