

INTERACTIVE RESOURCE CENTER **(For Discussion on Saturday Morning)**

The Interactive Resource Center (IRC) is envisioned to be an interactive web-based platform that family physicians can use to help improve their practices with various tools and resources available at each step along their transformation journey. The Payment and Practice teams have spent the last two years interviewing practices and researching a variety of payment models. In addition to including each team's research findings, the IRC plans to use self-assessments to help identify the most useful tools and resources for particular practices, and will include inspiring video examples from Bright Spots in practice and payment transformation as well as resources from a variety of sources, including many from FMAHealth's sponsoring organizations. The IRC will be designed to meet primary care physicians where they are, at their level of readiness and motivation, and guide them to the tools and resources needed to improve their practice. The IRC can also be useful to teachers of family medicine as they work with medical students and residents to prepare them for future practice.

The teams have held several meetings with the AAFP staff as well as the Commission on Quality and Practice to explore interest in and feasibility of an IRC. The AAFP is in the process of conducting a market research survey, which includes an online survey of approximately 4,000 physicians as well as one-on-one interviews with several family physicians. Last we heard the response rate was approximately 10%. As you know, the initial concept has been shared with all of the Sponsoring Organization Executives. In addition, Glen Stream is in the process of talking with each executive to discuss the IRC and address questions and ideas they may have ahead of Working Party.

During the Working Party meeting, there is time dedicated on Saturday morning to discuss the results of the market survey and focus groups, as well as interest and potential involvement from the sponsoring organizations. We look forward to receiving guidance as to how best to proceed in the development of the IRC. If the market survey and focus group discussions yield a positive response, it is likely that the AAFP will take next steps as outlined in the IRC Working Agreement (below), i.e., to estimate the cost of designing, building and maintaining the IRC. If market survey and focus group findings yield a less than positive response to the IRC concept, it will be important for the FMAHealth Board to determine whether there is an alternative to the IRC that fulfills a similar purpose (a Plan B) – or – determine if the board should look for other ways to invest its resources. (FMAHealth has set aside \$100,000 to invest in the IRC.)

As you recall, the response to the question, "Why build an IRC?" has two parts:

- In order to increase the use of existing tools and resources that the sponsoring organizations, and others, have already created – in the service of practice and payment transformation.
- In order to enable the work, tools and products of FMAHealth to be sustained and support the use of other already-available tools and resources in ways that are tailored to the needs and stages of motivation and readiness on the part of particular practices in different types of markets around the country.

Prior to the Working Party meeting, please review this 5-minute video outlining the IRC design concept, [here](#). (It works best if you download the file.) We look forward to addressing any questions and entertaining ideas and recommendations that you may have during the IRC discussion on Saturday morning.

Working Agreement for the Interactive Resource Center (IRC) Payment and Practice Tactic Teams

Draft as of July 27, 2018

Brief Description of Project:

The Interactive Resource Center (IRC) is envisioned to be an interactive web-based platform that family physicians can use to help improve their practices with various tools at each step along their transformation journey. The Payment and Practice teams have spent the last two years interviewing practices and researching a variety of payment models. In addition to including each team's research findings, the IRC will use self-assessments to help identify the most useful tools and resources for practices, including inspiring video examples from Bright Spots in practice and payment transformation and resources from a variety of sources, including many from FMAHealth's sponsoring organizations, to give primary care physicians the tools needed to improve their practice.

The goals of the IRC are as follows:

- ▶ Create a centralized hub of practice transformation tools and resources for family physicians and primary care in general.
 - Share inspiring videos and testimonials of success in practice transformation activities
 - Help physicians and their teams identify targeted tools and resources based on stage of readiness and self-assessment of tools tailored to the physicians' practice
- ▶ Establish interactive learning communities of family physicians at similar stages of readiness and facing similar challenges
- ▶ Have capability to obtain Continuing Medical Education (CME) and Maintenance of Certification (MOC) credits for using tools on the site.
- ▶ Act as a place that creates pull to review, use, and purchase tools from the Sponsoring Organizations
- ▶ A video of the initial concept design can be viewed [here](#). (It is best viewed by downloading it first.)

Key Contacts:

- ▶ FMAHealth Board Liaisons: Bob Phillips and Paul Martin
- ▶ FMAHealth Core Team Leaders: Jason Marker and Tom Weida
- ▶ Sponsoring Organization Appointee on the FMAHealth Board: Reid Blackwelder
- ▶ Sponsoring Organization Liaison to the Tactic Team: Bethany Burk

Financial Responsibility:

- ▶ Funding allocated by the FMAHealth Board includes: \$100,000 toward the establishment of a web-based Interactive Resource Center (IRC).

Key Dates and Milestone Deliverables:

	Milestone Deliverable	Metrics of Success	Anticipated Date of Completion
1	Create vision	<ul style="list-style-type: none"> ▶ Create tool to provide understanding of possible concept and design ▶ Comparison of similar products and pluses and minuses of each ▶ FMAHealth products clustered and organized to be used for the IRC 	<ul style="list-style-type: none"> ▶ July 2018 ▶ Initial vision of prototype completed, can be viewed here. ▶ Comparisons to similar products is ongoing
2	Market Research Study	<ul style="list-style-type: none"> ▶ Conduct a needs assessment of practice transformation topics and resources among family physicians ▶ AAFP creating online survey of 5000 FPs & 1:1 interviews with several FPs 	<ul style="list-style-type: none"> ▶ August 2018
3	Determine whether to move forward to step 4	<ul style="list-style-type: none"> ▶ Decision made based on learning from survey and 1:1 interviews – and feedback from sponsoring organizations at August Working Party meeting 	<ul style="list-style-type: none"> ▶ September 2018
4	Financial Estimates for build and maintenance	<ul style="list-style-type: none"> ▶ Estimates complete 	<ul style="list-style-type: none"> ▶ September 2018
5	Determine whether to move to step 6	<ul style="list-style-type: none"> ▶ AAFP decides whether to propose investing in the IRC, including the need for AAFP Board approval ▶ FMAHealth decides whether to continue to hold \$100,000 for the IRC 	<ul style="list-style-type: none"> ▶ AAFP decision dependent on Board approval December, 2018 (?)
6	Initial product design	<ul style="list-style-type: none"> ▶ Identify workgroup from FMAHealth, Sponsoring Organizations, and web-site contractor for development. 	<ul style="list-style-type: none"> ▶ More complete product design process and deliverables - TBD
7	IRC Build	<ul style="list-style-type: none"> ▶ 	<ul style="list-style-type: none"> ▶ TBD
8	IRC Launch	<ul style="list-style-type: none"> ▶ 	<ul style="list-style-type: none"> ▶ TBD