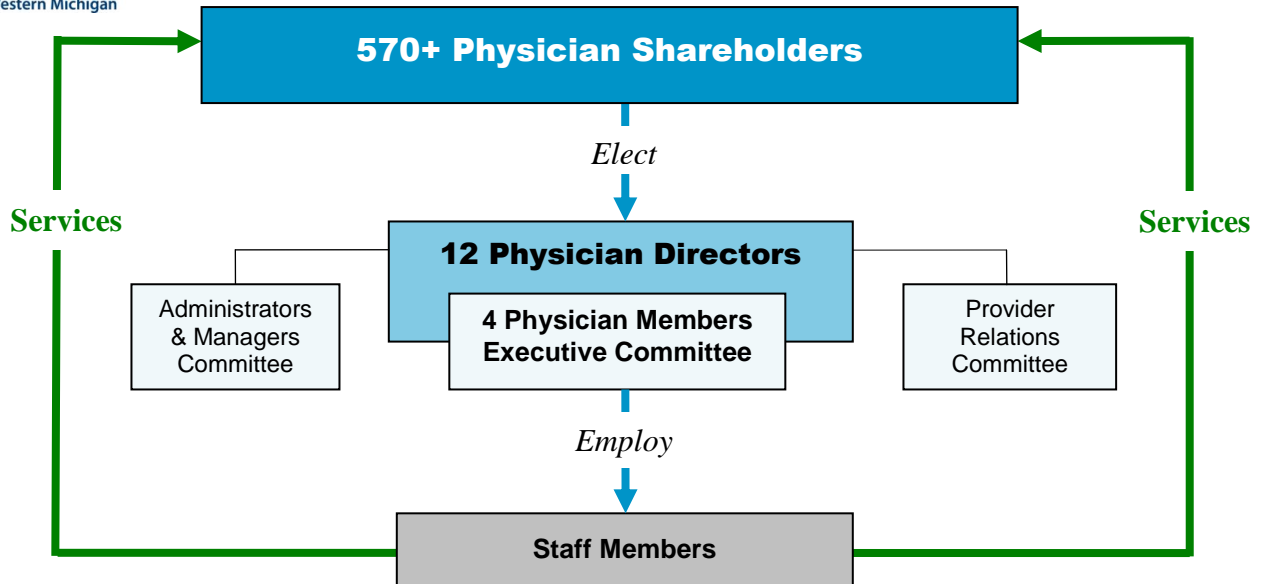


**PO3WWM** is...a Physician-Driven Organization.  
Physicians' Organization of Western Michigan



**PO3WWM** is... About Independent Physician Practices.  
Physicians' Organization of Western Michigan

*POWM's shareholders have relationships with all*

**POWM's MISSION**

*Those engaged in the practice of medicine hold the ethical responsibility to best champion their patients' welfare.*

*To this end, Physicians' Organization of Western Michigan, Inc. will further the preservation of physician decision making, the networking of ideas and relationships, the gathering of healthcare information, and the economic viability of the provider community.*

*local hospitals and systems, without referral mandates.*

**PO3WWM** is...Successful at Supporting Physician Practices!  
Physicians' Organization of Western Michigan

- 14 POWM member practices, comprised of 37 primary care physicians, have been designated by Blue Cross as Patient-Centered Medical Homes meeting PCMH criteria.
- Under the Blue Cross PGIP program, POWM physicians are “benchmark” performers – among the best-performing 15% of all physicians statewide when evaluated on total cost of care. **POWM is one of the top-rated physician group in West Michigan.**
- As a result of our members’ benchmark performance as a nascent Organized System of Care, POWM’s PCMH physicians will receive 120% of BCBSM Trust evaluation & management fees between July 1, 2011 and June 30, 2012 (and beyond if we continue our benchmark trend).
- Blue Care Network risk groups with POWM guidance earned risk/incentive payments totaling nearly a million dollars for 2010 performance. We had similar results in working with Priority Health. *Please turn page*

## Member Services Directory

2013

### Board of Directors

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David K. Silliven

**Executive Director**

(ex-officio, non-voting)

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Data analysis support.....	Reid DeJonge
EMR implementation.....	Reid DeJonge
EMR selection assistance.....	Reid DeJonge
.....	Keith Deans Pharm.D.
Group purchasing .....	Keith Deans Pharm.D.
Implementation of clinical data repository.....	Keith Deans Pharm.D.
Information technology hardware advice.....	Reid DeJonge
.....	Keith Deans Pharm.D.
Meaningful use support.....	Reid DeJonge
.....	Keith Deans Pharm.D.
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Member relations .....	Sue Kuzee
New member services .....	Sue Kuzee
.....	David Silliven
New service line development.....	David Silliven
.....	Keith Deans Pharm.D.
Payer contract analysis.....	David Silliven
Payer incentive programs.....	Cherie Nyhuis, RN
.....	Keith Deans Pharm.D.
Payer relations support.....	David Silliven
Payer report interpretation .....	Cherie Nyhuis, RN
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PGIP compliance .....	Cherie Nyhuis, RN
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Physicians Care™ contract implementation .....	Keith Deans

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