



**Colorectal Cancer Taskforce Meeting**  
**Date/Time: March 9, 2010 from 7:00 to 8:00 AM**

**Location:**

American Cancer Society Office, Brooks Conference Center A  
*(located in the back of the building on the northwest side – park in the lower level parking lot)*  
2255 S. Oneida Street, Denver, CO 80224

Dial-up: **1-866-910-4857**  
Conference ID: **890447**

**Agenda**

**Introductions**

**Discussion Topics/Updates (10 Min)**

- Four Corners Meeting Holly
- Quality Forum Lauren
- MarCom Update Anne/Pilar

**Provider Discussion (15 Min)**

- Provider Toolkit

**Presentation (25 Min)**

- Dr. Richman Rocky Mountain Gastroenterology Associates Quality Report

**Partner Updates (5 Min)**

- CRC Screening Program Holly
- Unde 5000 Serena
- Other Updates

**Announcements (5 Min)**

- CRC TF Chair Position Open Jill
- CRC TF Meeting Time Jill
- CRC TF Participant List Jill

**Next Meeting:** April 13, 2010 at 7 AM

# RMGA Quality Outcomes Report 2009

Presented by:  
Lee Richman, MD, FACP



---

ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES

# Who We Are:

## Rocky Mountain Gastroenterology Associates

- Twenty-three Gastroenterologists devoted to the care of patients with diseases of the digestive tract; including the esophagus, stomach and intestines, liver and pancreas
- 8 Office Locations & 3 Endoscopy Centers
- Practice at many area hospitals
- Board Certified and Board Eligible Gastroenterologists with extensive clinical sub-specialization in fields such as Inflammatory Bowel Disease, Esophageal Disorders, Liver and Biliary Tract Disease, and Pancreatic Disease



ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES

# Who We Are:

## Leading Edge Technology

We regularly invest in new equipment and services to provide the latest advancements in GI care to our patients.

Examples include:

- Smart Pill Capsule Based GI Testing
- Gas Chromatography Breath Testing
- Spyglass Biliary Endoscopy
- Ultrasensitive Esophageal Manometry and Impedance Testing



ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES

# Who We Are:

## Clinical Research

- Rocky Mountain Clinical Research, purchased by RMGA and Arapahoe GI in 2009
- Three of our physicians are certified by the Academy of Pharmaceutical Physicians and Investigators (AAPI), there are only 300 physicians in the nation with this certification
- Current Studies include: Ulcerative Colitis, Crohn's Disease, Irritable Bowel Syndrome, and Diverticulitis



ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES

# Who We Are:

## Electronic Medical Records (EMR)

- 2005 Invested in highly sophisticated and secure EMR system
- Patient Records now integrated with lab, x-ray, and pathology results
- We share medical information with select hospitals and across all our sites, and transmit records electronically and securely
- This year we are electronically integrating our endoscopy center reports into our EMR, making our practice fully-integrated with this technology



ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES

# The Patients We Care For:

## 2009 Visits by Insurer

United Health Care	28,550
Anthem Blue Cross	18,709
Medicare	16,014
Cigna	16,014
Aetna	10,418
Medicaid	3,802
Rocky Mountain Health Plans	1,412
Humana	1,045
Other Plans	16,665



ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES

# What We Do:

## Inpatient Coverage

Our physicians provide on-call coverage at eight area hospitals, our EMR system is interfaced at most of the hospitals where we practice

### 2009 Inpatients by Health Care System

Exempla Lutheran Medical Center	9,716
Medical Center of Aurora	3,032
North Suburban Medical Center	1,194
Parker Adventist Hospital	1,045
Platte Valley Medical Center	2,022
Rose Medical Center	1,195
St. Anthony's Central Hospital	7,149
St. Anthony's North Hospital	3,913



ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES

# What We Do:

## Rocky Mountain Endoscopy Centers:

- Located in Aurora, Lakewood, and Thornton
- Licensed by the Colorado Dept of Health
- Certified by Medicare and accredited by the Accreditation Association for Ambulatory Health Care (AAAHC)
- Costs are typically 40% lower than payments made to hospitals for similar services



ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES

# What We Do:

## Office and Hospital Services

### 2009 Most Common Adult Clinic Diagnosis

Abdominal Pain	11,913
Esophageal Disorders	11,501
Liver Disease	2,755
Irritable Bowel Syndrome	2,081
Crohn's Disease	880
Ulcerative Colitis	551
Diarrhea and Constipation	207



ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES

# Our Commitment to Quality:

## Practice Improvement Initiatives

In 2007, RMGA made the decision to implement quality measurements. Since that time, we have been tracking and documenting our rates on the following:

- Polyp Detection Rates
- Cecal Intubation Rates
- Polyps in the right side of the colon
- Abnormalities found during a procedure



ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES

# Our Commitment to Quality:

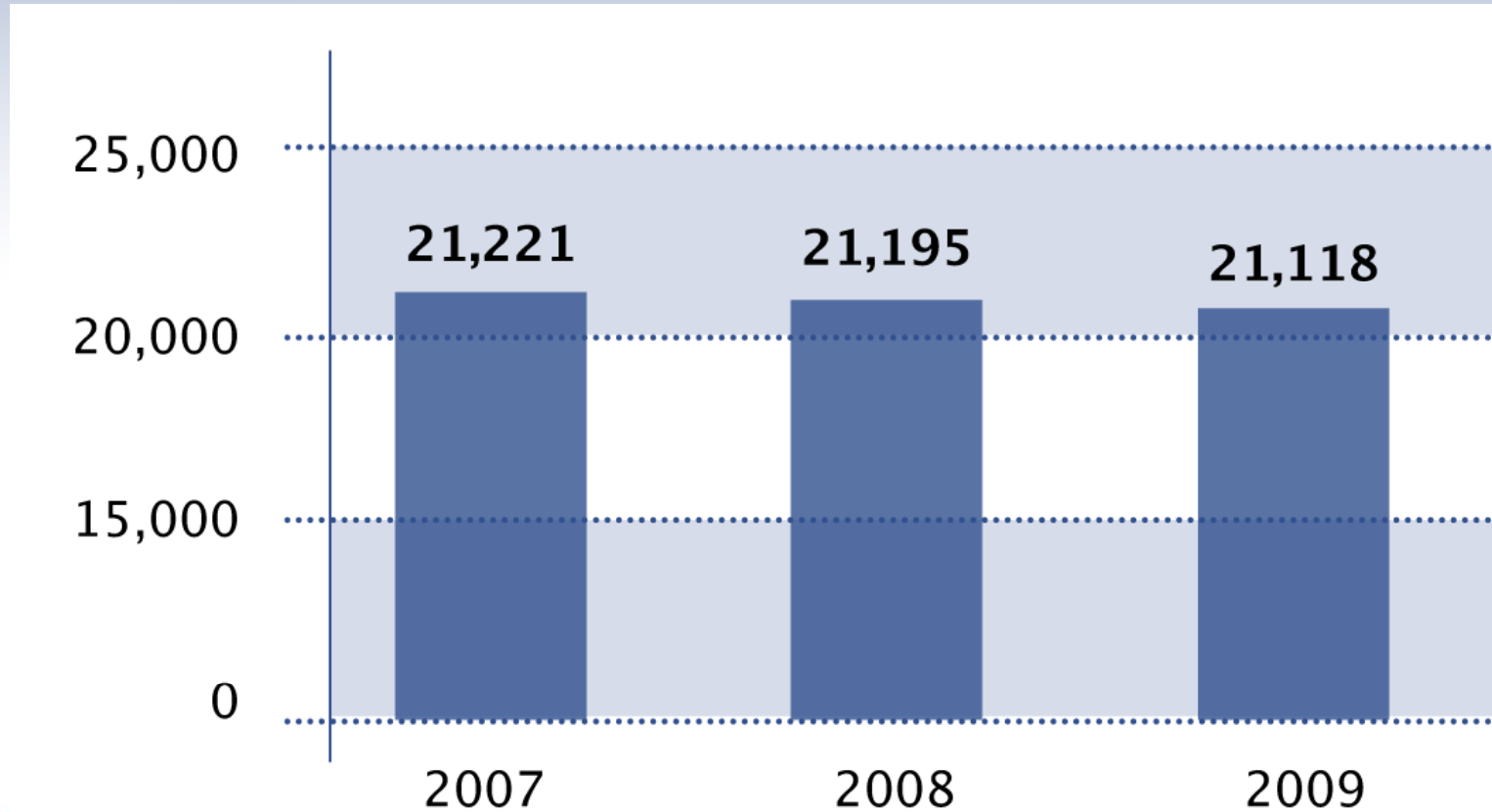
## Practice Improvement Initiatives

- Designated Quality Committee headed by Lee Richman, MD, FACP
- Meets on a quarterly basis
- All physicians receive a quarterly report that details their outcomes in relation to their peers within the practice
- RMGA is also a member of the Gastroenterology Practice Management Group (GPMG), a consortium of the twelve largest GI practices in the nation
- We compare the results of each of our physicians with each of the other members of GPMG on a quarterly basis.



ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES

# 2009 Outcomes and Innovations: Colonoscopy Procedures



ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES

# 2009 Outcomes and Innovations:

## 2009 Colonoscopy Outcomes

RMGA Physicians Reported 21,118 Procedures

	National Benchmark	RMGA
Avg # Colonoscopies per MD/yr	>200	653
<b>Exams completed to the cecum</b>	<b>90%</b>	<b>99%</b>
Colon Prep Excellent or Good	Unknown	91%
<b>Pre-cancerous polyp rate in patients &gt; age 50</b>	<b>20%</b>	<b>26%</b>



ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES

# 2009 Outcomes and Innovations:

## RMGA Colonoscopy Complication Rates

Complications	Number	Percent of Total Number of Procedures
Total Complication	31	.00015
<b>Colon/EGD Perforations</b>	<b>11</b>	<b>.0005</b>
Hemorrhage Post Procedure	19	.0009
<b>Infection</b>	<b>2</b>	<b>.0000</b>
Missed Cancers	0	0
<b>Death</b>	<b>0</b>	<b>0</b>



ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES

# Physician Leadership

Board Of Directors:

Rajesh Jain, MD

Patrice Michaletz-Onody, MD

James Pulju, MD

Gareth Weiner, MD

For More Information:

Lee Richman, MD FACP

Phone: 303-463-3900

Email: [ljlrich@gmail.com](mailto:ljlrich@gmail.com)



ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES

# Management Team

Craig Bakken, CEO  
Nancy DeNiro, COO  
Lori Pierpoint, CFO  
Serena Sampat, Marketing Manager

Any Questions??

Thank You!



ROCKY MOUNTAIN GASTROENTEROLOGY ASSOCIATES