

Primary Care

Stephen F. Rothemich, M.D., M.S.
Associate Professor of Family Medicine
srothemich@vcu.edu

Presentation 11/14/05 for
[Primary Care & Public Health - The Interface](#)
EPID 600 - Introduction to Public Health



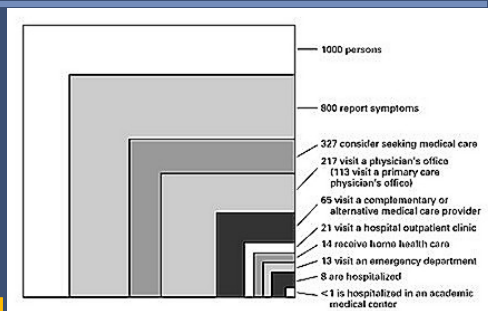
Who Provides Primary Care?

- Traditionally defined list
 - Family Medicine
 - General Internal Medicine
 - General Pediatrics
- Others
 - Nurse Practitioners
 - Physician Assistants
 - OB/Gyn (debatable)
- Limited part of some specialists' practices
 - Ex. dialysis patients, cancer patients in treatment



Ecology of Medical Care

[Green LA, et al. The ecology of medical care revisited. NEJM 2001;344:2021-5.](#)



IOM: Primary Care

[Institute of Medicine. Defining Primary Care: An Interim Report \(1994\).](#)

- Primary care is the provision of integrated, accessible health care services by clinicians who are accountable for addressing a large majority of personal health care needs, developing a sustained partnership with patients, and practicing in the context of family and community.



AAFP: Primary Care

[American Academy of Family Physicians](#)

- Primary care is that care provided by physicians specifically trained for and skilled in comprehensive first contact and continuing care for persons with any undiagnosed sign, symptom, or health concern (the "undifferentiated" patient) not limited by problem origin (biological, behavioral, or social), organ system, or diagnosis.



AAFP: Primary Care, cont.

- ... includes health promotion, disease prevention, health maintenance, counseling, patient education, diagnosis and treatment of acute and chronic illnesses in a variety of health care settings
 - (e.g., office, inpatient, critical care, long-term care, home care, day care, etc.).
- ... is performed and managed by a personal physician often collaborating with other health professionals, and utilizing consultation or referral as appropriate.



AAFP: Primary Care, cont.

- ... provides patient advocacy in the health care system to accomplish cost-effective care by coordination of health care services.
- ... promotes effective communication with patients and encourages the role of the patient as a partner in health care.



Primary Prevention in PC

- Health behavior counseling
 - smoking, exercise, diet, alcohol, STD and pregnancy risk
- Anticipatory guidance
- Immunizations
 - full childhood series, influenza, pneumococcus



Secondary Prevention in PC

- Cancer screening
 - cervix, breast, prostate and colon
- Diabetes screening
- Hypertension screening
- Osteoporosis screening
- STD and TB screening
- (+/-) genetic screening



Tertiary Prevention in PC

- Diabetic retinopathy, nephropathy, & neuropathy
- Lipid control in diabetes and coronary artery disease
- Treating osteoporosis
- Prophylaxis after TB exposure



PC Prevention: Challenges

- Erosion of continuity
- Shorter clinic visits
- Poor reimbursement for counseling
- Lack of systems-approach tools
- Competing demands



PC Prevention: Strengths

- Access to individuals
- Repeated opportunities over time
- Prevention is a PC core value
- Trust and understanding gained through continuity relationship
- Some reimbursement improvements
- Growing adoption of electronic health records



Future of Family Medicine

FFM Report, Annals of Family Medicine, Supplement 2004

- Proposed New Model of practice
 - a patient-centered team approach
 - elimination of barriers to access
 - advanced information systems, including an electronic health record
 - redesigned, more functional offices
 - a focus on quality and outcomes
 - enhanced practice finance



Virginia Commonwealth University

Prevention in FFM report

- The New Model office will put into practice the most current public health concepts and strategies while providing excellent preventive care across the individual life cycle and age spectrum.
- Preventive interventions will be implemented based on the quality of supportive evidence.
- Standard and personalized health risk assessments will be utilized for risk factor identification.



Virginia Commonwealth University

Prevention in FFM report, cont.

- The electronic health record will play a key role in tracking adherence to prevention guidelines and in continuously improving the quality of the preventive care provided by the practice.
- Health behavior and lifestyle modification skills will be essential to the multidisciplinary team providing preventive care in the practice.



Virginia Commonwealth University

Pay for Performance (P4P)

Potential to impact prevention in primary care

- Currently used in some countries
- CMS headed towards adoption
 - Voluntary reporting on 36 test indicators, about a 1/4 addressing PC prevention
- Easier with electronic health records
- Controversial with potential problems



Virginia Commonwealth University

Public Health

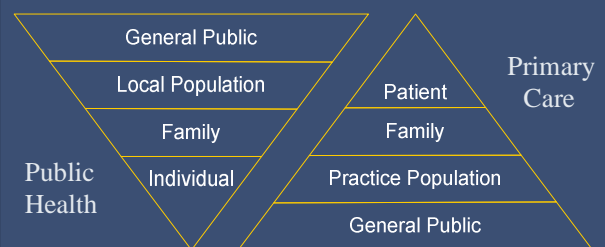
Definition from Wikipedia, the free encyclopedia

- Public health is an aspect of health services concerned with threats to the overall health of a community based on population health analysis.
- It generally includes surveillance and control of infectious disease and promotion of healthy behaviors among members of the community.
- Prevention is another important principle...
- Public health promotes not simply the absence of disease but mental, physical, and emotional well-being...



Virginia Commonwealth University

Prevention Perspectives



Virginia Commonwealth University

Prevention Studies in ACORN

- [MyHealthyLiving: A Web Site for Primary Care Patients](#)
- [Checking Smoking Status as a Routine Vital Sign: A Cluster-Randomized Trial of Its Effect on Cessation Counseling](#)
- [Patient-Reported Barriers to Colorectal Cancer Screening](#)
- [Comprehensive Practice—Friendly Model for Promoting Healthy Behaviors](#)
- [QuitLink : A Leveraging Solution to Tobacco Counseling](#)



Virginia Commonwealth University