

HOW I SEE IT

SUCCESS STORY

A NEW PRACTICE MODEL

Lawrence T. Ginsberg, O.D., a solo practitioner in East Providence, Rhode Island, discusses being part of the largest-known integrated care arrangement between eye care professionals and other primary care providers.

PATIENT CHOICE

A unique feature of the RIPCC's website: a portal that customizes referrals to ODs and other providers. Patients can choose an OD during their appointment with the primary care provider, based on where they live, what language they speak, or whether they want a male or female doctor, Dr. Ginsberg says.

SETTING A PRECEDENT

Dr. Ginsberg hopes this IPA model will incentivize ODs to join other types of integrated care models. Because this model doesn't leave ODs on the outside looking in, "it will entice other independent practices to stay independent and join groups like this."

PROMOTING INTERCONNECTIVITY

The Rhode Island Primary Care Physicians Corporation (RIPCC) recently entered into a collaborative care agreement with a group of independent optometry and ophthalmology practices, as part of a broader effort to become a multispecialty independent physician association (IPA). Improving communication among providers is one of the IPA's key goals. "We want everybody to be able to communicate electronically, for everyone to have an electronic health record or plan to have one in the next two years," Dr. Ginsberg says.



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