

Pipeline Program Spotlight: The WMMC Family Medicine Recruitment Program

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“Necessity is the mother of invention.”

– Plato in *The Republic*

White Memorial Medical Center

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STADIUM**

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WMMC FMRP

- WMMC Medical Education
 - Established the White Memorial Medical Center (WMMC) Family Medicine Residency Program in 1988 with the intent of transforming the other residency programs on campus
 - FMRP Accreditation with commendations by ACGME in each review
 - FMRP Ranked #1,2, or 3 in California by OSHPD (1995 –present) – Quality of Program, Diversity, Placement of Graduates in Shortage Areas

Our Origins: California AHEC

- Established in 1973 as a partnership with UCSF and with the intent to have offices affiliated with each medical school
- 2014
 - thirteen AHECs, nine organized by community clinics or consortia
 - 100 community training sites
 - 2,400 health professions students trained
 - Exemplary K-12 pipeline programs with a database of 10,000 students and 2,700 enrolled

Health Professions Diversity in California (percent of workforce) OSHPD 2009

Profession	Black	Latino	Asian/PI
Physician	3%	5%	21%
Nursing	3%	6%	26%
DDS	2%	5%	30%

California Population, 2009

White	40%
Latino	38%
A/PI	12%
Black	6%

Cal AHEC's Grand Experiment: HISMET

Hispanic Medical Education and Training
(HISMET) Initiative, 1986

- Undergraduate Enrichment Program – UC San Diego
- Post-Baccalaureate Health Professions Program – UC Irvine
- USMLE Board Review Program – UC Irvine
- Medical, PA/NP student enrichment preceptorship – UC Davis
- **New FM Residency Program – USC**

White Memorial Medical Center

FMRP – AHEC Partnership 1988

- To attract and train culturally compatible and academically qualified faculty and housestaff
- To provide high quality training for emerging professionals in a team-based setting
- To retain program graduates in areas of unmet health care need
- To successfully engage in leadership development of faculty and housestaff
- To transform medical education at WMMC

WMMC FMRP

- 152 Graduates to date
 - 100% Board-Certified
 - 70% practice in HPSA/MUA, mainly in CHC/FQHC
 - 65% URM
 - 53% Women, 47% Men

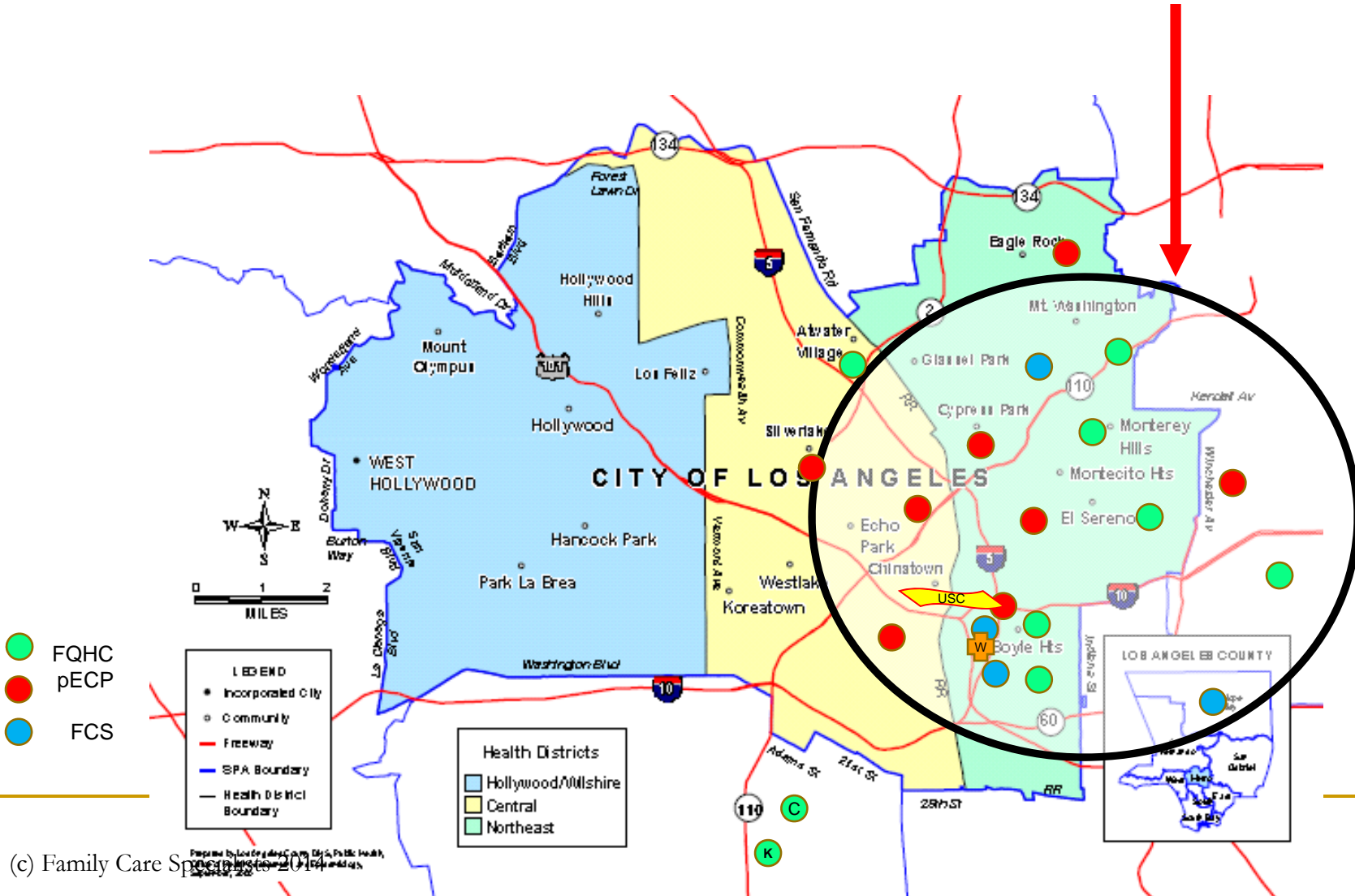
WMMC FMRP

■ Practice Patterns

- Group practice with team-based care model
- 10% with active OB practice > 5 years
- 30% in leadership positions in CHCs, medical groups, health plans and GME programs
- Two graduates established their own FQHC-look-alike

53 Graduates in the WMMC Service Area

Primary Service Area



WMMC Pipeline Recruitment



WMMC Pipeline Recruitment

- 1987 AHEC/HISMET
 - 1988 LAUSD Adopt-a-School Program
 - Second Street Elementary, Hollenbeck Middle School, Roosevelt H.S.
 - 1990 OSHPD Grant – Community Medicine
 - LMSA, SNMA, AMWA, AMSA
 - 1992 *Jovenes por la Salud* (AHEC Funded)
 - Bravo Magnet High School & Roosevelt H.S.
 - 670 students: 92% have gone to college, 80% graduated
 - 53 health professionals; 16 physicians including 6 who trained at WMMC
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WMMC Pipeline Recruitment

- 1993 – Cal SAMMP – counseling emerging health professionals on careers in MUAs
- 1997 OSHPD Special Programs
 - Adolescent Medicine/School Health Fellowship
- 2004, AHEC/Alta-Med/COPE Health Solutions
- 2012, AHEC/CCALAC
- Two Degrees of Separation: 163 Total Residents in the WMMC FMRP; 102 were connected to WMMC pipeline programs by a sibling, friend, college roommate and website
- 2014 – supported the launch of www.MiMentor.org



Our Goals for Mission Oriented Health Professionals

- Career ladder opportunities
- Patient-centered medical practice in HPSAs
- Serve our fair share of the uninsured and Medi-Cal
- Pursuit of the Triple Aim
- Compete on value – P4P, Savings Sharing
 - Received Most Improved IPA Award, IHA 2011
 - Achieved Honorable Mention in Elite 25, IHA 2013
- Access the opportunities in health care reform – ARRA HIT funding, PQRS, MUA Medicare differential

The New Primary Care Team

- Patient-Centered, Family-Oriented Care
- Comprehensive “High Touch-to-High Tech” Service
- Team delivery of continuous care: clinicians, psychologists, health educators, case managers, navigators, and *Promotores*
- Reach patients where they live, work, play, go to school, practice their faith, etc.
- Achieve a “therapeutic alliance” among equals

Who's After the PCPs in California?

■ Kaiser Permanente

"We [Kaiser] want to corner the market on Family Physicians between now and 2014"

-- Steve Steinberg, MD, Permanente Medical Group, 2011

■ Health Care Partners/DaVita bonuses for PCPs

"Primary care is King" -- Bob Margolis, MD, CEO 2011

■ United Health Group/Optum

"Our goal was to establish a footprint in southern California anchored on efficient medical groups with a strong primary care base"-- Stephen Rodgers, CEO Optum, 2011

M & A: Industry Leaders Respond

- Multi-specialty Medical Groups
 - HCP-PA-Talbert, Regal-Lakeside
 - Brown & Toland-Alta Bates MG
 - Hill Physicians
- Hospitals – using Medical Foundation model
 - Sutter Health
 - Memorial-Bristol Park, PIH-Bright, Medical Foundations
 - Memorial-Greater Newport Physicians
 - Stanford Hospital & Clinics – Affinity IPA
 - John Muir Health System

Who's after the para-professionals?

- HealthCare Partners/DaVita
- CareMore Health Plan and Medical Group
- Hill Physicians Medical Group
- Brown and Toland

**“The best way to predict the
future is to create it”**

-- Peter Drucker

Thank You!

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