

March 10, 2014

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Holy Cross Physician Partners Expands With New Agreement for Primary Care Services to Florida Blue Medicare HMO members in Broward and Palm Beach

FORT LAUDERDALE, Fla. – Holy Cross Physician Partners (HCPP), a clinically integrated group of physicians, is proving that providing a new health care delivery system, based on quality outcomes rather than “fee-for-service,” can be successful. The firmly established group has announced it is expanding its portfolio and will provide primary care services for members of Florida Blue Medicare, Medicare Advantage and Health Options, Inc. plans in Broward and Palm Beach counties.

“When we launched Holy Cross Physician Partners at the end of 2011, the Supreme Court had yet to rule on the Affordable Care Act, however, it was clear to us that the national reimbursement system was changing to one where healthcare providers would be held accountable for outcome and efficiency,” said Kenneth Homer, MD, Medical Director, Holy Cross Physician Partners. “Working with Florida Blue, we created one of the first commercial accountable care programs in the state and we are pleased to now provide care to more Florida Blue members.”

The new two year agreement pertaining to Florida Blue Medicare HMO members became effective on January 1. Florida Blue's Health Option product provides an alternative to traditional Medicare Beneficiaries, offering additional benefits for Medicare members. HCPP will continue to provide care to Florida Blue commercially insured members in Broward and Palm Beach counties as part of a previous agreement begun in 2013.

“Insurers and health care providers are finding common ground in a shared goal of improved population health and reduced per capita costs,” said Elizabeth Strombom, senior vice president of Government Markets, Florida Blue. “Florida Blue was an active collaborator with Holy Cross Physician Partners in designing a workable model that, in addition to delivering high quality care, would do so in a quantifiable and reproducible way that was cost effective.”

The physician-led HCPP network has grown to 300 doctors, both primary care and specialists, in Broward and Palm Beach who work together to provide patient care while collecting and sharing data that can be utilized to drive future clinical and policy advances.

“During an exploratory process when we were planning our first Holy Cross Physician Partners contract, we met with 10 major commercial insurers that had existing contracts with Holy Cross Hospital, which created the group’s infrastructure,” said Homer. “We are continuing conversations with other major carriers in the region and we expect in the next five years that a significant portion of the hospital’s commercial business will transition to value-based contracts.”

(more)

ABOUT HOLY CROSS HOSPITAL

A member of CHE Trinity Health, Holy Cross Hospital in Fort Lauderdale, Fla. is a full-service, non-profit Catholic hospital, sponsored by the Sisters of Mercy. Since opening its doors in 1955, the 559-bed hospital has offered progressive services and programs to meet the evolving healthcare needs of Broward County. Today, Holy Cross has more than 600 physicians on staff representing more than 40 specialties and more than 3,000 employees. To learn more about Holy, visit holy-cross.com, "like" Holy Cross Hospital, Fort Lauderdale on Facebook at www.facebook.com/holycrossfl, or follow [@holycrossfl](https://twitter.com/holycrossfl) on Twitter.

About Florida Blue

Florida Blue, Florida's Blue Cross and Blue Shield Company, is a leader in Florida's health care industry. Our mission is to help people and communities achieve better health. Florida Blue has approximately 4 million health care members and serves 15.5 million people in 16 states through its affiliated companies. Florida Blue is a not-for-profit, policyholder-owned, tax-paying mutual company. Headquartered in Jacksonville, Fla., it is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information, visit www.FloridaBlue.com.

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