



For immediate release

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**LOCAL PHYSICIAN EARNS PATIENT-CENTERED MEDICAL HOME DESIGNATION
FORM BLUE CROSS BLUE SHIELD OF MICHIGAN**

JULY 15, 2011-TAWAS CITY, MI - Blue Cross Blue Shield of Michigan (BCBSM) has designated St. Joseph Health System physician, Joanna Studley, M.D. as a Patient-Centered Medical Home (PCMH) practice for 2011–2012.

Dr. Studley is among a select group of primary care physicians in Michigan who are improving health care quality by adopting the PCMH model of care.

"The patient-centered medical home is health care centered on the patient," said Dr. Studley. "We take a holistic and comprehensive approach to patient care, helping our patients meet their health goals and keeping track of all their specialist visits, test results and prescriptions."

BCBSM has designated nearly 2,500 physicians — representing roughly 770 primary care practices — as PCMH practices. The program is the largest of its kind in the nation and has the potential to positively affect millions of Michigan residents.

With the PCMH model, primary care physicians (pediatricians, internists and family practice doctors) lead care teams who bring intensive focus to their patients' individual health goals and needs. The teams work with patients to keep them healthy and monitor their care on an ongoing basis.

"We coordinate our patients' health care using registries to track their health conditions and ensure that they receive the care they need. We offer our patients increased access to the care team, coordinate complementary care and help them learn to better manage conditions like asthma and diabetes," said Dr. Studley.

A recent analysis of Blue Cross Blue Shield of Michigan claims data suggests PCMH-designated doctors are succeeding in more effectively managing patients' care to keep them healthy, prevent complications and help reduce emergency room visits.

For more information about St. Joseph Health System and our physicians, visit www.sjhsys.org or call 989-362-9404. For Blue Cross Blue Shield of Michigan information on PCMH, visit <http://www.valuepartnerships.com/pcmh/index.shtml>.

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