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News Release

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For Immediate Release

## **Pennock Congratulates First Five Physicians to Become Certified in Patient Centered Medical Home Model**

**HASTINGS, Mich.** — Amongst the first to be certified, Blue Cross Blue Shield of Michigan has designated R. Troy Carlson, MD, Family Tree Medical Associates, Matthew Garber, MD, Family Tree Medical Associates, Thomas Hoffman, MD, David Parker, MD, Hastings Internal Medicine, and Douglas Smendik, MD, Cherry Valley Family Physicians, as Patient-Centered Medical Home (PCMH) practices for 2011-2012.



**(From Left to Right: Dr. Troy Carlson, MD, Dr. Matthew Garber MD, Dr. Thomas Hoffman, MD, Dr. David Parker, MD, and Dr. Doug Smendik, MD)**

As a Patient Centered Medical Home, they are among a select group of primary care physicians in Michigan who are improving health care quality by adopting this model of care. *"The patient-centered medical home is health care centered on the patient,"* said David Parker, MD. *"We take a holistic and comprehensive approach to patient care, helping our patients meet their health care goals and keeping track of their specialist visits, test results and prescriptions."*

Barry County is in a fortunate position, having a local hospital with an outstanding medical staff. Collectively, Pennock offers our community 25 primary care physicians and 124 specialists to serve the health care needs of Barry County and surrounding areas.

The Blues have designated nearly #2,500 doctors – 770 primary care practices – as PCMH practices. The program is the largest of its kind in the country and has the potential to affect millions of Michigan residents.

With the PCMH model, primary care physicians (pediatricians, internists and family practice doctors) lead care teams that 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 our patients’ increased access to the care team, coordinate complementary care and help our patients learn to better manage conditions like asthma and diabetes,”* said Dr. Parker. According to Carla Wilson-Neil, COO, *“last year Pennock Hospital had 2,794 inpatient admissions and 20,000 patient visits to the Emergency Department. The patient centered medical home model of care places an increased emphasis on prevention. As more of our physician practices become certified, we expect the overall health of our community to improve; therefore, decreasing chronic disease and the need for emergent care.”*

A recent analysis of Blue Cross Blue Shield of Michigan claims data suggests that 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 on these physicians, call 269-945-1749. For Blue Cross information, please call 313-549-9884.

### **About Pennock Health Services**

Pennock Health Services is Barry County's premier healthcare provider, featuring Pennock Hospital, an 88-bed, non-profit, Joint Commission-accredited facility providing personalized healthcare services with state-of-the-art technology to over 130,000 people per year. In the past three years, Pennock has been recognized with the coveted Solucient Top 100® Hospital Award, Governor's Awards for Improving Safety and Quality of Care in the Hospital Setting, and the "101 Best and Brightest Places to Work" Award. Pennock offers a wide range of services, including a Family Birthing Center, MRI, Drive-Thru Pharmacy, a Health and Wellness Center, and senior independent living at Pennock Village. Pennock's State Street Center is the convenient choice for Outpatient Laboratory and Radiology Services, Patient Accounts, Hospice, Homecare, Urgent Care, and Occupational Medicine. Pennock Health Services is your partner in personal, professional, and progressive care. For additional information, call the Pennock Physician Referral line at (269) 945-1PHY (1749), or visit us online at [www.pennockhealth.com](http://www.pennockhealth.com).